

ASX / MEDIA STATEMENT

Tuesday, 30 April 2019

Super Retail Group provides trading update and outlines priorities under new CEO

Super Retail Group Ltd (ASX: SUL) today provides a trading performance update and outline of the Group's immediate priorities under Managing Director and Chief Executive Officer Anthony Heraghty.

In a presentation to the Macquarie Bank *Australia Conference*, Mr Heraghty said the early phase of his tenure as CEO after starting on 20 February 2019 had confirmed the quality of Super Retail Group's market-leading businesses.

Mr Heraghty told investors the initial focus areas of his first 100 days as CEO included exploring further opportunities for a seamless omni-retail experience, supply chain integration and simplification of the operating model to remove duplication. Other focus areas included enhancing customer analytics and capitalising on the powerful retail brands under the Super Retail Group umbrella.

The presentation provides a trading update for the first 17 weeks of the second half of the 2018-19 financial year, reporting the following growth across Super Retail Group's four major businesses:

Sales growth compared to the prior comparative period

	43 weeks to 27 April 2019	17 weeks to 27 April 2019	
	Total	Like for Like	Like-for-Like
Super Retail Group	4.4%	3.3%	4.3%
Supercheap Auto	3.6%	2.7%	4.2%
Rebel	4.5%	3.5%	4.0%
BCF	3.6%	3.3%	5.3%
Macpac	17.8%	7.8%	2.0%

The Auto and Sports businesses continue to perform in line with expectations, while BCF maintained its top-line growth trajectory despite ongoing pressure on margins. Macpac is running at full-year expectations.



Mr Heraghty said “Our trading performance is encouraging in a tough environment and confirms the underlying strength of our business and our brands. Our extensive network of stores, sector-leading brands, loyal customer base and expanding e-commerce capability form a powerful combination that sets us apart from existing competitors and new entrants to the retail sector in Australia and New Zealand.

“We will continue to enhance our omni-retail channels to provide our customers with multiple touchpoints to engage with our businesses and leverage further growth for the Group. Our strong customer base presents significant opportunities to capitalise on the potential of our brands.”

Super Retail Group has lodged the presentation with the Australian Securities Exchange and it is available at www.superretailgroup.com.

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