

12 January 2026

TRADING UPDATE

Super Retail Group (ASX:SUL) provides the following update on its trading performance for the first half of FY26, which closed on 27 December 2025.

	Like for like sales growth FY26 vs FY25 Weeks 1 to 26	Total sales growth FY26 vs FY25 Weeks 1 to 26
Supercheap Auto	3.5%	5.1%
rebel	3.8%	4.8%
BCF	(1.6%)	0.3%
Macpac	7.8%	13.1%
Group	2.5%	4.2%

Preliminary unaudited H1 FY26 financial results

Group first half revenue is expected to be \$2.2 billion and first half normalised profit before tax (PBT) is expected to be between \$172 million and \$175 million. This is a preliminary result and remains subject to audit review and finalisation. The Group will release its final first half results on 26 February 2026. A preliminary breakdown of financial performance by brand is set out below:

	H1 revenue Weeks 1 to 26 (\$m)	H1 normalised PBT Weeks 1 to 26 (\$m)
Supercheap Auto	813	101-102
rebel	741	53
BCF	520	39
Macpac	122	7
Group & Unallocated	(1)	(26)-(28)
Group	2,195	172-175

Group Managing Director and CEO, Paul Bradshaw said “I am pleased to report that Super Retail Group has delivered another record first half sales result. The Group traded well, albeit with an elevated level of promotional intensity impacting realised gross margins, most notably in rebel.

“Supercheap Auto delivered a solid first half result, with revenue growth accelerating in the second quarter and gross margin broadly in line with the prior comparison period.

“rebel delivered credible like-for-like sales growth in the half, cycling a strong Christmas trading period from the prior year. Realised gross margins were lower due to higher levels of promotional activity. Store network activity was high in the period, with associated costs further weighing on profit before tax. A total of 7 store openings, 6 closures and 3 refurbishments/relocations were actioned in the period.

“BCF did not match the strong level of sales from the prior year. Fishing and Marine categories were heavily impacted in the period by macro weather/environmental factors in Victoria and South Australia. BCF gross margins were broadly in line with the prior year.

“Macpac continued to realise strong like-for-like sales momentum. Gross margins were impacted by clearance activity earlier in the half.

“Group and Unallocated costs in the period included previously announced duplication costs associated with the new distribution centre in Victoria and the implementation of a new Human Resources Core and Payroll platform. Both projects are on track to go live in the second half.

“For the purpose of this trading update, normalised profit before tax does not include items considered unusual by their nature or size and or not being in the ordinary course of business.

“The Group had no drawn bank debt, and maintained a positive cash balance at the end of the first half.

“I would like to thank all of our team members whose commitment and tireless efforts continue to deliver great experiences for our customers and a solid outcome for our shareholders.

“I look forward to providing further details on our first half performance at our interim results presentation on 26 February 2026.”

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