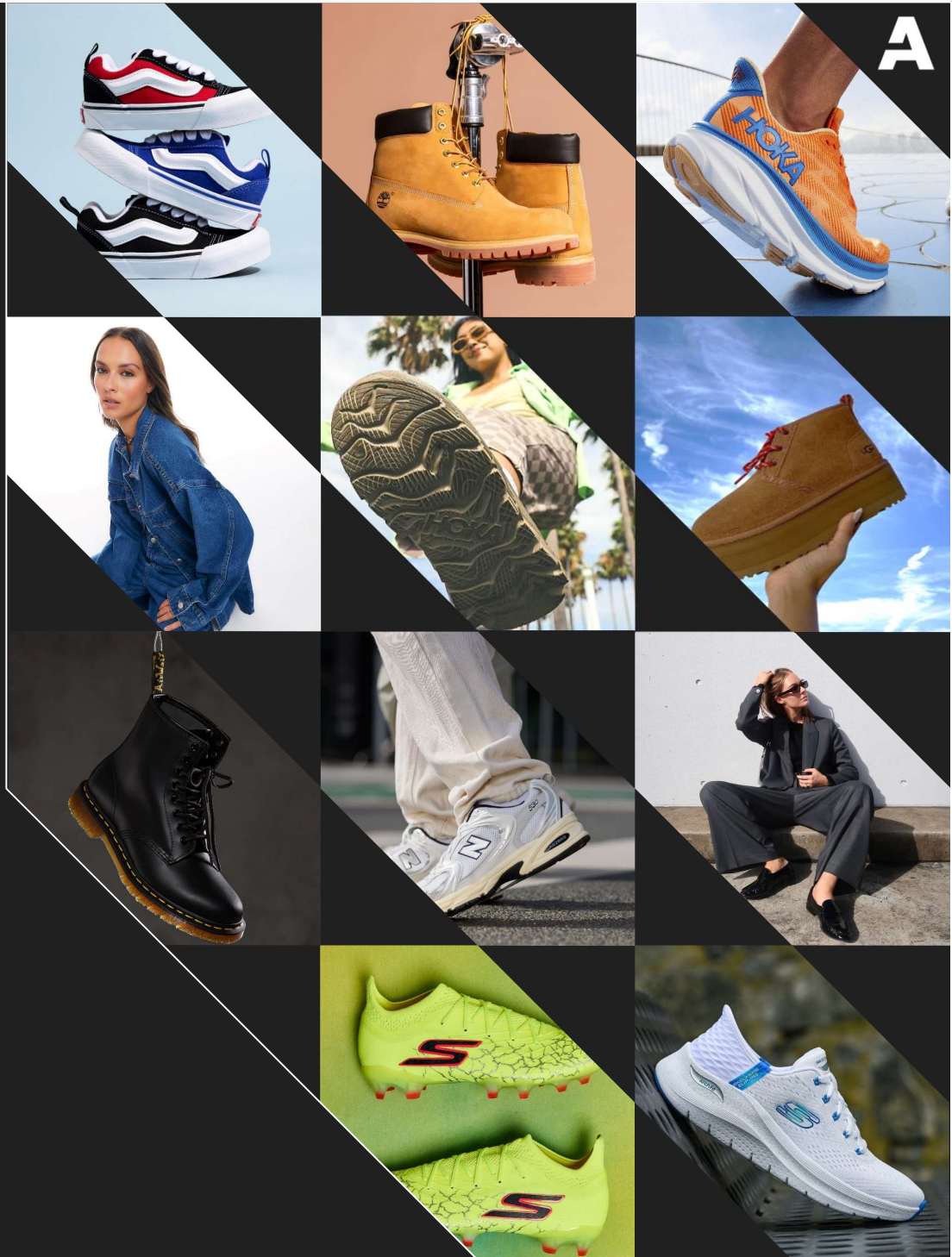


Accent Group

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2024 Annual General Meeting



How to ask a question online

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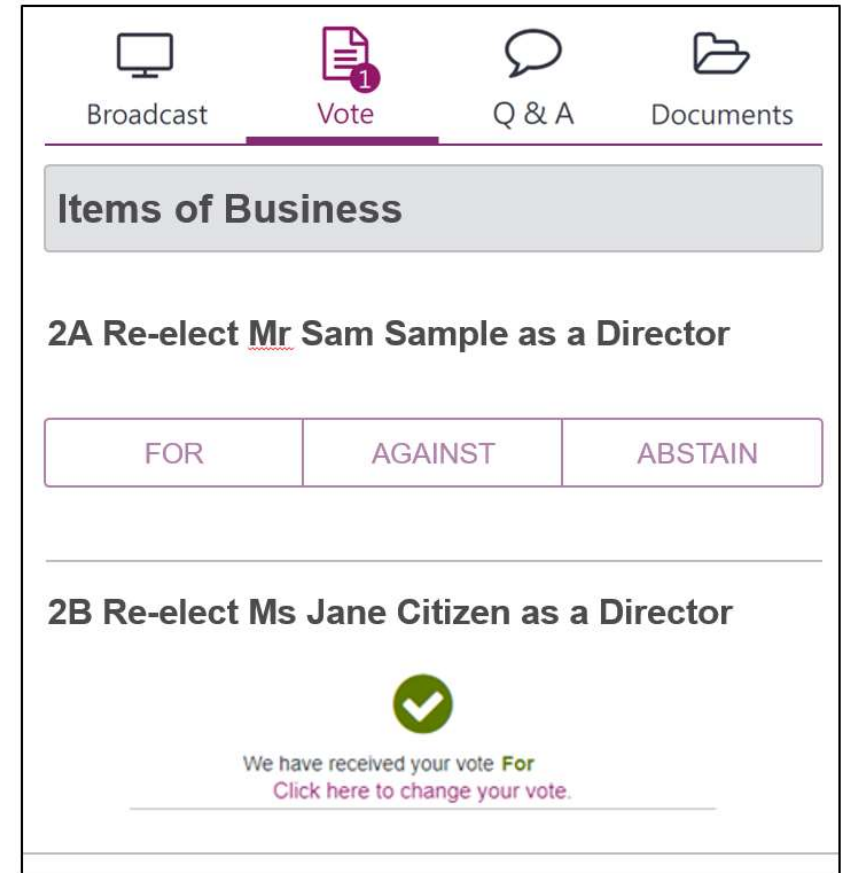
- To submit a written question, please select the “Q&A” icon
- Select the topic your question relates to from the drop-down list
- Type your question in the text box and **press** the send button
- To ask a verbal question follow the instructions below the broadcast window.

The screenshot shows a web interface for asking questions. At the top, there are four navigation tabs: 'Broadcast' (with a monitor icon), 'Vote' (with a document icon), 'Q & A' (with a speech bubble icon and highlighted in purple), and 'Documents' (with a folder icon). Below the tabs is a large text box labeled 'Your question(s)'. Underneath this is the instruction 'You may enter a question using the field below.' followed by a 'Select Topic' dropdown menu. Below the dropdown is a smaller text box with a character count '0 character(s)' and a 'Send' button. A note above the smaller text box states 'Questions are limited to 2000 characters.'

How to vote online

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- When the poll is open, select the “Vote” icon at the top of the screen
- To vote, select either For, Against or Abstain
- You will see a vote confirmation
- To change or cancel your vote “click here to change your vote” at any time until the poll is closed





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David Gordon
Chairman

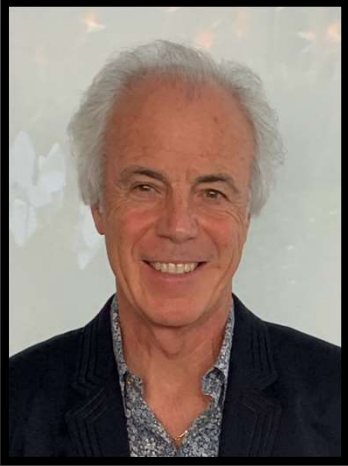


Daniel Agostinelli
Group CEO

The Board



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Michael Hapgood



Donna Player



Anne Loveridge AM



Lawrence Myers

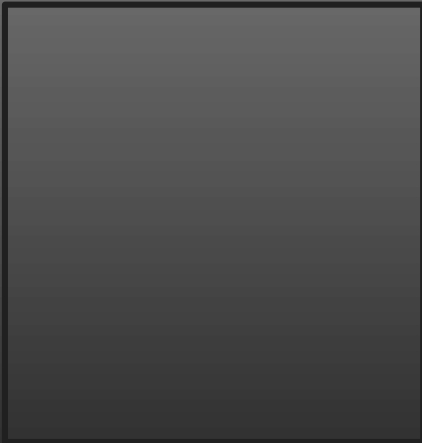
Other attendees



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Matthew Durbin
Group CFOO &
Joint Company Secretary



Nikki Nuttall
Group General Counsel &
Joint Company Secretary



Alison Milner
Partner, PWC

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Welcome and Introduction

Chairman's report

CEO report

Trading update

Formal business



The Accent growth journey

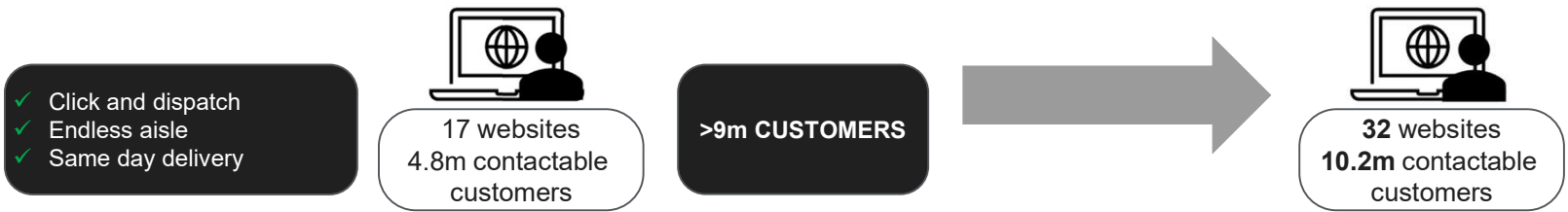
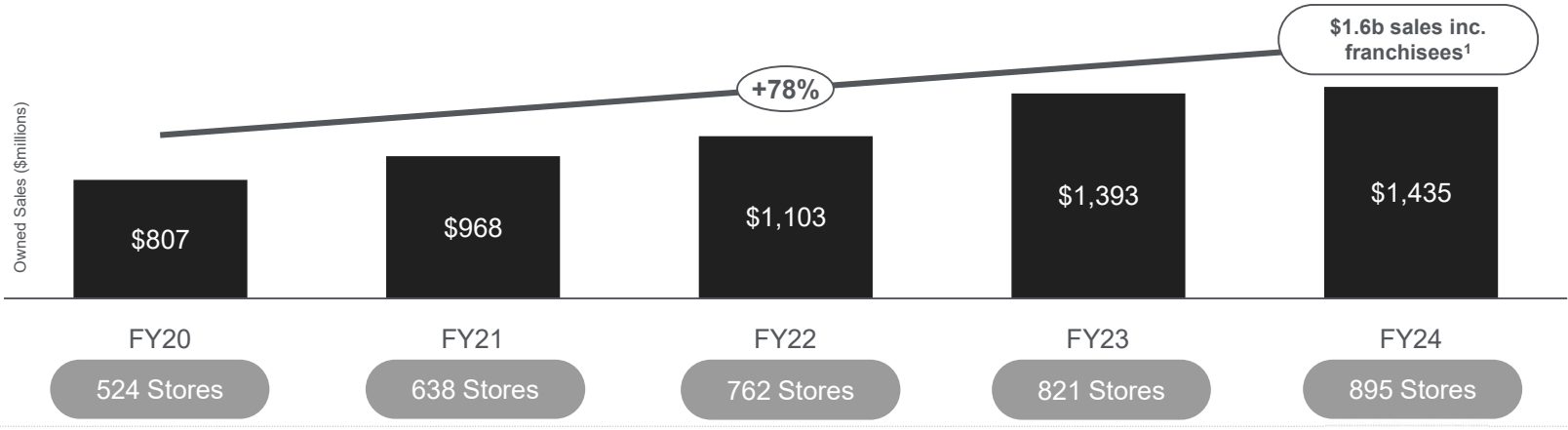


Demonstrated track record of retail sales growth driven by store rollout and new banners

Expansion of omni-channel capabilities and contactable customer database

Growth in existing and new distributed brands

Apparel and vertical sales growth strategy



1. Includes stores and digital sites, non-IFRS measure

The Accent business model



Accent Group's mission is to be the market leading, digitally integrated retail and distribution business, in the performance lifestyle market for footwear, apparel and accessories across Australia and New Zealand.

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The Accent Business model
Scalable, flexible and defensible

Multi-Brand Retail Banners
Range global third party brands, global distributed brands, and owned vertical brands and products through online and stores

Global Distributed Brands
Dedicated retail stores and online sites, as well as wholesale customer channels

Vertical Apparel Owned Brands
Supports margin growth and product differentiation in multi-brand banners, as well as having dedicated online sites

FY24 financial performance



Financial Summary FY24 vs FY23¹

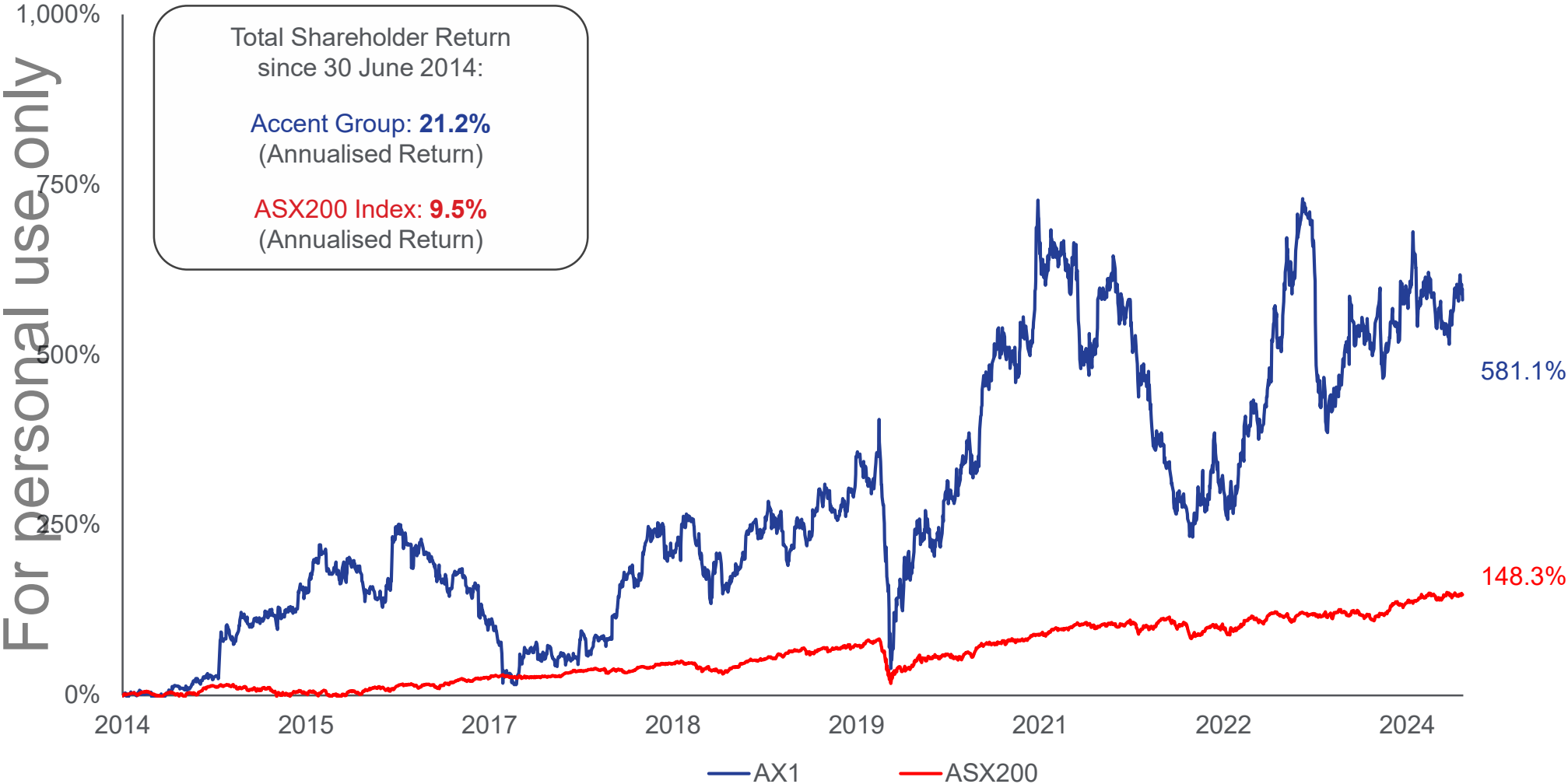
Profit & Loss (\$'000's)	FY24	FY23	% Change
Owned sales	1,434,898	1,393,257	3.0%
Gross profit	800,144	768,842	
Gross margin (%)	55.8%	55.2%	58bps
CODB – excl. lease depreciation & interest	(525,911)	(498,052)	
CODB % – excl. lease depreciation & interest	36.7%	35.7%	90bps
CODB %	45.9%	44.5%	138bps
Other income – inc. royalties and franchise fees	19,454	27,431	
EBITDA	293,687	298,221	(1.5%)
Depreciation on leases	(115,200)	(107,893)	
Depreciation & amortisation	(68,093)	(51,540)	
EBIT	110,394	138,788	(20.5%)
Net finance costs on lease liabilities	(16,798)	(13,702)	
Net interest (paid) / received	(9,180)	(5,470)	
PBT	84,416	119,616	(29.4%)
Tax	(24,886)	(30,963)	
Net Profit After Tax	59,530	88,653	(32.9%)

1. Financial results for the 52 weeks ended 30 June 2024, are presented on a statutory post AASB 16 basis unless otherwise noted. Prior year comparisons are presented on the same basis for the 53 weeks ended 2 July 2023.

Value creation and investor value proposition



Total Shareholder Return⁽¹⁾ comparison of Accent and the ASX200
(30 June 2014 to 28 June 2024)



Source: Bloomberg.
1. Assumes 100% dividend reinvestment on the ex-dividend date..

At Accent we "Make It Happen"



Our People

Our people come first

Safety

- 600 safety audits completed
- Improved safety reporting
- Upweighted training program

Diversity & Inclusion

- 65:35 Female to Male ratio
- 30% Female Board representation

Training

- Leadership Academy
- 475 participants in AG UNI



Our Responsibilities

We act with integrity

Ethical Sourcing & Modern Slavery

- Policies updated
- OSC portal used for factory audit data

Community Partnerships

- 3-Year Headspace and NZ Youth Line program
- Local community programs lead by Brands

Data Security

- Enhanced anti-phishing and incidence response programs



Our Environment

We care for our environment

Recycle Program through ASGA

- 286 customer shoe recycling collection points across our stores
- 51,486 pairs of shoes were collected

Sustainable Product

- Alpha Dux school shoes made with recycled leather.

Climate

- Scope 1 & 2 emissions calculated
- Preparing to meet the new Carbon reporting standards in FY26
- Accent Group remains an APCO member for packaging compliance

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Daniel Agostinelli

Group CEO

Accent Group



Operational highlights



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Total Sales (inc Franchises)

\$1.61 billion¹

+2.7% on FY23



Vertical Owned Brand Sales

>\$125 million

c.9% of total sales

New Stores

93

new stores opened during FY24 across Australia and New Zealand

NUDELUCY

36

stores now open representing a fast-growing world class lifestyle apparel brand

PLATYPUS

26

new stores opened across Australia and New Zealand

SKECHERS

23

new stores opened across Australia and New Zealand



Customers & Loyalty

10.2 million

Contactable customers
400,000 increase since June 23



1. Financial results for the 52 weeks ended 30 June 2024, are presented on a statutory post AASB 16 basis unless otherwise noted. Prior year comparisons are presented on the same basis for the 53 weeks ended 2 July 2023.

Retail, Wholesale & Vertical Owned Brands



Retail

- Retail sales of \$1.27 billion, up 6.3% on FY23
- 93 new stores added to the Accent Group network in FY24
- Strong retail performance across Skechers, Hype, TAF, Stylerunner, Nude Lucy and others
- 36 Nude Lucy stores now open with consistently growing results YoY

Wholesale

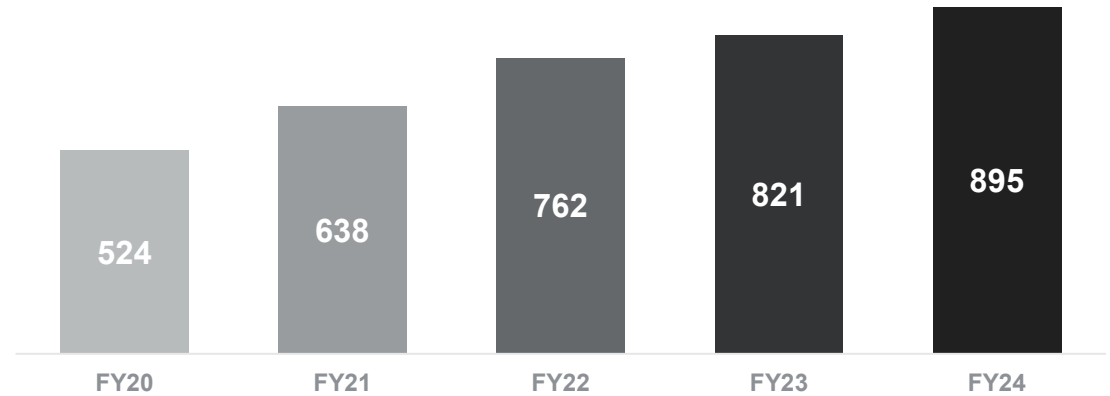
- Wholesale sales of \$164 million, down 16.9% on FY23

Vertical Owned Brands

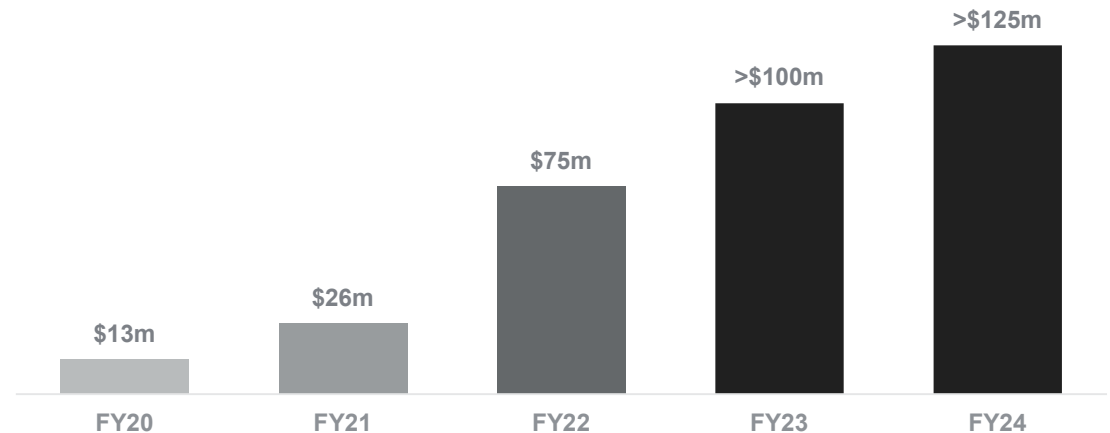
- Strong continued double-digit growth in Vertical Owned sales
- Sales of over \$125 million, representing c.9% of total owned sales



Store Network¹



Vertical Owned Brands Sales (\$ Millions)

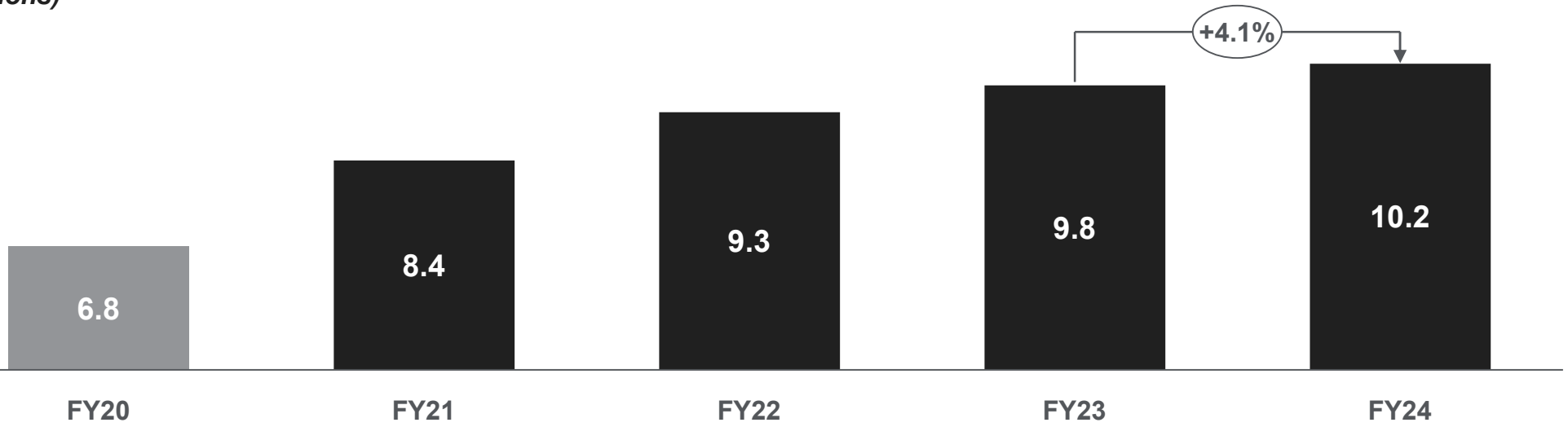


Customers & Loyalty



Accent Group Contactable Customers
(Millions)

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Contactable customers continues to grow to **10.2 million**.

Loyalty program membership of **8.1 million** across TAF, Skechers, Platypus, Hype DC, Glue Store and Merrell.

In November '23 the company launched an exclusive loyalty partnership with Qantas where customers can earn and spend Qantas points across Accents banners.

- The average spend on the Qantas linked transactions to date is significantly higher than the Accent average.



- Update on trade for the first 20 weeks of FY25
- Total Group owned sales YTD are up 6.8%
- LFL sales for the first 20 weeks are up 3.5%
- FY25 gross margin % YTD is down 70bp with the comparable period last year
- CODB % to sales to the end of week 20 is starting to gain traction, with CODB% to sales showing a small improvement to last year
- Store opening program is on track – around 40 new stores expected to open in H1 FY25
- In-stock position along with sales and operational plans are well set heading into the largest trading months of the year.
- Frasers update – following the announcement in August of the Frasers Group shareholding, the Board intends to appoint Dave Forsey, a former CEO of Sports Direct and the current General Manager of APMEA for Frasers to the Accent Board effective at the end of the AGM on 21 November 2024.

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