

22 October 2019

ASX/Media Announcement

October Trading Update

Super Retail Group (SUL) will provide an update on year to date trading performance at today's annual general meeting.

In the first 16 weeks of 2019/2020 the Group has delivered total sales growth of 4.2% and like for like sales growth of 3.2%.

Sales growth across the Group's four businesses has been as follows:

	Total Sales Growth	Like for Like Sales Growth
Supercheap Auto	3.5%	2.7%
Rebel	3.9%	3.1%
BCF	6.7%	6.5%
Macpac	3.8%	(2.1%)

Mr Anthony Heraghty, Managing Director and Chief Executive Officer, Super Retail Group said, "We have made a solid start to the year. While retail consumer sentiment remains mixed, the Group has delivered strong sales growth and like for like sales growth across our three largest brands. In response to a cautious consumer, we have activated a higher level of promotional activity across the business which has successfully generated top line growth but adversely impacted margin.

Macpac is cycling a strong sales performance in the previous corresponding period. Macpac's like for like sales also reflect refinements to our promotional and pricing strategy as we aim to strike the right balance between sales and margin. We remain confident that Macpac will continue to deliver shareholder value as we open stores, grow digital sales and increase our brand awareness in the Australian market.

As always, the Group's first half result will be highly dependent on the Christmas trading period."

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