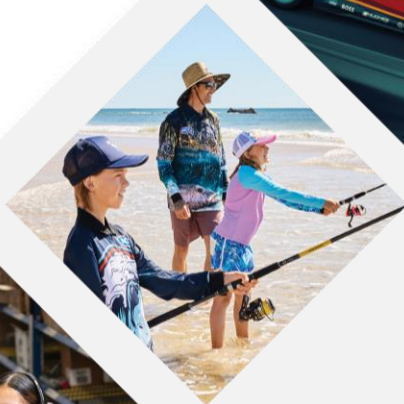
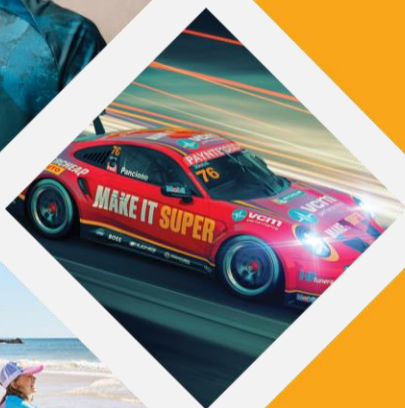


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Super Retail
Group



2024 Macquarie Australia Conference Presentation

Authorised for release by the Super Retail Group Board

May 2024

Anthony Heraghty
Group Managing Director
& Chief Executive Officer

SUPERCHEAP
AUTO

rebel



Contents

- 1 > Execution of our Closeness to Customer Strategy
- 2 > Our new Enterprise Agreement
- 3 > Supercheap Auto Trade
- 4 > Trading Update

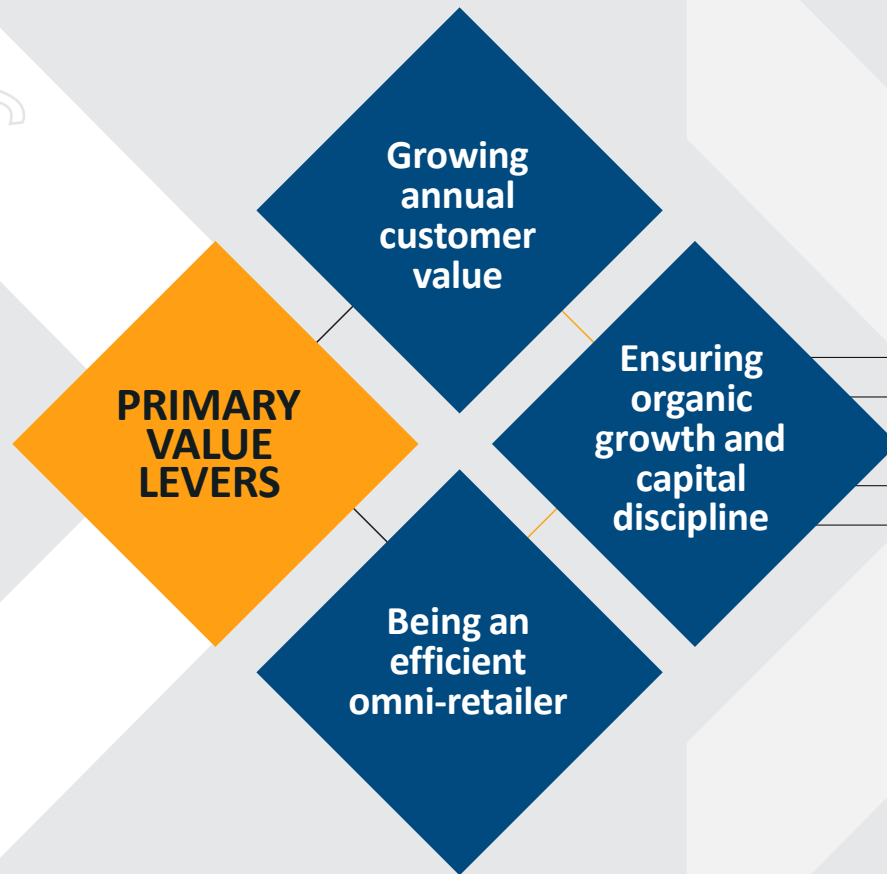


Contents

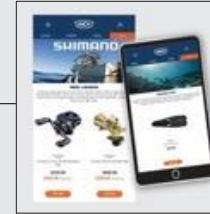
- 1 > Execution of our Closeness to Customer Strategy
- 2 > Our new Enterprise Agreement
- 3 > Supercheap Auto Trade
- 4 > Trading Update



Our strategy



**GROW THE FOUR
CORE BRANDS**



**LEVERAGE CLOSENESS TO
OUR CUSTOMER**



**CONNECTED OMNI-RETAIL
SUPPLY CHAIN**



**SIMPLIFY THE
BUSINESS**



**EXCEL IN OMNI-RETAIL
EXECUTION**



Customers at Super Retail Group¹

Club members represented 76 per cent of Group H1 FY24 sales

ACTIVE CLUB
MEMBERS²

11.1m
(UP 1.4M)

CLUB MEMBER
NPS

69
(UP 3)

CLUB MEMBER
% OF SALES

76%
(UP 4%)

SUPERCHEAP
AUTO

rebel

BCF

macpac

CLUB MEMBER
NPS (UP 1)

67

CLUB MEMBER
NPS (UP 2)

66

CLUB MEMBER
NPS (UP 5)

73

CLUB MEMBER
NPS (UP 1)

69

CLUB MEMBER
% OF SALES
(UP 5%)

68%

CLUB MEMBER
% OF SALES
(UP 5%)

76%

CLUB MEMBER
% OF SALES
(UP 2%)

90%

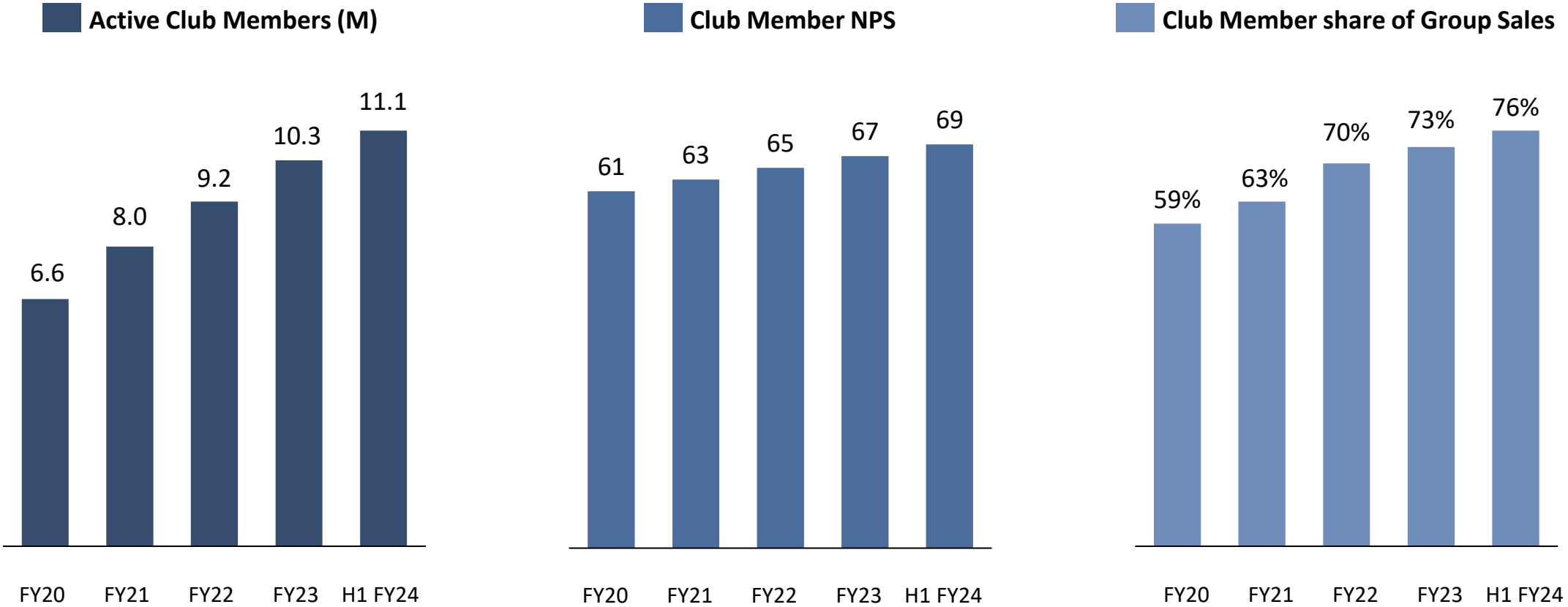
CLUB MEMBER
% OF SALES
(UNCHANGED)

74%

¹ Data shown on this slide is for the half year period ended 30 December 2023 (H1 FY24)

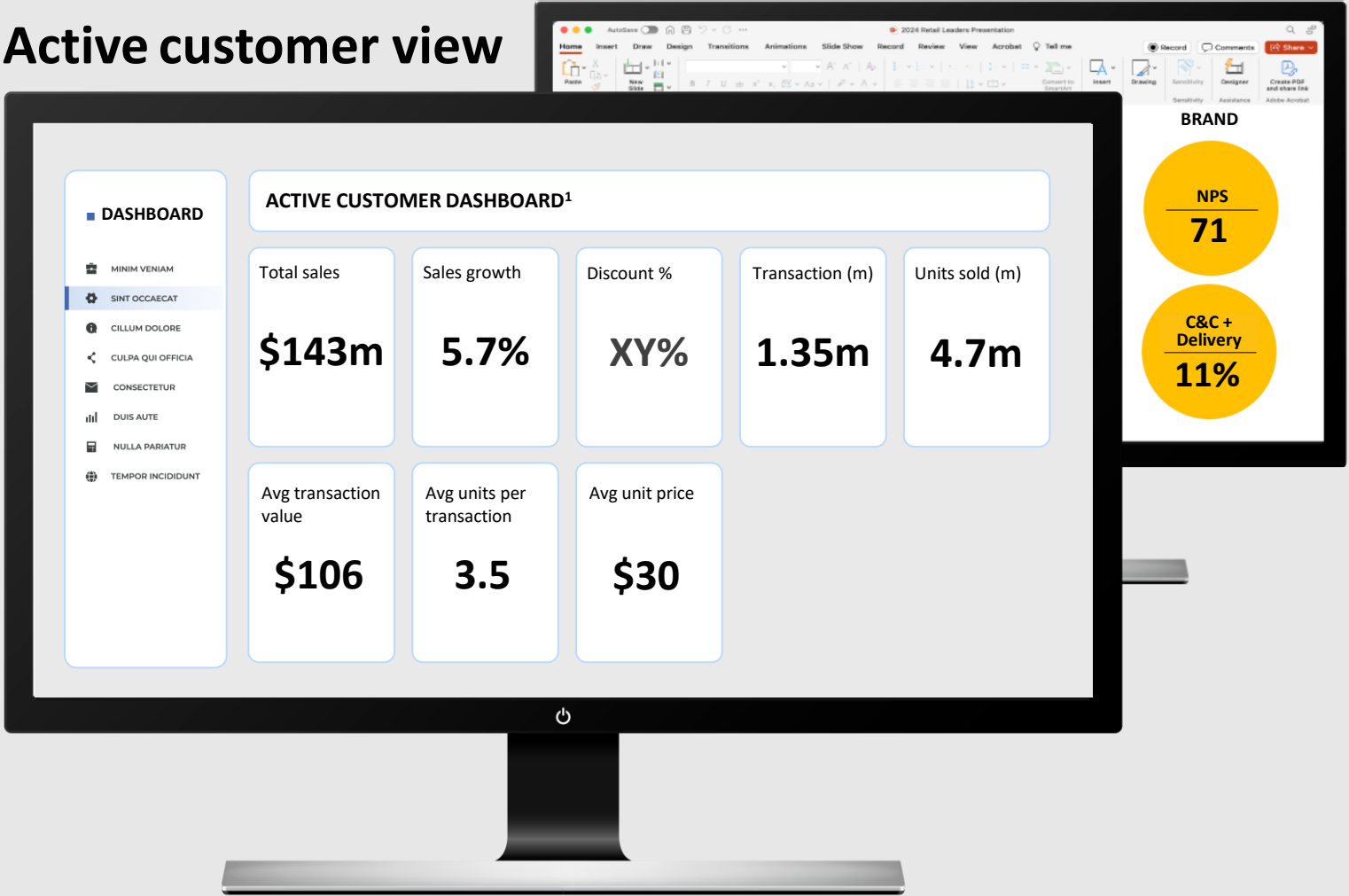
² Active club member is a club member who purchased in the last 12 months

Investment in our loyalty programs is driving growth in active club member metrics

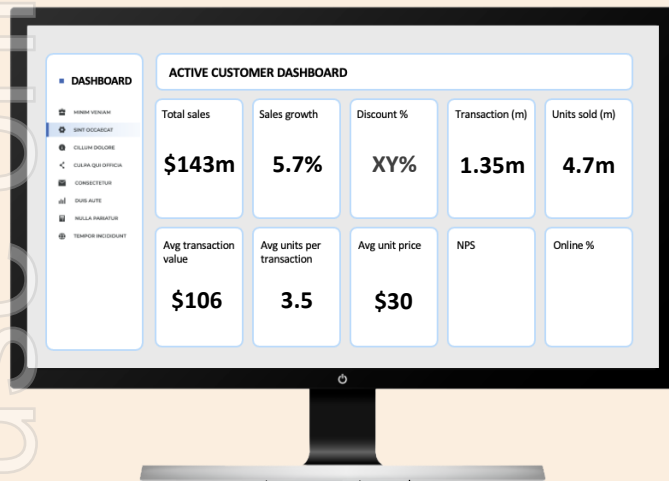


Traditional view of same store sales

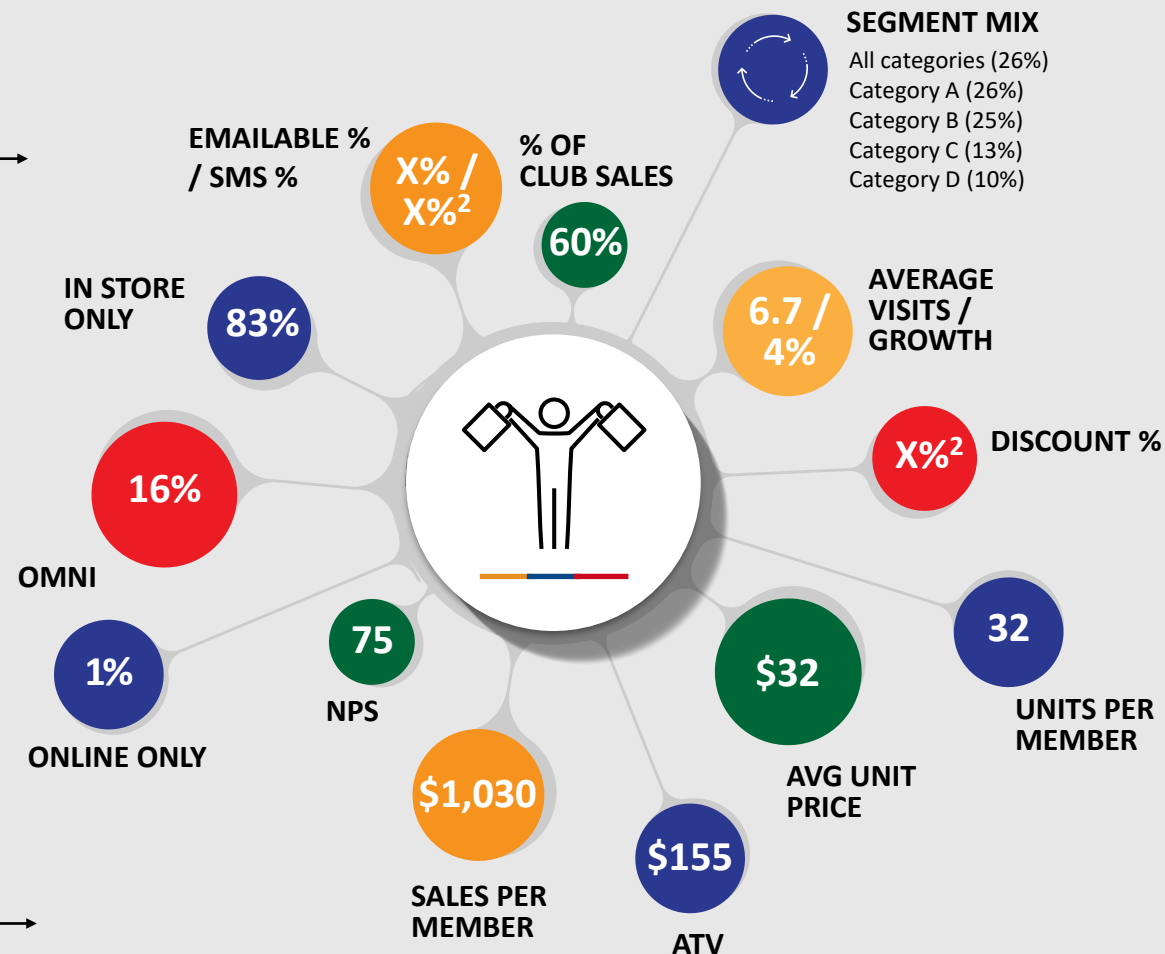
Active customer view



The next horizon: measuring performance and driving behaviour around average annual customer value¹



Segment	Customers	Sales	Sales growth (pcp)	Baskets
Brand lover	82,500	\$85m	5%	550,000
[Segment 2]				
[Segment 3]				
[Segment 4]				



- Captures the full value you are creating
- Channel is irrelevant
- Conversations become customer-led
- Aim for a value exchange

Our customers have embraced the new rebel loyalty program

rebel



Goal status to date

Outcome

3.9m

ACTIVE CLUB MEMBERS^{1,2}

Increase visitation

On track

Drive uplift in new member sign ups

On track

>2.8m

CLUB MEMBERS HAVE EARNED POINTS^{1,2}

Active club members earning points

>70%

Active club members redeeming points

>25%

>\$32m

VALUE OF LOYALTY POINTS ISSUED TO MEMBERS^{1,2}

GP impact in line with plan

On track

Sales value per \$1 redeemed

>\$10

>10x

AVERAGE SALES PER \$ REDEEMED^{1,2}

Increase average basket value

Not yet known

Observe first breakage event (i.e. points expiry)

Not yet known

Contents

- 1 ➤ Execution of our Closeness to Customer Strategy
- 2 ➤ **Our new Enterprise Agreement**
- 3 ➤ Supercheap Auto Trade
- 4 ➤ Trading Update



Our new Enterprise Agreement



The Group's 2024 retail and CCC Enterprise Agreement (EA) has been endorsed by our Australian team members and approved by the Fair Work Commission (FWC). The EA has a three-year term and will become operative from 14 July 2024.

- The EA applies to the store wages component of the Group's employee expenses (not support office employee expenses) and excludes retail management
- Under the terms of the EA, all wages-paid team members across our Australian retail stores will receive higher penalty rates and the following increases in base pay rates:
 - FY25: 5.25 per cent¹
 - FY26: 3.25 per cent
 - FY27: 3.25 per cent
- The FY25 increase to retail team members' base pay rates represents a step up in retail team member expenses from FY24 to FY25 of approximately 3 per cent
- Further details of the EA are set out in the Group's most recent trading update announcement lodged with ASX

Contents

- 1 ➤ Execution of our Closeness to Customer Strategy
- 2 ➤ Our new Enterprise Agreement
- 3 ➤ **Supercheap Auto Trade**
- 4 ➤ Trading Update



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A **SUPER** WEBSITE, BUILT JUST FOR THE TRADE **COMING SOON!**



- Upcoming launch of the Supercheap Auto trade website will support incremental growth in our existing trade business
- Enhances the customer experience for existing trade customers through a dedicated website
- Opportunity to leverage our current store network and existing range of tools, parts and auto accessories to appeal to a broader range of business customers via an improved digital offering

Contents

- 1 ➤ Execution of our Closeness to Customer Strategy
- 2 ➤ Our new Enterprise Agreement
- 3 ➤ Supercheap Auto Trade
- 4 ➤ Trading Update**



Trading Update

- Group like-for-like sales growth and total sales growth as at week 43 of FY24 are as follows:

	H2 LFL Sales Growth (Weeks 27 to 43)	LFL Sales Growth (Weeks 1 to 43)	Total Sales Growth (Weeks 1 to 43)
Supercheap Auto	1%	2%	3%
rebel	(2%)	(2%)	(2%)
BCF	(5%)	(1%)	5%
Macpac	3%	1%	2%
Group Total	(1%)	0%	2%

- Group sales across March and April were approximately 1 per cent above sales in the prior corresponding period (pcp):
 - Supercheap Auto benefitted from strength in key auto maintenance categories including lubricants, power and car detailing
 - rebel footwear sales have improved following the introduction of new and expanded brand ranges (including Hoka and On) however demand for apparel remains subdued
 - BCF's like-for-like sales reflect softer trading in the key Easter period and the cycling of clearance activity in the pcp
 - Macpac sales growth was driven by a strong performance in New Zealand where inbound travel boosted sales in key tourist destination stores
- Group gross margin (%) in FY24 year to date is in line with gross margin (%) delivered in the pcp
- Given current challenges around inflation and interest rates, customers are managing their spending carefully and becoming increasingly value focused. While store foot traffic and transaction volumes continue to grow, ongoing cost of living pressure on the consumer is impacting number of items per sale
- The Group has opened 20 stores and closed 4 stores in FY24 year to date. The Group expects to open a further 7 stores prior to the end of FY24

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Numbers are subject to rounding and stated in Australian dollars unless otherwise noted. Unless otherwise specified, all information in this presentation is as at 30 December 2023.

