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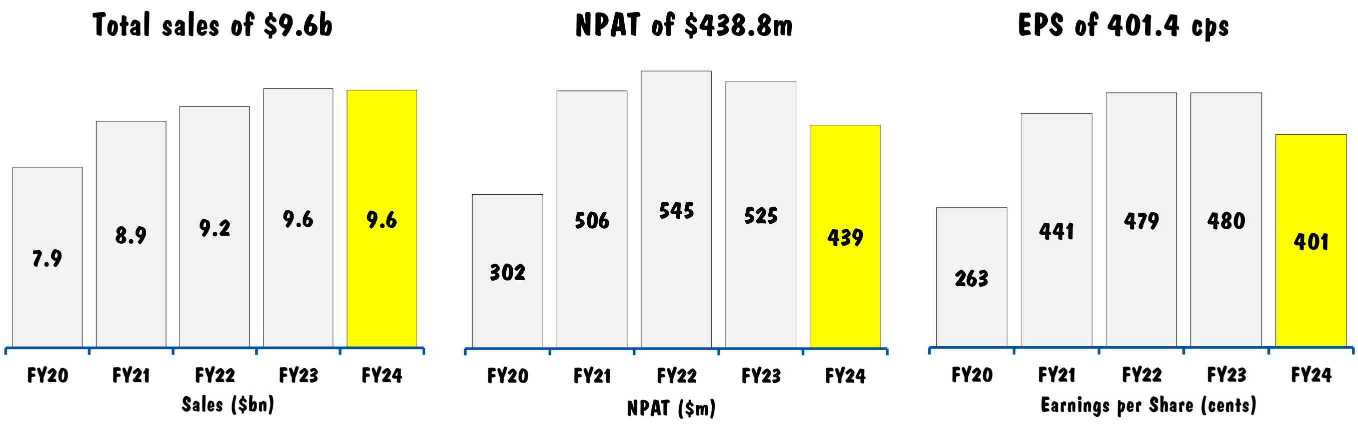
COMPANY ANNOUNCEMENT **12 August 2024**

JB Hi-Fi Limited Full Year 2024 Results

FY24 Highlights



JB Hi-Fi Limited ("Group") today reports for the 12 months ending 30 June 2024 ("FY24"):

- Total sales of $9.59 billion;
- Earnings before interest and tax (EBIT) of $647.2 million;
- Net profit after tax (NPAT) of $438.8 million;
- Earnings per share of 401.4 cps; and
- Total ordinary dividend for FY24 of 261.0 cps.

In addition to the FY24 results, the Group is pleased to today announce that it has:

- Entered into an agreement to acquire E. & S. Trading Co. (Discounts) Pty. Ltd. ("e&s"), with an initial acquisition of 75% for cash consideration of $47.8 million;
- Declared a special dividend of 80 cps fully franked, or $87.5 million, and together with the final dividend will distribute $200 million to shareholders; and
- Released its FY24 Sustainability Report that outlines the significant progress it has made across several initiatives towards its commitment to having a positive impact on its people, its communities and its environment.

Group CEO, Terry Smart said "We are pleased to report our FY24 results, with sales remaining solid thanks to the strength of each brand's core categories. In this tough retail environment where customers are seeking value, our brands continue to resonate strongly driven by the trust customers have in our low-price best value proposition."

FY24 Trading Performance

JB HI-FI Australia

Total sales increased by 1.0% to $6.61 billion, with comparable sales up 0.6%, driven by continued customer demand for technology and consumer electronics products, and supported by well-executed Black Friday, Boxing Day and Tax Time promotional periods. The key growth categories were Mobile Phones, Small Appliances, Cameras, Games Hardware and Services. Online sales increased by 2.8% to $1.03 billion or 15.5% of total sales.

Gross profit decreased by 0.9% to $1.47 billion with gross margin down 42 bps to 22.2%, driven by sales mix and increased levels of on-floor discounting. CODB was 12.6%, up 54 bps, and in absolute terms grew 5.5%, with disciplined cost control helping to manage inflationary cost pressures. The business's low CODB remains a competitive advantage and is maintained through a continued focus on productivity, minimising unnecessary expenditure and leveraging scale.

EBIT decreased by 11.0% to $491.2 million with EBIT margin down 100 bps to 7.4%.

JB HI-FI New Zealand

Total sales increased by 12.3% to NZD327.9 million, with comparable sales up 1.6%. The key growth categories were Mobile Phones, Audio, Games Hardware, IT and Small Appliances. Online sales increased by 32.4% to NZD42.6 million or 13.0% of total sales.

Gross profit increased by 18.8% to NZD55.5 million with gross margin up 93 bps to 16.9%. CODB was 15.6%, up 141bps, and in absolute terms grew 23.5% as the Group continues to invest in new stores and strategic initiatives in New Zealand, with comparable CODB up 5.1%.

EBIT was negative NZD2.3 million, down NZD6.7 million. Underlying EBIT, adjusted for depreciation that would have been recognised if right-of-use assets and fixed assets had not been previously impaired, was negative NZD5.5 million, down NZD3.3 million.

The Good Guys

Total sales decreased by 4.8% to $2.68 billion, with comparable sales down 4.8%. The brand's core Home Appliance categories remained resilient, with the Consumer Electronics categories softer cycling elevated demand in the pcp. Online sales increased by 1.3% to $387.2 million or 14.5% of total sales.

Gross profit was $621.2 million with gross margin down 22 bps to 23.2%, driven by increased on-floor discounting. CODB was 14.0%, up 117 bps, and in absolute terms grew 3.9%, with disciplined cost control helping to manage inflationary cost pressures.

EBIT was down by 25.8% to $158.1 million with EBIT margin down 167 bps to 5.9%.

Acquisition of e&s

The Group today announced that it has entered into an agreement to acquire E. & S. Trading Co. (Discounts) Pty. Ltd. ("e&s").

e&s Overview

- Established in 1962 by the Sinclair family
- Premium offering across the kitchen, laundry and bathroom product segments
- 10 showrooms in Victoria and Online, plus 1 showroom in ACT to open in August 2024, delivering highly personalised customer service, both pre and post purchase
- Strong delivery capability
- Established commercial offering in Victoria servicing builders, developers and architects, with recent opening in ACT
- FY24 revenue of circa $230m revenue and normalised pre AASB16 EBITDA of circa $7m

Strategic Rationale

e&s is highly complementary to the Group's existing brands, providing the Group with new and expanded customer segments and product categories, including:

- the premium home appliance customer and category;
- the bathroom category;
- the large commercial construction customer; and
- boutique and volume builders and architects.

The Group expects to be able to continue to grow e&s, both in Victoria and nationally.

Transaction Details

- Initial acquisition of 75% for cash consideration of $47.8 million on a cash-free / debt-free basis
- Put and call option arrangement in place for the acquisition of the remaining 25% in September 2029
- Rob Sinclair to continue as Managing Director of the business

- The acquisition will be funded through existing cash reserves
- Completion of the acquisition is subject to customary completion conditions and is expected to occur in September 2024

Group CEO, Terry Smart said "e&s is a high-quality business that prides itself on offering the world's leading kitchen, laundry and bathroom brands at great prices, with expert advice and exceptional customer service. e&s have a highly complementary premium product offering, which will appeal to a new customer base, and a commercial construction market focus, making it a strategically compelling addition to the Group."

Capital Management

The Board has today declared a final dividend of 103 cents per share (cps) fully franked, down 12 cps or 10.4%.

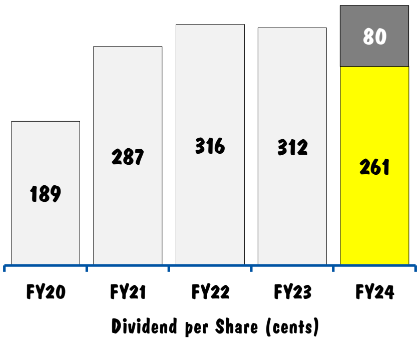
The total ordinary dividend for FY24 was 261 cps, down 51 cps or 16.3%, and representing 65% of NPAT.

As a result of the Group's continued strong financial performance and cashflow generation, the Group has an elevated net cash position and a significant franking credit balance.

Taking this into account, the Board has today declared a special dividend of 80 cps fully franked.

The combined final dividend and special dividend will distribute $200 million to shareholders, while continuing to provide the Group with balance sheet capacity to invest in organic and inorganic opportunities.

FY24 Ordinary Dividend of 261 cps & Special Dividend of 80 cps



The final dividend and special dividend will be paid on 6 September 2024. The record date for determining the entitlement for the dividends is 23 August 2024.

The Board will continue to regularly review the Group's capital structure with a focus on maximising returns to all shareholders and maintaining balance sheet strength and flexibility.

Generating sustainable long-term growth

The Group's FY24 Sustainability Report outlines the Group's commitment to having a positive impact on its people, its community and its environment.

As set out in the Report, the Group is committed to:

- Supporting its people and ensuring a safe, inclusive and respectful workplace, whilst always looking for ways to provide them with flexibility and opportunities to grow and develop;
- Making a positive impact in the communities in which its team members live and work, and working with its supply partners to protect and further human rights; and
- Minimising the impact that its operations may have on the natural environment and pro-actively reducing its waste, energy consumption and emissions.

The Group is pleased with the progress made in these key areas of focus, which in FY24 included:

- Continued to improve gender diversity across the Group, with an increase in the number of women in leadership positions at Board, Senior Management and Store Management levels;
- Continued to invest in leadership development, that included launching a new women in leadership program in Australia and New Zealand;
- Ongoing focus on safety including mental health and wellbeing, psychosocial hazard and aggressive customer training programs;
- Solar power generation installed in 7 stores, bringing the total number of stores to 30 and added 'Green Power' to the Group's energy mix, as the Group continues to work towards net-zero direct (scope 1 and 2) carbon emissions by 2030;
- Completed the implementation of battery, mobile phone and small e-waste recycling kiosks in JB HI-FI Australia and The Good Guys stores, with 16 tonnes of batteries and e-waste received for recycling; and

- FY24 workplace giving donations totalling $4.2 million and $39.9 million since inception.

The FY24 Sustainability Report can be found on the Group's investor website (https://investors.jbhifi.com.au/).

FY25 Trading Update

July 2024 Sales Update

The Group provides the following sales update, for the period 1 July 2024 to 31 July 2024:

- Total sales growth for JB HI-FI Australia was 5.6% with comparable sales growth of 5.2%;
- Total sales growth for JB HI-FI New Zealand was 12.2% with comparable sales growth of -4.9%; and
- Total sales growth for The Good Guys was 2.7% with comparable sales growth of 2.7%.

July sales are in line with the Group's expectations.

Group CEO, Terry Smart said "It is pleasing to see sales momentum in Australia continue into July. We remain committed to offering the best value and exceptional customer service to maximise our brands sales opportunities."

Terry added "As always, the results are a credit to our over 15,000 team members whose support and commitment ensure the ongoing success of the business. We will remain focused on our customer's needs and continue to innovate as we navigate another uncertain year."

Authorised by the Board.

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