

14 November 2016

SUPER RETAIL GROUP ANNOUNCES APPOINTMENT OF DEANNA LOMAS AS CHIEF SUPPLY CHAIN OFFICER

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 Ms Deanna Lomas as Chief Supply Chain Officer. In this key executive role, she will lead the ongoing development of the Group's international supply chain and ensure Super Retail Group continues to leverage its scale as one of Australia's largest retailers to drive enhanced customer experience, improved operational efficiency and support profitable growth.

Group Managing Director and Chief Executive Officer, Mr Peter Birtles, said Ms Lomas brings expertise that is closely aligned to the challenges and opportunities faced by Super Retail Group:

"We rely on our supply chain to meet customers' rising expectations for speed and convenience in today's omnichannel retail world. A supply chain equipped to respond to dynamic customer demand is key to making sure we have what we need online or in-store when the customer wants it. In today's market, volatility is the new norm, and the agility and responsiveness of our supply chain is fundamental to being able to compete effectively in this new digital retail reality."

"I'm thrilled to welcome Deanna to the team as Chief Supply Chain Officer, where she will lead the ongoing evolution and transformation of this critical part of our business."

Ms Lomas joins Super Retail Group from Telstra, where she was Director of Supply Chain and responsible for the Telstra supply chain, including leadership of the consumer product supply and distribution operations that support the Telstra retail business. Ms Lomas brings strong experience across a diverse range of sectors having served in various senior supply chain roles at MMG Limited and Carlton United Breweries. Her career also includes over fifteen years with BP in a variety of operational and commercial roles.

Ms Lomas holds bachelor degrees in Engineering, Business and Arts and an MBA from Melbourne Business School. She is a Graduate of the Australian Institute of Company Directors, and a Fellow and Engineering Executive with Engineers Australia. She has completed executive programs in the USA at Kellogg School of Management, MIT and WHU School of Management in Germany.

Ms Lomas' appointment is effective as of 14 November 2016.

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 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.

Media Contact

Ilse Schache
General Manager Corporate Affairs, Super Retail Group
E: ilse.schache@superretailgroup.com
M: 0466 392 694
T: 07 3482 7268