# Arnold Bloch Leibler
Lawyers and Advisers

Level 24
Chifley Tower
2 Chifley Square
Sydney NSW 2000
Eora Country
www.abl.com.au

29 July 2026

**By electronic lodgement**

Markets Announcements Office
ASX Limited
Exchange Centre
20 Bridge Street
Sydney NSW 2000

File No. 021926842

**Contact**
Gavin Hammerschlag
Direct +61 2 9226 7268
ghammerschlag@abl.com.au

**Partner**
Jeremy Leibler
Direct +61 3 9229 9744
jleibler@abl.com.au

To Whom It May Concern

**Accent Group Limited (ASX: AX1) – Lodgement of First Supplementary Target's Statement in relation to on-market takeover bid for Accent by Frasers**

We act for Accent Group Limited (ASX: AX1) (**Accent**).

Pursuant to section 647(3)(b) of the *Corporations Act 2001* (Cth), we **enclose** a copy of the target's first supplementary statement dated 29 July 2026 (**First Supplementary Target's Statement**) in response to the on-market takeover bid by Frasers Group plc (company number 06035106) (**Frasers**) to acquire all of the fully paid ordinary shares in Accent not already held by Frasers or its associates for A$0.65 per Accent share.

A copy of the First Supplementary Target's Statement has been sent to the Bidder and lodged with ASIC today.

A notice containing a link to the First Supplementary Target's Statement will be dispatched to Accent Shareholders in accordance with their communication preference.

Yours sincerely
**Arnold Bloch Leibler**

**Jeremy Leiber**
Partner

**Gavin Hammerschlag**
Partner

# First Supplementary Target's Statement

**Nature of this document**

This document is a supplementary target's statement issued by Accent Group Limited ACN 108 096 251 (**Accent**) under section 644 of the Corporations Act in relation to the on-market takeover bid made by Frasers Group plc (Company No. 06035106) (**Frasers**) for all of the issued shares in Accent that it or its Associates do not currently own (**First Supplementary Target's Statement**).

This First Supplementary Target's Statement contains corrective disclosure prepared to address concerns raised by the Takeovers Panel in the course of its consideration of Frasers' application dated 7 July 2026. It corrects and clarifies the Target's Statement to the extent set out below.

This document supplements and should be read together with the target's statement issued by Accent on 29 June 2026 (**Target's Statement**).

You should read both this First Supplementary Target's Statement and the Target's Statement in their entirety before making a decision as to whether or not to accept the Offer for Your Accent Shares.

If you are in any doubt about what to do, you should contact your broker, legal adviser, financial adviser, tax adviser or other professional adviser as soon as possible.

If you have any questions in relation to this document, you should call the Accent Shareholder Information Line on 1300 121 025 (within Australia) or +61 3 9415 4126 (outside Australia) between 8:30am and 5:00pm (Melbourne time), Monday to Friday (excluding public holidays).

**Interpretation**

Unless the context otherwise requires, capitalised terms and certain abbreviations used but not defined in this First Supplementary Target's Statement have the meanings given to them in section 11.1 of the Target's Statement. The interpretation rules set out in section 11.2 of the Target's Statement also apply to this First Supplementary Target's Statement.

The "Disclaimer and Notices" section of the Target's Statement applies to this First Supplementary Target's Statement as if set out in full, with all necessary modifications.

This First Supplementary Target's Statement prevails to the extent of any inconsistency with the Target's Statement.

**ASIC and ASX disclaimer**

A copy of this First Supplementary Target's Statement was lodged with ASIC and given to ASX on 29 July 2026.

None of ASIC, ASX or any of their respective officers takes any responsibility for the content of this First Supplementary Target's Statement.

## Key Dates

| | |
|---|---|
| **Announcement of Offer by Frasers** | 15 June 2026 |
| **Date of the Target's Statement** | 29 June 2026 |
| **Commencement of Offer Period** | 30 June 2026 |
| **Date of this First Supplementary Target's Statement** | 29 July 2026 |
| **Close of Offer Period (unless withdrawn or extended)** | 4:00pm (Sydney time) on 30 September 2026 |

**Note:** These dates may vary as permitted under the Corporations Act.

# 1 Purpose

## 1.1 Purpose of this document

The Takeovers Panel had some preliminary concerns with the disclosure in the Target's Statement, including in relation to:

- the reasons provided in support of the IBC's statements that the Offer Price is materially inadequate and related statements concerning the Offer Price (together, **the Offer Price Statements**) and in particular the references to, and the extent to which the IBC relies upon, the 2030 Strategic Growth Plan in support of the Offer Price Statements;
- the discount of the Offer Price relative to the 12-month and 6-month VWAPs and
- the prices at which Frasers has previously acquired Accent Shares.

This document contains corrective disclosure addressing those concerns. It also provides Accent Shareholders with further information regarding the basis for the Offer Price Statements and statements regarding the benefits expected from the 2030 Strategic Growth Plan.

The IBC's recommendation in the Target's Statement remains unchanged. This document should be read together with the Target's Statement and prevails to the extent of any inconsistency.

## 1.2 Key clarifications

- The matters supporting the Offer Price Statements are identified below and are distinct from the IBC's broader reasons for recommending rejection.
- The 2030 Strategic Growth Plan was one component of the IBC's assessment, but was not determinative, and the IBC did not assign the 2030 Strategic Growth Plan a numerical weighting, derive a per-share value from it or assume that the 2030 targets (as defined below) would be achieved in full.
- The 2030 targets and expected initiative benefits are subject to the assumptions, risks and uncertainties set out below.

# 2 Clarifying the Offer Price Statements

## 2.1 How the IBC approached its assessment of the Offer Price

The IBC formed the Offer Price Statements after considering internal analysis prepared to assist its assessment of the Offer, publicly disclosed financial information, market trading data, Frasers' existing shareholding and prior dealings in Accent Shares, Accent's strategic position and strategic initiatives (including the 2030 Strategic Growth Plan), and advice from Accent's external financial advisers. The matters relied on by the IBC in forming the Offer Price Statements are identified in section 2.2 of this document.

As set out in section 2.3 of this document, the 2030 Strategic Growth Plan was one component of that broader assessment, and was not, on its own, determinative of the IBC's conclusion with regards to the Offer Price Statements. In forming the Offer Price Statements and its recommendation, the IBC had regard to the risks, uncertainties and qualifications of the 2030 Strategic Growth Plan, including as set out in section 2.4 of this document. The IBC did not assign a discrete quantitative weighting to the 2030 Strategic Growth Plan or to any other individual factor, and its conclusion did not depend on the 2030 targets being achieved in full.

The IBC did not adopt a formal valuation or valuation range for Accent Shares, and its conclusion did not depend on any single metric or data point.

## 2.2 Matters supporting the Offer Price Statements

The eight reasons set out in sections 2.2 and 2.3 of the Target's Statement continue to support the IBC's recommendation. Of those reasons, reasons 1 to 5 as set out below informed the Offer Price Statements:

- **Share-price reference points (reason 1 in sections 2.2 and 2.3 of the Target's Statement):** the absence of a premium to the closing price of Accent Shares on the last Trading Day before the Announcement Date and the other share-price and VWAP reference points described in the Target's Statement and in section 3 of this document, considered as contextual market reference points and not as valuations of Accent Shares.

- **Accent's strategic position and medium-term growth potential or the benefits expected from the 2030 Strategic Growth Plan (reason 2 in sections 2.2 and 2.3 of the Target's Statement):** those matters, subject to the assumptions, risks and uncertainties in section 2.4 of this document.

- **Control premium (reason 3 in sections 2.2 and 2.3 of the Target's Statement):** the absence of a premium for the increased influence or control Frasers is seeking under the Offer.

- **Timing of the Offer (reason 4 in sections 2.2 and 2.3 of the Target's Statement):** the timing of the Offer, including that it was made during a period of cyclical weakness in the discretionary retail sector, when the price of Accent Shares had declined, and before the expected benefits of initiatives under the 2030 Strategic Growth Plan have been realised (subject to the assumptions, risks and uncertainties in section 2.4 of this document). In the IBC's view, the Offer Price does not reflect the underlying quality of Accent's business or its medium-term earnings potential.

- **Prices previously paid by Frasers (reason 5 in sections 2.2 and 2.3 of the Target's Statement):** the prices previously paid by Frasers for Accent Shares, considered as contextual reference points and not as valuations of Accent Shares, as explained in section 4 of this document.

Reason 6 (Frasers' position in relation to Sports Direct), reason 7 (Exposure to future price increases) and reason 8 (Frasers' interests may not be aligned with Accent Shareholders as a whole) provide additional and separate support for the IBC's recommendation, but were not treated as independent bases for the Offer Price Statements.

## 2.3 Role and weighting of the 2030 Strategic Growth Plan

The expected benefits of the 2030 Strategic Growth Plan informed the IBC's assessment of the Offer Price under reasons 2 and 4, but were neither the sole nor determinative basis for the Offer Price Statements. The IBC considered the 2030 Strategic Growth Plan as part of its overall judgment, together with the other matters identified in section 2.2 and subject to the assumptions, risks and qualifications in section 2.4.

In considering the 2030 Strategic Growth Plan, the IBC placed greater weight on the expected benefits of initiatives that had been completed, substantially actioned or were expected to affect

Accent's near-term earnings, and less weight on benefits dependent on longer-dated execution, including the full Sports Direct roll-out and achievement of the FY30 headline targets.

The IBC did not assign the 2030 Strategic Growth Plan or any other factor a numerical weighting, did not derive a per-share value from the 2030 Strategic Growth Plan and did not adopt a formal valuation or valuation range for Accent Shares. Its assessment did not assume that the 2030 targets would be achieved in full.

As set out in section 2.4 of this document, implementation of an initiative and realisation of its expected financial benefits are distinct. If the assumptions in section 2.4 are not met, or an initiative is delayed or not delivered in full, its benefits may be lower or realised later than anticipated.

## 2.4 2030 Strategic Growth Plan – key assumptions, reasonable basis, risks and uncertainties

The 2030 Strategic Growth Plan targets at least $1.9 billion in sales, an EBIT margin of 9% or more and approximately 950 stores by FY30 (**2030 targets**).

The IBC notes that the 2030 targets and the expected benefits of the initiatives in the 2030 Strategic Growth Plan are forward-looking statements and are subject to uncertainty and execution risk. No assurance is given that they will be achieved or realised in full or within the anticipated timeframe. If the assumptions below are not met, or an initiative is delayed or not delivered in full, the expected benefits may be lower or realised later than anticipated. While some initiatives have been actioned or are underway, this does not mean that their expected financial benefits have been fully realised. Implementation of an initiative and realisation of its expected benefits are distinct. In assessing the Offer, the IBC did not assume full achievement of every target or full delivery of every initiative.

The IBC considers that the 2030 targets have a reasonable basis for the reasons set out below:

| Assumption | Why the IBC considers it reasonably based | Risks and uncertainties |
|---|---|---|
| **Comparable sales growth** – The 2030 Strategic Growth Plan assumes comparable sales growth of 0–2% in FY27 and 2–3% in FY28, being the assumptions on which the targeted net cost savings are based. | The IBC considers those assumptions modest by reference to:<br>• the recent and longer-run growth in total Australian clothing, footwear and accessories spending referred to in the 2030 Strategic Growth Plan (approximately 0.9% per annum over FY23 to 2026 LTM) and;<br>• the expected growth in the sports category identified in the 2030 Strategic Growth Plan (a market growing at approximately 3.5% per annum).<br><br>These assumptions do not require Accent to grow faster than its markets. | The assumptions depend on consumer confidence recovering toward longer-term levels over time, from the current lows being levels comparable only to those seen in the past 20 years during the Global Financial Crisis, the Covid-19 pandemic and the 2022–24 post-Covid inflation and rate-hiking cycle. That improvement may not occur, or may take longer than assumed, and comparable sales growth may be below the assumed ranges. |

| Assumption | Why the IBC considers it reasonably based | Risks and uncertainties |
|---|---|---|
| **Gross margin and foreign exchange** – The 2030 Strategic Growth Plan assumes gross margin is held at approximately 55% of sales (consistent with FY25) and an AUD/USD exchange rate of 0.70 or above. | The IBC considers those assumptions reasonably based because:<br>• in respect of the gross margin assumption, it is consistent with FY25 and is supported by the positive movement in the AUD/USD exchange rate and the impact of the closure of the loss-making businesses; and<br>• in respect of the AUD/USD exchange rate assumption, it is consistent with Accent's historical exchange-rate experience, the rates available under Accent's existing hedging arrangements and management's expectations based on current and forward foreign-exchange market conditions. | Foreign-exchange movements, inflation, promotional activity, inventory levels and other trading conditions may adversely affect gross margin. If either assumption is not met, the 2030 EBIT margin target may not be achieved. |
| **Delivery of initiatives and funding** – The 2030 Strategic Growth Plan assumes both delivery of the initiatives disclosed in Annexure A, and that Accent has sufficient capital and projected future cash flows to fund the growth strategy to 2030. | The IBC considers those assumptions reasonably based because:<br>• several initiatives have been actioned or are underway, including the cost efficiency initiatives being substantially actioned and largely within Accent's control;<br>• the store portfolio management, franchisee reacquisitions, brand development and new store opening initiatives build on Accent's established business activities and capabilities;<br>• the benefit of the loss-making business closures arises from removing losses already incurred, rather than from assumed improvements in trading conditions;<br>• The Athlete's Foot reacquisitions apply a model | The risks include execution, timing, costs, site availability, lease outcomes, trading performance, the time taken for new stores to mature, the Sports Direct commercial arrangements and funding requirements. Actual benefits may be lower or later than expected and actual funding requirements or cash flows may differ from those assumed. |

| Assumption | Why the IBC considers it reasonably based | Risks and uncertainties |
|---|---|---|
| | with a demonstrated historical return on investment within a banner Accent already operates and knows well, and are running ahead of plan;<br>• the Sports Direct roll-out is based on disclosed benchmark store economics and early trading performance since launch; and<br>• Accent successfully completed a debt refinancing increasing its debt facility by $102 million on improved terms (as announced by Accent to ASX on 25 February 2026). | |

In assessing the reasonable basis for the 2030 targets, the IBC had regard to the extent of the change contemplated from Accent's FY25 base over the period to FY30. Against that base, the 2030 targets contemplate: (a) growth in the store network from approximately 900 stores to approximately 950; (b) a reduction in the cost of doing business from approximately 46% to approximately 44% of sales, driven by the cost-out program described in Annexure A; and (c) gross margin held at approximately 55% of sales, consistent with FY25.

On that basis, the targeted EBIT margin of 9% or more by FY30 compares with an FY25 EBIT margin of approximately 7.6%. Further, the target of at least $1.9 billion in sales by FY30 represents measured growth from Accent's FY25 sales base of approximately $1.5 billion over the period to FY30. The IBC considered that target to have a reasonable basis having regard to that timeframe, Accent's existing platform, its demonstrated ability to grow sales over time and the initiatives described in Annexure A.

In assessing the Offer, the IBC took the above assumptions, risks and qualifications into account. Without limitation, the above assumptions, risks and qualifications form part of reason 2 ('The Offer Price is materially inadequate') and reason 4 ('The timing is highly opportunistic') and apply to substantially similar statements in the Target's Statement concerning the 2030 Strategic Growth Plan and the expected benefits of those initiatives.

Further detail regarding these risks is set out in section 8 of the Target's Statement, and in particular, section 8.4 of the Target's Statement includes the risk factors relating to execution of the 2030 Strategic Growth Plan (section 8.4(c)) and the Sports Direct roll-out and Frasers-related commercial arrangements (section 8.4(d)). Accordingly, Accent Shareholders should take those assumptions, risks and qualifications into account when considering reasons 2 and 4 for the IBC's recommendation to reject the Offer in sections 2.2 and 2.3 of the Target's Statement.

Taking those matters together, the IBC considers the 2030 targets to have a reasonable basis. A reasonable basis does not mean that the targets are guaranteed to be achieved.

# 3 VWAP references in the Target's Statement

In forming its view, the IBC had regard to a range of pre-announcement share-price and VWAP reference periods. The following table presents those reference points on a consistent basis, measured up to and including the last Trading Day before the Announcement Date:[1]

| Reference period | Accent Share price / VWAP | Offer Price premium / (discount) |
|---|---|---|
| Closing price on the last Trading Day before the Announcement Date | $0.65 | 0% |
| 5-Trading Day VWAP (as set out in the Bidder's Statement) | $0.61 | 6% |
| 1-month VWAP (as set out in the Bidder's Statement) | $0.58 | 12% |
| 3-month VWAP | $0.68 | (4%) |
| 6-month VWAP (as set out in the Target's Statement) | $0.80 | (19%) |
| 12-month VWAP (as set out in the Target's Statement) | $1.02 | (36%) |

The IBC did not consider any of those measures in isolation. It considered them together with the longer-dated VWAPs, Accent's trading and earnings developments over the relevant periods and the other matters supporting its recommendation.

The IBC had regard to measures across each of these periods. In the IBC's view, the longer-dated VWAPs as were disclosed in the Target's Statement are informative because they illustrate the extent and timing of the decline in Accent's share trading prices during a period of pronounced cyclical weakness in the discretionary retail sector in which, as noted in the Target's Statement, consumer sentiment declined to levels previously seen in the past 20 years only during the Global Financial Crisis, the Covid-19 pandemic and the 2022–24 post-Covid inflation and rate-hiking cycle.

The shorter-dated measures (including those disclosed in the Bidder's Statement) reflect the market price of Accent Shares over a narrower period, rather than over a period spanning a broader range of trading conditions, and should be read together with the developments described below. The IBC attributed less significance to those shorter-dated measures for that reason.

In interpreting the VWAP references, Accent Shareholders should have regard to developments over the relevant periods, including the following matters announced by Accent to ASX:

- Accent's AGM trading update announced to ASX on 21 November 2025, which reported that like-for-like retail sales for the first 20 weeks of FY26 were down 0.4%, below Accent's expectations of low single-digit growth, and that year-to-date gross margin (to the end of October 2025) was approximately 160 basis points below the prior year in an elevated promotional environment, and which provided guidance for FY26 EBIT in the range of $85–95 million (including H1 FY26 EBIT of $55–60 million, inclusive of non-recurring losses associated with the closure of the MySale operations);

[1] Source: IRESS. VWAPs are measured up to and including the last Trading Day before the Announcement Date. Percentages are subject to rounding.

- Accent's H1 FY26 results announced to ASX on 25 February 2026, which reported EBIT of $56.5 million, down 30% on the prior corresponding period, including a $16.2 million negative impact from non-recurring trading losses and provisions relating to ceasing the Ozsale and Glue Store businesses;
- Accent's trading update to ASX on 4 May 2026, which revised expected H2 FY26 EBIT to $23–28 million (and expected FY26 EBIT to $79.5–84.5 million), following the escalation in geopolitical tensions in late March 2026 which contributed to higher fuel prices and a significant deterioration in consumer confidence, and which also disclosed the ASIC investigation relating to suspected contraventions of the Corporations Act in connection with trading in Accent securities during the period from 23 May 2025 to 10 June 2025 (also referred to in section 8.4(l) of the Target's Statement); and
- broader macroeconomic developments over the period, including the decline in the Westpac–Melbourne Institute Consumer Sentiment Index to 80.6 in June 2026 (down approximately 13% since January 2026 and 22% since November 2025), cyclical weakness across the discretionary retail sector, and interest rate and foreign exchange movements (see sections 2.3 and 8.4 of the Target's Statement).

Read in the context of the matters described above, the IBC considers that the longer-dated VWAPs remain relevant reference points alongside the shorter-dated measures set out above. None was considered in isolation, treated as determinative of the IBC's recommendation or relied on as a valuation of Accent Shares.

# 4 Prices previously paid by Frasers for Accent Shares

The Target's Statement noted that the Offer Price is materially below prices at which Frasers has previously acquired Accent Shares, including $1.718 per share paid under the Subscription Agreement with Accent in May 2025 (representing a 3.5% discount to Accent's closing share price on ASX on Friday, 11 April 2025) and an average of more than $0.92 per share for on-market purchases in February 2026, representing discounts of approximately 62% and 29% respectively.

Those acquisitions occurred at different points in time and in different circumstances. The May 2025 subscription price was agreed in connection with the strategic partnership between Accent and Frasers, including the Retail Agreement under which Accent is rolling out Sports Direct in Australia and New Zealand. The February 2026 on-market purchases were made at prevailing market prices at that time. Since those acquisitions, there have been changes in circumstances relevant to Accent's trading performance and share price, including the matters described in the preceding section 3 of this document: Accent's earnings guidance updates announced in November 2025 and May 2026, the disclosure of the ASIC investigation on 4 May 2026, and the deterioration in consumer sentiment and broader macroeconomic conditions affecting the discretionary retail sector.

The IBC continues to regard the prices previously paid by Frasers as relevant context, but did not treat any of those prices as determinative of its recommendation or as a valuation of Accent Shares. Rather, those prices are points of reference for the prices at which Frasers has been willing to acquire Accent Shares at different times and should be considered by Accent Shareholders together with the changes in circumstances described above and the other matters set out in the Target's Statement and this document.

# 5 Sufficiency of information provided to Accent Shareholders

The IBC has considered whether additional information would assist Accent Shareholders to make an informed assessment of the Offer Price Statements. This document accordingly sets out the basis for the 2030 targets, the key assumptions underpinning the 2030 targets, the extent to which the IBC relied on that plan, and the associated risks, uncertainties and qualifications. Sections 3 and 4 of this document also provide additional context regarding the share price and VWAP references in the Target's Statement and the prices previously paid by Frasers for Accent Shares.

Having considered those matters, the IBC considers that the Target's Statement, read together with this document, provides Accent Shareholders and their professional advisers with sufficient information to understand the basis for, and assess, the Offer Price Statements and the IBC's reasons for recommending that Accent Shareholders reject the Offer.

# 6 Additional information

## 6.1 Date of the First Supplementary Target's Statement

This First Supplementary Target's Statement is dated 29 July 2026, which is the date on which it was lodged with ASIC and given to ASX.

## 6.2 Resignation of Mr Michael Hapgood

As announced by Accent to ASX on 14 July 2026, Mr Michael Hapgood has decided to resign as a non-executive director of Accent, with effect from 21 August 2026, for personal reasons after 11 years on the Accent Board.

Mr Hapgood's resignation does not affect the IBC's recommendation set out in the Target's Statement or the basis for that recommendation.

## 6.3 Further developments

Accent will notify Accent Shareholders of any development during the Offer Period that would cause the IBC to change its recommendation, by an ASX announcement and, if required, a further supplementary target's statement.

If you have any questions in relation to this document, you should call the Accent Shareholder Information Line on 1300 121 025 (within Australia) or +61 3 9415 4126 (outside Australia) between 8:30am and 5:00pm (Melbourne time), Monday to Friday (excluding public holidays).

## 6.4 Mr David Forsey's involvement

Mr David Forsey is Frasers' nominee director on the Accent Board and is an executive of Frasers. As a result of his relationship with Frasers, Mr Forsey has an actual or potential conflict of interest in relation to the Offer.

Accordingly, Mr Forsey is not a member of the IBC and did not participate in the IBC's consideration of the Offer, did not attend IBC meetings relating to the Offer and was not provided with IBC materials or sensitive information concerning the IBC's response strategy, the IBC's deliberations or the IBC's recommendation in relation to the Offer.

Mr Forsey did not vote on the resolution approving this First Supplementary Target's Statement and makes no recommendation as to whether Accent Shareholders should accept the Offer because he is Frasers' nominee director on the Accent Board.

## 6.5 Consents

Each of Arnold Bloch Leibler and Luminis Partners Pty Limited has given, and has not withdrawn before lodgement of this First Supplementary Target's Statement with ASIC, its written consent to be named in this First Supplementary Target's Statement in the form and context in which it is named.

Each IBC Member has given, and has not withdrawn before lodgement of this First Supplementary Target's Statement with ASIC, their written consent to be named in this First Supplementary Target's Statement and to the inclusion of statements attributable to them in the form and context in which they appear.

Neither Arnold Bloch Leibler nor Luminis Partners Pty Limited has authorised or caused the issue of this First Supplementary Target's Statement and, to the maximum extent permitted by law, each takes no responsibility for any part of this document other than the references to its name.

As permitted by *ASIC Corporations (Consents to Statements) Instrument 2026/89*, this First Supplementary Target's Statement may include or be accompanied by certain statements:

- fairly representing what purports to be a statement by an official person;
- is a correct and fair copy of, or extract from, what purports to be a public official document; or
- is a correct and fair copy of, or extract from, a statement which has already been published in a book, journal or comparable publication.

In addition, as permitted by *ASIC Corporations (Consents to Statements) Instrument 2026/89*, this First Supplementary Target's Statement contains trading data sourced from IRESS without its consent.

## 6.6 Approval of this First Supplementary Target's Statement

This First Supplementary Target's Statement has been approved by a resolution passed by the Accent Directors.

Mr David Forsey, being Frasers' nominee director on the Accent Board, did not participate in consideration of the Offer, did not vote on the resolution approving this First Supplementary Target's Statement and makes no recommendation as to whether Accent Shareholders should accept the Offer.

Signed for and on behalf of Accent Group Limited by:

**Lawrence Myers**
Chairman
Dated: 29 July 2026

# Annexure A – Further information on the strategic initiatives in the 2030 Strategic Growth Plan

The following information was previously disclosed by Accent to ASX in the 2030 Strategic Growth Plan and is included here for reference:

- **Closure of loss-making businesses (actioned):** Accent has announced the closure of the Glue Store and Ozsale businesses, with approximately $16 million of FY27 EBIT uplift expected from exiting these loss-making businesses, based on the H1 FY26 reported losses from the closed businesses. The uplift arises from removing losses already reflected in reported earnings, not from any assumption of improved market conditions.

- **Cost-out and efficiency program (substantially actioned):** approximately $40 million of gross cost savings initiatives identified through to FY28, of which approximately $30 million has been actioned for FY27 and a further approximately $10 million is targeted for FY28, with total net cost savings of $15–20 million[2] forecast to be achieved through to FY28 and a targeted reduction in the cost of doing business[3] of 90–150 basis points.

- **Store portfolio optimisation (underway):** a forecast EBIT uplift of at least $7 million by FY30 through avoided losses, lease renewal negotiations and store performance improvement, with 102 stores under review as they come up for lease renewal and up to 20 new stores targeted per annum (in addition to Sports Direct); 39 stores were closed or closing in FY25 and FY26 where sustainable rent outcomes could not be agreed with landlords (excluding Glue Store closures).

- **The Athlete's Foot franchisee reacquisitions (in progress):** expected to deliver approximately $14 million of incremental EBIT by 2030, including up to $6 million entering FY27, applying a buyback model with a historical return on investment of approximately 20%. As announced in Accent's H1 FY26 results, reacquisitions were ahead of plan, with 9 stores acquired in H1 FY26.

- **Sports Direct roll-out (in progress):** as disclosed on 13 May 2026, annualised run-rate sales exceeded $15 million within approximately four months of launch (up from approximately $7 million at launch), with 8 stores expected to open by December 2026 and the continued roll-out of Sports Direct across ANZ in line with the Retail Agreement, at a targeted return on investment of approximately 21%. The disclosed roll-out metrics assume large-format stores averaging approximately 1,100 square metres of trading space (700–2,000 square metres per store), sales of approximately $6,000 or more per square metre, a target EBIT margin of approximately 7–10%. The upfront establishment and roll-out costs associated with this expansion are already being incurred and are reflected in FY26 guidance, while newly opened stores are expected to take approximately 18-24 months to reach maturity.

[2] After inflation and comparable sales growth.

[3] Being operating costs as a percentage of sales, including AASB16 occupancy.