

COMPANY ANNOUNCEMENT

10 February 2025

JB Hi-Fi Limited Half Year 2025 Results

HY25¹ Highlights

JB Hi-Fi Limited ("Group") today reports for the 6 months ending 31 December 2024 ("HY25"):

- Total sales up 9.8% to \$5.67 billion;
- Earnings before interest and tax (EBIT) up 8.6% to \$419.9 million;
- Net profit after tax (NPAT)² up 8.0% to \$285.4 million;
- Earnings per share² up 8.0% to 261.1 cps;
- Interim dividend of 170.0 cps, up 12.0cps or 7.6%; and
- Completed the acquisition of 75% of E. & S. Trading Co. (Discounts) Pty. Ltd. ("e&s").

Group CEO, Terry Smart said "We are pleased to report strong sales and earnings for HY25. In this challenging trading environment, marked by heightened competitor activity, our focus remained on maximising demand through delivering consistently high levels of customer service and exceptional value for our customers."

HY25 Trading Performance

JB HI-FI Australia

Total sales increased by 7.2% to \$3.88 billion, with comparable sales up 7.2%, driven by continued customer demand for technology and consumer electronics products, and supported by well-executed Black Friday and Boxing Day promotional periods. The key growth categories were Mobile Phones, Small Appliances, Computers, Televisions and Cameras. Online sales increased by 16.4% to \$682.7 million or 17.6% of total sales.

Gross profit increased by 6.4% to \$846.4 million with gross margin down 17 bps to 21.8%, driven by sales mix and increased competitive activity. CODB was 11.8%, down 10 bps, and in absolute terms grew 6.2%, 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 increased by 7.5% to \$316.5 million with EBIT margin up 2 bps to 8.2%.

JB HI-FI New Zealand

Total sales increased by 20.0% to NZD202.5 million, with comparable sales up 6.9%. The key growth categories were Mobile Phones, Computers, Cameras, Audio and Small Appliances. Online sales increased by 58.4% to NZD32.4 million or 16.0% of total sales.

Gross profit increased by 22.4% to NZD34.5 million with gross margin up 33 bps to 17.0%. CODB was 13.8%, down 137 bps, and in absolute terms grew 9.2%, with disciplined cost control helping to manage inflationary cost pressures and continued investment in new stores and strategic initiatives.

EBIT was NZD2.2 million, up NZD2.7 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 NZD0.8 million, up NZD2.9 million.

¹ All HY25 Group results include e&s results for the period of ownership (2 September 2024 to 31 December 2024)

² Attributable to the owners of JB HI-FI Limited

The Good Guys

Total sales increased by 9.2% to \$1.52 billion, with comparable sales up 8.8%. The key growth categories were Floorcare, Televisions, Portable Appliances, Cooking and Refrigeration. Online sales increased by 8.9% to \$233.3 million or 15.4% of total sales.

Gross profit increased by 8.0% to \$351.1 million with gross margin down 25 bps to 23.1%, driven by increased competitive activity. CODB was 13.6%, up 1 bp, and in absolute terms grew 9.3%, driven by investment in store wages to support increased store traffic.

EBIT was up 7.5% to \$99.5 million, with EBIT margin down 10 bps to 6.5%.

e&s

On 2 September 2024, the Group completed the acquisition of 75% of e&s, a highly complementary premium home appliance retailer. For the period of ownership, total sales were up 7.6% to \$92.3 million, with comparable sales up 7.2%. Sales growth was driven by the Commercial division.

EBIT was \$1.9 million, in line with the Group's expectations, with EBIT margin at 2.0%.

Capital Management

The Board has today declared an interim dividend of 170 cents per share (cps) fully franked, up 12 cps or 7.6%, and representing 65% of NPAT².

The record date for the interim dividend is 21 February 2025, with payment to be made on 7 March 2025.

The Group continues to maintain a strong balance sheet, with closing net cash of \$555.1 million at 31 December 2024. The Board will continue to regularly review the Group's capital structure with a focus on maximising returns to shareholders and maintaining balance sheet strength and flexibility.

Generating sustainable long-term growth

The Group is committed to having a positive impact on its people, its community and its environment.

As set out in the FY24 Sustainability Report, the Group is focused on:

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

FY25 Trading Update

January 2025 Sales Update

The Group provides the following sales update, for the period 1 January 2025 to 31 January 2025:

- Total sales growth for JB HI-FI Australia was 7.4% (January 2024: 2.5%) with comparable sales growth of 7.1% (January 2024: 1.7%);
- Total sales growth for JB HI-FI New Zealand was 20.4% (January 2024: 8.2%) with comparable sales growth of 10.0% (January 2024: -4.1%);
- Total sales growth for The Good Guys was 6.4% (January 2024: -2.2%) with comparable sales growth of 5.9% (January 2024: -2.2%); and
- Total sales growth for e&s was 8.1% with comparable sales growth of 7.5%.

Group CEO, Terry Smart said “Whilst we are pleased to see sales momentum continue into January, we remain cautious given the uncertainty in the retail market and the continued competitive activity. We will continue to adapt and innovate to ensure we remain top of mind as the destination for our categories.”

Terry added “We are grateful to our over 15,000 team members whose continued focus on delivering value and maintaining our high levels of customer service has helped to deliver these half year results.”

Authorised by the Board.

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