

ASX STATEMENT
Friday, 19 July 2019

Super Retail Group Limited
ABN 81 108 676 204
751 Gympie Road Lawnton QLD 4501, Australia
Postal: PO Box 344 Strathpine QLD 4500
T: +61 7 3482 7900 F: + 61 7 3205 8522
www.superretailgroup.com

Appointment of Managing Director, BCF

Super Retail Group (ASX:SUL) has appointed experienced retail leader Paul Bradshaw as Managing Director of its outdoor business BCF. He commences on 25 November 2019 and will sit on the company's Executive Leadership Team.

Mr Bradshaw joins Super Retail Group from the supermarket chain Coles Group, where he has worked for the past nine years in several executive leadership positions, including Chief Store Operations Officer and Group General Manager, Store Development. Previously, Mr Bradshaw held senior management positions at ASDA, the United Kingdom's second largest supermarket retailer.

Super Retail Group Managing Director and Chief Executive Officer Anthony Heraghty said "Paul has significant frontline retailing expertise and is a great fit for Australia's leading outdoor goods retailer BCF and its large, dedicated customer base."

"Paul describes himself as a customer-obsessed retailer, which is perfectly aligned with BCF's customer-centric approach to retailing. Our engaged BCF team prides itself on providing expert advice to our loyal customers. Having worked with some of the world's most successful brands in his 30-year career in the retail sector, Paul will bring hands-on leadership, extensive operational experience and a sharp focus on retail execution to the business."

Mr Bradshaw said "BCF is Australia's favourite outdoor store and I am excited about joining a great business and working with team members who are so focused on customer satisfaction. I also look forward to working with the leadership team at Super Retail Group, which is home to some of Australia's best regarded retail brands."

With more than 130 stores across Australia, BCF is the nation's leading outdoor retailer, selling a broad range of quality boating, camping and fishing brands from trusted manufacturers. BCF's exceptional relationship with its customers is acknowledged across the Australian retail sector, with BCF regularly leading brand awareness and customer loyalty benchmarks in the high-involvement consumer category.

Mr Bradshaw will be based in Brisbane and replaces Ethan Orsini, who has occupied the role in an interim capacity since 20 February 2019, when Anthony Heraghty was promoted to the role of Super Retail Group Managing Director and Chief Executive Officer.



Paul Bradshaw biography

Paul Bradshaw has deep retail expertise from more than 30 years in executive and management leadership roles at successful retailers in both Australia and internationally. After working in various managerial roles at Safeway in the United Kingdom, Paul joined ASDA Stores, working in regional and headquarters planning and strategy positions, including Head of Retail Change and Planning.

After relocating to Australia in 2010, Paul joined Coles Group. During nearly a decade with the supermarket chain, Paul held a number of leadership positions including Group General Manager, Store Development and Chief Store Operations Officer, where he was responsible for creating and driving the operations strategy for Coles Group.

Investor enquiries:

Robert Wruck, Head of Investor Relations

Ph: 0414 521 124

E: robert.wruck@superretailgroup.com

Media enquiries:

Kate Carini

Ph: 07 3482 7404

E: communications@superretailgroup.com