endeavour group

F26 First Quarter Trading Update

Retail sales trend improving, continued sales growth in Hotels

For personal use only

Sales for the 14 weeks from 30 June 2025 to 5 October 2025

$ million	Q1 F26 (14 WEEKS)	Q1 F25 (14 WEEKS)	CHANGE
Dan Murphy's and BWS	2,442	2,466	(1.0%)
Specialty[1]	57	68	(16.2%)
Retail[1]	**2,499**	**2,534**	**(1.4%)**
Hotels	**592**	**567**	**4.4%**
Total first quarter Group sales	**3,091**	**3,101**	**(0.3%)**

Highlights

- **Retail sales trend improved during the quarter with a return to positive sales growth in September[2]**
- **Focus on value and price leadership supporting improved Retail sales momentum**
- **Hotels sales momentum remains strong with all key business drivers in growth**
- **Increased customer satisfaction scores across Dan Murphy's, BWS and Hotels**

Endeavour Group CEO Kate Beattie, said:

"Endeavour Group's Q1 trading result was underpinned by continued growth in our Hotels business while Retail sales momentum improved progressively through the quarter. Hotels delivered 4.4% sales growth. Retail sales across Dan Murphy's and BWS were 1.0% below the pcp.

Following a soft start to F26, our Retail sales trajectory improved over Q1, with positive sales growth in September. Targeted and well-executed promotions during the September school holidays and footy finals delivered strong sales however consumer spending was relatively subdued outside of key events. Pleasingly, our team's unwavering focus on delivering great value, range and service to our customers drove improvements in customer satisfaction scores across both Dan Murphy's (+1 pt) and BWS (+4 pts).

We have continued to strengthen our competitive position by reinforcing our best-in-market everyday low pricing on the key brands and products our customers value most, complemented by value-focused promotions and underpinned by Dan Murphy's lowest liquor price guarantee. Promotional intensity across the retail liquor market remained elevated throughout Q1, particularly in the online channel where our sales grew by 20.9%.

Our Hotels business continues to perform well, with growth across all four key drivers: Food, Bars, Gaming, and Accommodation. Hotel renewals, localised Food and Bars menus, new EGMs and our expanded Nightcap

[1] Q1 F26 Specialty includes sales from the Jimmy Brings / Milkrun partnership, Langtons and Pinnacle Drinks external customers. Q1 F25 Specialty sales and F25 Retail sales have been adjusted to exclude $4 million of sales from the Prowine bottling facility, which ceased operations in March 2025.
[2] Combined Dan Murphy's and BWS sales.

accommodation offering all contributed to this positive trading result. Enhanced experiences for our hotel guests were reflected in higher customer satisfaction scores. Our guests are also continuing to embrace the benefits of our pub+ loyalty program which now has over 560,000 active members and accounts for almost 30% of Food and Bars transactions in our Hotels.

Looking ahead, the second quarter remains a key trading period for the Group, with marquee events including Spring Racing, The Ashes Series, Christmas festivities, New Year and the start of summer holidays. In Retail, we're focused on strengthening our market-leading position for value, range, service and convenience, capitalising on the increased number of occasions to socialise and celebrate. In Hotels, we will continue to focus on improving guest experience, through both capital and operational investments across our network, and on enhancing the benefits for members of our pub+ loyalty program to deepen customer engagement.

Our 30,000+ team members are energised and ready to deliver great value products and outstanding experiences to our customers and guests as they gather with friends and family to socialise and enjoy the festive season.

Finally, we are making good progress on our Group-wide strategy review, which will establish the framework for creating value for all our stakeholders and delivering sustainable returns for shareholders over the medium to long term."

For personal use only

Retail

- Total Retail sales were $2,499 million for the quarter, down 1.4% on the pcp. This includes the impact of lower Specialty sales following the integration of Shorty's operations into Dan Murphy's, and the transition of Jimmy Brings to a partnership model with Milkrun in F25.
- Combined Dan Murphy's and BWS sales of $2,442 million, -1.0% vs pcp. On a comparable store basis, sales for Dan Murphy's and BWS were down 1.3% vs Q1 F25.
- Following subdued sales in July and August, sales momentum improved in September. Combined Dan Murphy's and BWS sales returned to growth, supported by effective trade plan execution around holidays and footy finals, as well as targeted offers.
- Online sales grew 20.9% to represent 10.2% of Dan Murphy's and BWS sales. Growth was driven by strong promotional activity, a more competitive delivery fee structure and strength in the ultra-convenience channel. Pick-up transactions made up 76% of Dan Murphy's online orders.
- Dan Murphy's further strengthened its market-leading Voice of Customer score to 82 (+1 pt), while BWS achieved its highest ever score of 79 (+4 pts).
- My Dan's total active member base grew to 5.6 million with a scan rate of 84%.
- BWS' exclusive app based pricing offer, Appy Deals, has driven over 700k monthly app users during the quarter, up 23% vs the pcp.
- BWS entered the third year of its partnership with the AFL, connecting footy fans with the BWS brand throughout the season.
- Total network of 1,728 stores. Dan Murphy's opened two stores, closed one store and completed four renewals. BWS opened six stores, closed five stores, and completed 13 store renewals.

Hotels

- Hotels sales of $592 million in Q1 F26, +4.4% vs Q1 F25, with continued growth across all key drivers and strong performance during key events (British and Irish Lions series, Father's Day and footy finals). On a comparable hotel basis, sales were up 3.6% vs Q1 F25.
- The Northern Grounds Hotel, Great Northern's first ever flagship pub, a joint venture between Asahi and ALH launched at Diddillibah in Queensland. Following the launch, the Northern Grounds Hotel has become a top-10 ALH venue for F&B nationally (previously outside the top-150).
- Gaming remains resilient with key markets of Victoria and Queensland delivering the strongest growth. Overall performance in gaming has benefitted from the installation of ~250 new EGM's in Q1, in addition to ~900 EGM's which were installed in H2 F25. Hotels continued to grow market share in Victoria.
- Accommodation revenue grew strongly, driven by acquisitions and growth in occupancy. A new Nightcap accommodation website and booking engine was launched in Q1.
- Trialling new Food and Bars concepts, including the Signor Fox Italian in venue Bar & Kitchen, which was launched at the Boundary Hotel (VIC) and the Albion Hotel (QLD).
- Customer satisfaction improved to 9.1/10 (+0.2), driven by a continued focus on value and service.
- The pub+ app, rolled out nationally in August 2024 has over 560,000 active users who now account for almost 30% of Food and Bars transactions in our hotels.
- Ten hotel renewals completed in the quarter including six whole-of-venue repositionings at the Royal FTG (VIC), Palace Hotel (VIC), Albion Hotel (QLD), Northern Grounds (QLD), The Condo Hotel (QLD) and Norfolk Tavern (QLD). A further ten renewals are scheduled to be completed by the end of H1 F26 including Skyways (VIC) which will introduce a new premium gaming room concept.
- The Group now operates a total of 352 Hotels following the planned closure of O'Malley's (QLD) and the Imperial Hotel (QLD) due to resumption by the Queensland government.

For personal use only

October Trading and Outlook

The positive sales growth in Retail which began in September has continued in October. The Group will continue to invest in maintaining a differentiated everyday price position as well as delivering incremental value through promotions, reinforcing its market leading Retail customer value proposition. Promotional intensity across the retail liquor market is expected to continue to be elevated through the second half. In Q2, the Group is cycling supply chain disruption in the prior year, which impacted both sales and the ability to invest in promotional activity during the peak summer trading period.

Hotels have also made a positive start to Q2. Sales growth in October is modestly below the Q1 trend, driven by beer pricing and event timing. Inflationary pressure on wages and elevated security costs, combined with increased depreciation and amortisation, remain a headwind to earnings growth in the half. The Group expects to install ~400 new EGM's and complete a further 10 Hotel renewals in Q2.

In F26:

- Capital expenditure outlook remains within our guidance range of $420 million to $470 million, including One Endeavour.
- One Endeavour total capital and operating expenditure is expected to be between $90 million and $110 million.
- Finance costs are expected to be broadly in line with F25.
- Hotels D&A is expected to be approximately $20 million higher than in F25 on a full year basis. This largely reflects the timing impact of the installation of approximately 900 new EGM's in the second half of F25 as well as the ramp up of the renewal program.

For personal use only

endeavour group

Retail

Operating Metrics

	Q1 F26 (14 WEEKS)	Q1 F25 (14 WEEKS)
Customer metrics		
BWS VOC NPS (Store and Online)	79	75
Dan Murphy's VOC NPS (Store and Online)	82	81
My Dan's active members (million)	5.6	5.5
Sales productivity metrics		
Dan Murphy's and BWS ($ million)	2,442	2,466
Specialty ($ million)[3]	57	68
Total Retail sales ($ million)[3]	**2,499**	**2,534**
Total Retail sales growth	(1.4%)	(0.0%)
Combined Dan Murphy's and BWS sales growth	(1.0%)	(0.1%)
Combined Dan Murphy's and BWS comparable sales growth	(1.3%)	(1.1%)

	Q1 F26 (14 WEEKS)	Q1 F25 (14 WEEKS)
eCommerce Customer Metrics		
Dan Murphy's Online VOC NPS	77	76
BWS Online VOC NPS	77	72
eCommerce Metrics		
Combined Dan Murphy's and BWS online sales ($ million)	249	206
Combined Dan Murphy's and BWS online sales growth	20.9%	9.5%
Combined Dan Murphy's and BWS online penetration	10.2%	8.4%
Dan Murphy's and BWS Pick-up mix (orders)[4]	61.5%	59.1%

For personal use only

[3] Q1 F26 Specialty includes sales from the Jimmy Brings / Milkrun partnership, Langtons and Pinnacle Drinks external customers. Q1 F25 Specialty sales and F25 Retail sales have been adjusted to exclude $4 million of sales from the Prowine bottling facility, which ceased operations in March 2025.
[4] Pick-up mix excludes ultra-convenience orders

For personal use only

Hotels

Operating Metrics

	Q1 F26 (14 WEEKS)	Q1 F25 (14 WEEKS)
Sales productivity metrics		
Total sales ($ million)	592	567
Total sales growth	4.4%	2.5%
Comparable sales growth	3.6%	2.9%

The contents of this F26 First Quarter Trading Update are derived from the unaudited accounting records of Endeavour Group.

Endeavour Group CEO Kate Beattie and CFO Tali Ross will host an analyst and investor conference call today at 10:30am (AEDT). Analysts, investors and media can access the management briefing via the following:

Teleconference Registration: https://s1.c-conf.com/diamondpass/10050284-5ub8et.html

Participants will need to pre-register for the call at the link above. You will receive a calendar invite and a unique code which is to be quoted when dialling into the call.

The release of this announcement was authorised by the Board.

Further Information

Investors
Robert Wruck
Mobile: (61) 474 481 963
robert.wruck@edg.com.au

Media
Lizzy Bold
Mobile: (61) 421 765 446
lizzy.bold@edg.com.au

endeavour group

Appendices

Appendix 1: New stores/hotels and renewals

F26 First Quarter	OPENING BALANCE	GROSS NEW STORES / HOTELS (INCL. ACQUISITIONS)	CLOSURES	ENDING BALANCE	RENEWALS
BWS	1,444	6	5	1,445	13
Dan Murphy's	278	2	1	279	4
The Cellar	4	0	0	4	0
Retail	**1,726**	**8**	**6**	**1,728**	**17**
Hotels	**354**	**0**	**2**	**352**	**10**
Endeavour Group	**2,080**	**8**	**8**	**2,080**	**27**

Appendix 2: Glossary

TERM	DESCRIPTION
B2B	Business-to-business.
Comparable sales	Retail: Measure of sales which excludes stores that have been opened or closed in the last 12 months and demonstrable impact on existing stores from store disruption from new store openings/closures. Hotels: Measure of sales which excludes hotels opened or closed in the last 12 months.
My Dan's active members	My Dan's active members are the number of unique members who have transacted in the last 12 months.
n.a.	Not applicable.
Combined Dan Murphy's and BWS online penetration	Online penetration is calculated as total combined Dan Murphy's and BWS online sales as a percentage of total combined Dan Murphy's and BWS sales for the same time period
pcp	Prior comparable period.
Renewals	A significant upgrade to the store / hotel environment, enhancing customer experience, range and process efficiency (including digital).
VOC NPS	Voice of Customer Net Promoter Score (VOC NPS) is based on feedback from customers, and represents the number of promoters (score of nine or 10) less the number of detractors (score of six or below). This includes scores from in-store and online customers.

For personal use only