

18 January 2016

## SUPER RETAIL GROUP ANNOUNCES APPOINTMENT OF CHIEF INFORMATION OFFICER

**Paul Hayes brings decades of technological innovation and digital transformation experience in the international retail sector to this strategic Group role**

Super Retail Group Limited (ASX:SUL), owner of iconic Australian brands including Amart Sports, BCF Boating Camping Fishing, Supercheap Auto, Rays and Rebel, is pleased to announce the appointment of Mr Paul Hayes as Chief Information Officer (CIO), a role that incorporates leadership of the Group's digital development agenda.

Mr Hayes joins Super Retail Group from leading UK retailer and well-known digital innovator, John Lewis, where he has served for a number of years as Head of Information Systems (IS) Delivery. He has been a member of the senior leadership team at John Lewis since 2006, and played a major role in the transformation of the retailer's IS Delivery Services and digital platform.

As CIO, Mr Hayes will lead Super Retail Group's IS team and operations, with responsibility for developing and implementing innovative and cost-effective technologies, as well as the development of the Group's long-term information systems and digital roadmap, including ongoing data security enhancement.

Group Managing Director and Chief Executive Officer Peter Birtles said the hire underlined the Group's digital ambitions.

*"It's no secret digital and online has turned retail into a global business. Building globally best-in-class technology and digital capabilities requires globally best-in-class talent, and I am thrilled we were able to entice Paul to the sunny shores of Queensland to take up this key role."*

*"John Lewis is widely recognised as a leader in digital and retail innovation, and we are excited to have Paul join our business at a time when we are focused on strengthening our capabilities in digital and data management across the Group."*

*"Paul is an outstanding IT professional with an extensive background implementing innovative retail technologies to drive both bricks-and-mortar and online growth. He brings strong expertise in areas critical to the Group's strategy and will be instrumental to our leadership team."*

Paul Hayes added Super Retail Group's commitment to digital innovation played a critical role in his move from the UK.

*"Super Retail Group has a clear vision of where it wants to go in an omni-channel world and the role of technology in supporting that, which is rare in the retail sector internationally. It is this clarity of purpose that sets successful innovators like John Lewis and Super Retail Group apart, and why I was excited by the potential of this role to take technology and digital at Super Retail Group to the next level."*

*"The demands of the digital retail marketplace require an agile, efficient and cost-effective IT foundation if we are to successfully equip the business for an evolving retail future. I'm looking forward to being a part of that journey at Super Retail Group at what is a pivotal time for the retail sector worldwide."*

Prior to joining John Lewis, Paul was a senior IT consultant with IBM leading multi-million dollar projects for premier retailers including Tesco, Argos and Woolworths, and prior to that held a variety of roles with British Home Stores.

## About Super Retail Group Ltd

Founded by Reg and Hazel Rowe in 1974 as a fledgling automotive parts mail order business from the living room of their Brisbane home, Super Retail Group Ltd (ASX: SUL) has grown to one of Australasia's largest retailers. Proudly headquartered in Brisbane, our network extends to over 630 retail stores, six distribution centres, and almost 12,000 team members across Australia, New Zealand and China. We provide solutions and engaging experiences that inspire our customers to live their leisure passions. For more information, visit [superretailgroup.com](https://superretailgroup.com).

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