

ASX / Media Announcement

Super Retail Group Limited
ABN 81 108 676 204

11 June 2026

Super Retail Group Investor Day

Super Retail Group (SUL) today released its new five-year strategy, outlining an ambitious plan for growth and a new transformation program to accelerate the Group's capability to meet evolving customer needs.

The Investor Day will begin at 8:30am and can be viewed via a live webcast at the following link: <https://srginvestorday.anzpac.chime.live/app/>. Presentation materials will be published to the ASX prior to commencement.

The strategy outlines how the Group intends to capture a greater share of its \$65 billion addressable market opportunity across auto, sport and outdoor through growth in its core categories and expansion into adjacent categories within those markets.

Key drivers of brand growth within the strategy include:

- Expanding Supercheap Auto's range to capture more of the brands that its customers want, including a focus on meeting future demand created through growth in electric vehicles. Supercheap Auto plans to introduce new store formats and extend fitment capabilities to a broader range of existing products.
- A step change in growth for rebel's store network with a stronger focus on regional opportunities, doubling down on range optimisation and a relentless focus on 'owning sport'.
- Extending BCF's roll out of superstores, as well as new large-format stores, and unlocking access to the 4WD market through fitment.
- Ongoing growth of Macpac's store network, increasing its brand awareness in Australia and a continued focus on technical product innovation.

Across the Group the store portfolio is planned to increase from 790 to over 900 by 2031, focusing on opportunities in underrepresented regional areas, new formats and fitment alongside increased online penetration. This will be supported by a disciplined store renewal program, optimising store space, expanding the offer in key locations and online. The increased store footprint will also enable the accelerated growth of the brands omni-channel offers, expanding the customer reach for click and collect.

The strategy introduces the Ignite transformation program to increase the velocity of innovation within the Group and its brands to scale growth cost effectively and meet the rapidly evolving needs of customers.

Ignite is a program of investment that will create new capabilities, along with modernised processes and systems for the Group and brands, leveraging recent investments in loyalty, customer data and supply chain. The transformation program is across five pillars - Customer, Team, Flow, Value and Foundation.

The program will be funded within the existing capital expenditure envelope¹, and the Group will also incur project costs of \$30 million per annum over the next three years to be reported within the Group and Unallocated segment. Ignite is anticipated to generate cost savings of approximately \$75 million per annum by FY29 which will enable disciplined investment in transformation and growth initiatives.

¹Total capital expenditure envelope is anticipated to be approximately \$150 million per annum and includes store network investments, project Ignite / systems, and other, subject to business case / Board approval.

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Paul Bradshaw, Super Retail Group Managing Director and Chief Executive Officer said:

“Our new Group Strategy puts the customer at the centre of everything we do as we build our business for its next phase of growth.

“We are determined to be closer to our customers than ever before - understanding and meeting their needs as they continue to evolve.”

“Together, our four brands capture \$4 billion of a \$65 billion market opportunity in Australia and New Zealand.

“We have an incredible opportunity to pursue growth across our core auto, sport and outdoor markets, both in traditional and adjacent categories.

“Our 13 million active club members account for 85% of our sales and these deep customer relationships are a clear competitive advantage.

“Our strategy focuses on building businesses that best serve our customers and their communities through range, store format, brand networks and fitment, and importantly meeting them where and how they shop.

“We have launched a significant transformation program to help power this growth. This will require deliberate short-term investments in our systems and unlock a sustainable cost advantage over time.”

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