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ASX/Media Release

Super Retail Group Limited

Trading and Strategy Update at Macquarie Securities 2017 Australia Conference

Super Retail Group (SUL) will today provide an update on trading performance so far this financial year and an overview of its strategy at the Macquarie Securities 2017 Australia Conference.

TRADING PERFORMANCE

The sales performance of the Group’s three divisions up to 29 April 2017 has been as follows:

Sales growth compared to prior comparative period

	43 weeks to 29 April 2017		17 weeks to 29 April 2017
	Total (1)	LFL (1)	LFL (1)
Auto Retailing	4.5%	3.0%	2.5%
Leisure Retailing	-2.0% (2)	6.0%	7.0%
Sports Retailing	8.0%	4.5%	1.5%

(1) Rounded to nearest 0.5%

(2) Leisure Retailing total growth reflects closure of Ray’s Outdoors stores

The profit performance of the Group has been in line with expectation with each Division continuing to deliver growth in EBIT margin.

Mr Peter Birtles, Managing Director and Chief Executive Officer, Super Retail Group said, “We are pleased with the growth in profit being generated across the Group. We continue to expect to deliver annual growth in Group Total Segment EBIT of between 16% and 18% above the prior comparative period, assuming that current trading conditions exist during the balance of the year.”

“Our businesses have delivered good improvements in customer ratings, conversion and average transaction value so far this half. However, the more subdued retail environment has impacted customer traffic particularly in our shopping centre stores and this has seen a slight slowing in like for like growth in the Sports and Auto Divisions. Gross margin and operating cost management is supporting the continued strong profit performance.”

“It is particularly pleasing that the Leisure Division has continued to deliver strong sales growth since Christmas despite adverse weather conditions in the lead up to Easter and the 7% like for like growth delivered in the prior comparative period.”

STRATEGY

Mr Birtles will confirm the Group’s commitment to the core elements of its strategy:

- Growing businesses in high engagement categories
- Engaging capable team members who share our customers’ passions
- Building a world-class omni-retail organisation

“We have been developing our strategy for a number of years and we see no need to deviate from our plans in the face of new competition coming into the market. We see the key to our success as delivering on our purpose of providing solutions and engaging experiences that enable our customers to make the most of their leisure time.”

“Participating in high involvement categories mean that we can win by connecting with and inspiring our customers around their passions by providing solutions and engaging experiences not just product and price transactions. We want to help our customer catch the fish they’ve always wanted to, not just to sell them the fishing rod.”

“We are developing a business that will allow our customers to shop their way and the integration of our web business with our extensive network of conveniently located stores is a major competitive advantage.”

ENDS

A copy of the slides being used in the presentation is attached to this release.

For further information please contact:

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