

Growth and Diversification



From origins in 1937, Thorn has become one of Australia's leading financial service providers, offering a broad range of financial solutions to meet a growing demand of niche consumer and commercial markets. Underlying this positioning is Thorn's commitment to giving customers a 'fair go'.



Thorn's foundation business, Radio Rentals¹ remains a leader in consumer leasing with 90 outlets nationally and a unique Rent-Try-\$1Buy offering. Over the past few years, Thorn has invested in diversification, establishing broader business capability in consumer finance, commercial finance and receivables management.

Thorn's business strategy is to extend its range of financial services, targeting a wider demographic and reaching out to small businesses so it can meet the needs of many more Australians. Benefits from this strategy are now becoming apparent as Thorn records improved financial performance, higher revenue, strong receivables growth, increased shareholder value and a growing band of satisfied customers.

¹ RR – Rentlo Reinvented in South Australia