

ASX STATEMENT

Thursday, 7 March 2019

Appointment of Managing Director of Sports

Super Retail Group (ASX:SUL) has appointed experienced retail executive Gary Williams as Managing Director of Sports Retailing. He will lead Super Retail Group's Sports division and join the Group Leadership Team with effect from 8 April 2019.

Mr Williams is currently Chief Operating Officer at Alceon Retail Group - one of Australia's largest retail investors - and brings more than 30 years of global retailing and marketing experience to the Group.

Super Retail Group Managing Director and Chief Executive Officer Anthony Heraghty said "Rebel is Australia's best-known sporting goods retailer and Gary is the perfect match for this business. With his extensive retailing history, he clearly understands the market and has an absolute commitment to putting customers first."

"His expertise in sports and consumer retailing, digital transformation and brand development will ensure that Rebel remains Australia's first choice for sports and leisure gear. He will bring fresh perspectives to Super Retail Group as we continue building our omni-retail strategy, delivering a world class in-store and online experience for our customers."

Mr Williams said "I am thrilled to be joining Super Retail Group at an exciting time for the company. Millions of Australians have grown up with Rebel and I am honoured to be the next custodian of this amazing business."

Gary Williams biography:

Gary is currently Chief Operating Officer at Alceon Retail Group where he sits on the executive committee for the EziBuy and SurfStitch businesses. His global experience includes roles in USA, UK, Asia Pacific and South Africa. Previously, he held executive, board and senior retail leadership roles with brands including David Jones/Country Road Group, Myer, Sass & Bide, Topshop, Reebok, Coca-Cola and Westfield.

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