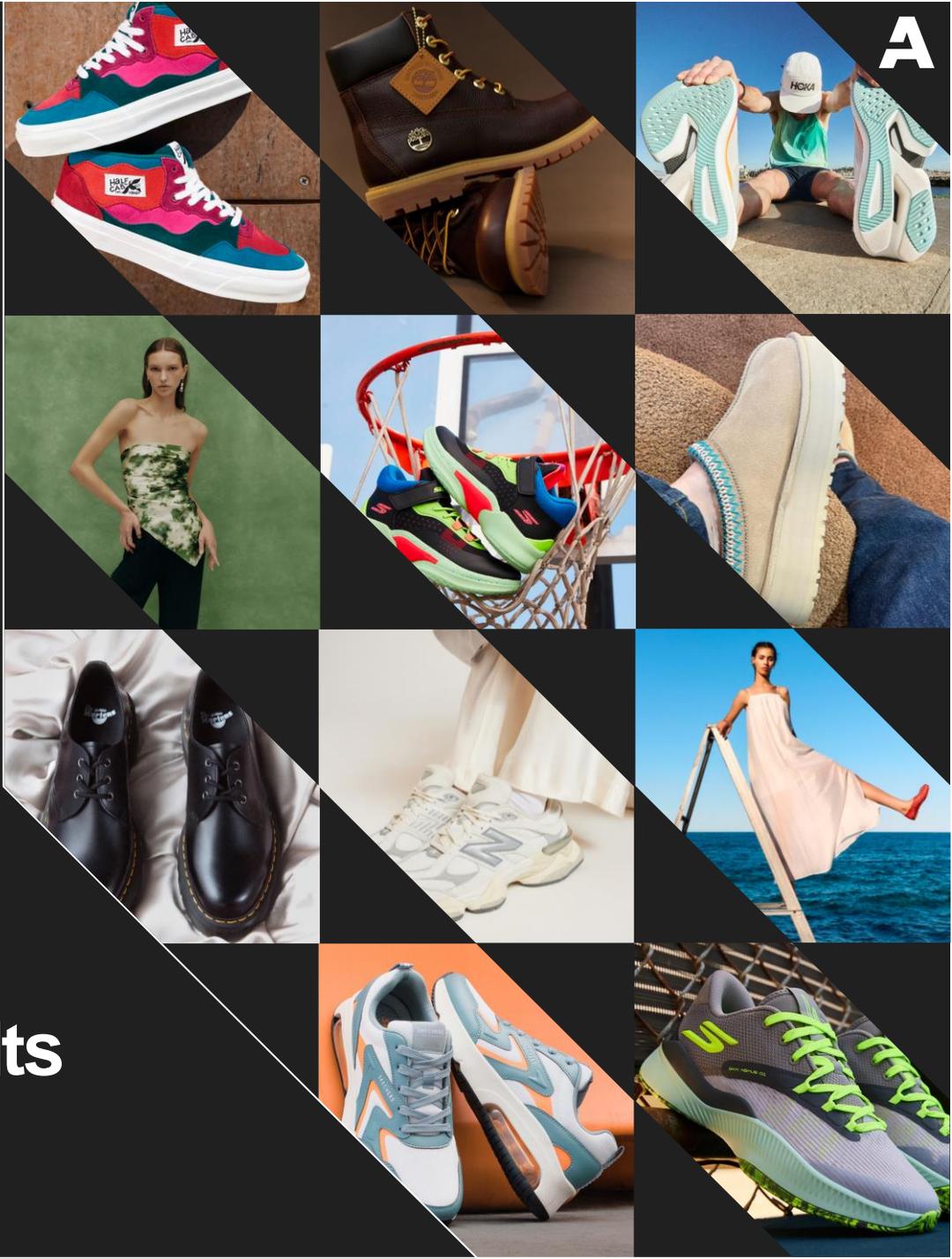


Accent Group

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Half Year FY2025 Results

Half Year ended 29 December 2024



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Value creation and investor value proposition



Total Shareholder Return⁽¹⁾ comparison of Accent and the ASX200 (31 December 2014 to 31 December 2024)





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Total Sales (inc. Franchisees)

\$845 million¹

+4.2% on H1 FY24



NPAT

\$47 million

+11.7% on H1 FY24

Retail Owned Sales

\$684 million

+5.1% on H1 FY24

Store Network

903

stores across Australia & New Zealand
with **42** new stores opened during H1
FY25

Vertical Sales

>\$65 million

c.9% of total sales



Distributed Brands



LACOSTE

to commence in FY26

Customers & Loyalty

10.0 million

Contactable customers



1. Financial results for the 26 weeks ended 29 Dec 2024, are presented on a statutory post AASB 16 basis unless otherwise noted.



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Key Metrics

\$'000's	H1 FY25 ¹	H1 FY24	% Change
Group Sales (inc. Franchisees)	844,646	810,924	4.2%
EBITDA	158,329	157,477	0.5%
EBIT	80,653 ²	72,357	11.5%
PBT	66,579	59,758	11.4%
NPAT	47,184	42,236	11.7%
Interim Dividend	5.5 cents	8.50 cents	

1. Financial results for the 26 weeks ended 29 December 2024, are presented on a statutory post AASB 16 basis unless otherwise noted.

2. Includes **\$3.3 million of non-recurring items** relating to the reversal of a historical impairment of the Hype brand carrying value of \$9.7 million, the impairment of a number of underperforming Vans stores of \$3.8 million and one-off costs and trading losses of \$2.6 million relating to the discontinuation of the CAT brand distribution and the divestment of Trybe.

H1 FY25 summary of financial performance



Financial Summary— H1 FY25 Vs H1 FY24

Profit & Loss (\$000's)	H1 FY25 ¹	H1 FY24	% Change
Owned sales	766,960	732,897	4.6%
Gross profit	426,491	414,876	
Gross margin (%)	55.6%	56.6%	(100bps)
CODB – excl. lease depreciation & interest	(277,165)	(266,658)	
CODB % – excl. lease depreciation & interest	36.1%	36.4%	(25bps)
CODB %	44.7%	45.0%	(31bps)
Other income – inc. royalties and franchise fees	9,003	9,259	
EBITDA	158,329	157,477	0.5%
Depreciation on leases	(57,310)	(55,629)	
Depreciation & amortisation	(20,366)	(29,491)	
EBIT	80,653	72,357	11.5%
Net finance costs on lease liabilities	(8,365)	(7,474)	
Net interest (paid) / received	(5,709)	(5,125)	
PBT	66,579	59,758	11.4%
Tax	(19,395)	(17,522)	
Net Profit After Tax	47,184	42,236	11.7%

1. Financial results for the 26 weeks ended 29 December 2024, are presented on a statutory post AASB 16 basis unless otherwise noted.
2. Like-for-Like ("LFL") sales include TAF Franchisee sales, measurement is based on the year-on-year sales comparison for all stores in which a sale has been recorded on the same day in the prior year.

Operating Highlights

Sales	<ul style="list-style-type: none"> Total company owned sales of \$767.0 million LFL retail sales up 2.9% Wholesale sales up 1.3%
Gross Margin	<ul style="list-style-type: none"> Gross margin of 55.6% down 100 basis points to prior year. Gross Margin impacted by the prevailing promotional environment with the consumer responding to value and promotion throughout the half.
CODB	<ul style="list-style-type: none"> Cost efficiency initiatives have been implemented in non-customer facing areas including (but not limited to) lease renewals, support office team costs and distribution costs.
NPAT	<ul style="list-style-type: none"> NPAT of \$47.2 million



Operational update

**Accent
Group**





Retail

- Retail sales up +5.1% on H1 FY24
- LFL retail sales up +2.9%
- Strong retail performance across Hype DC, TAF, Hoka, Stylerunner and Nude Lucy

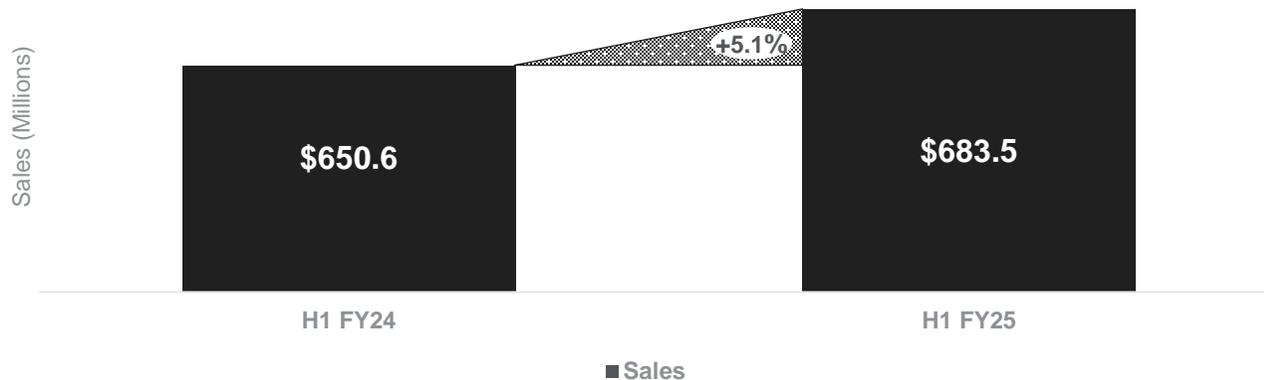


Stores

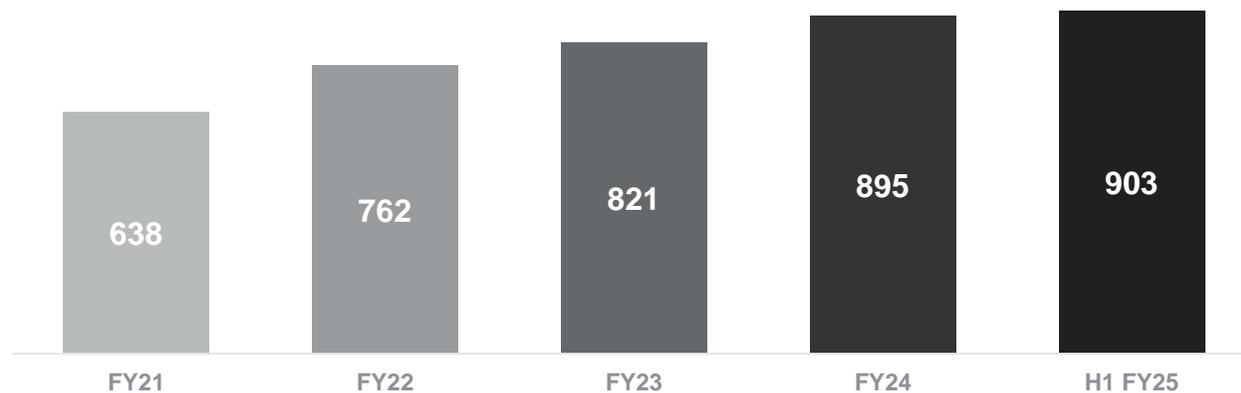
- 42 new stores added to the Accent Group store network in H1 FY25
- Ongoing efficiency reviews sees closure of 34 stores for the period. Of which, 16 brick and mortar stores are related to the discontinuation of The Trybe with the remaining due to unfavourable leasing terms



Retail Owned Sales (Millions)



Store Network¹



1. Includes store closures and websites. For a breakdown by banner refer to page 14



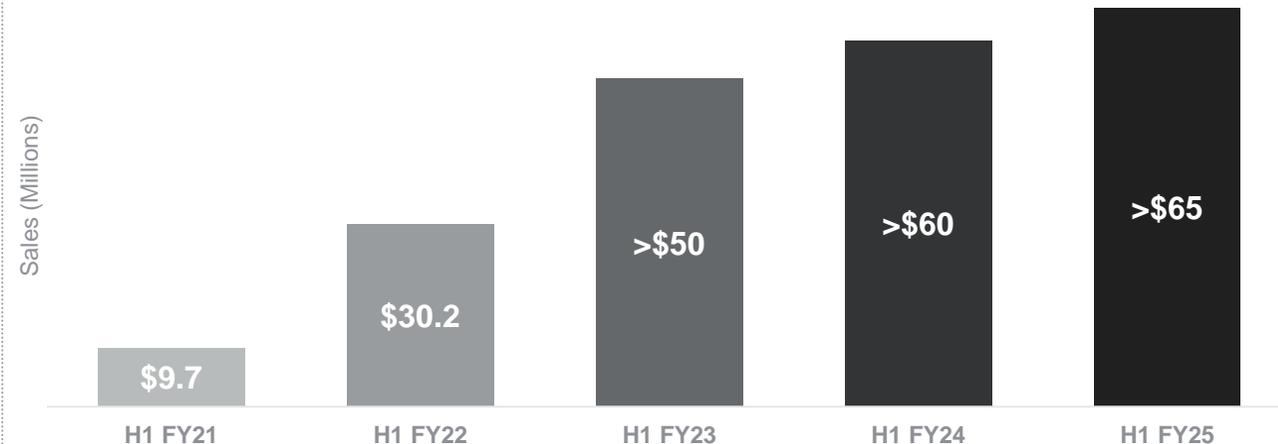
Vertical Owned Brands

- Consistent growth of Vertical Owned Brand sales compared to H1 FY24
- Sales in excess of \$65 million

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Vertical Owned Brands Sales (Millions)

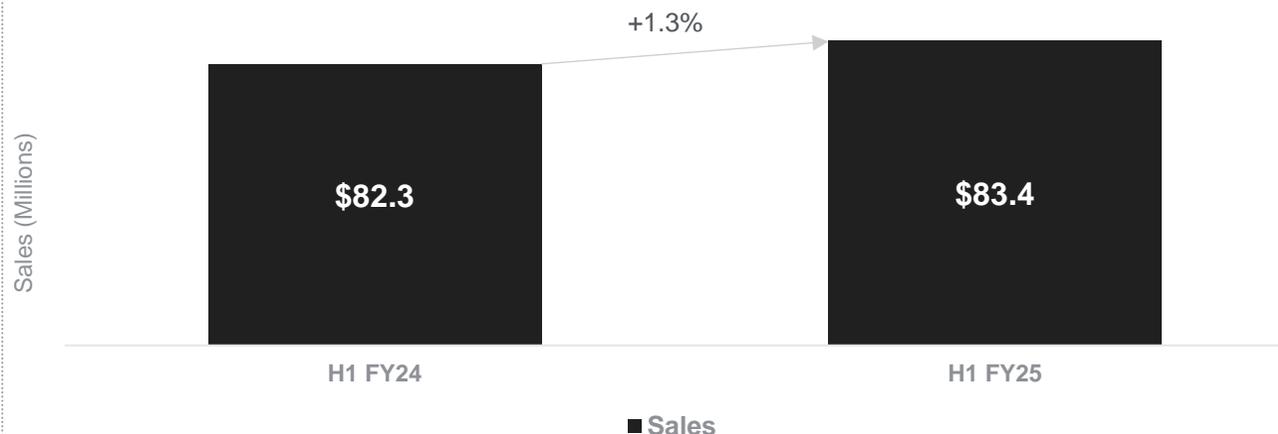


Wholesale

- Wholesale sales up +1.3% on H1 FY24
- Dickies and Lacoste to commence in FY26, further enhancing and supporting the expansion of the wider Accent Group

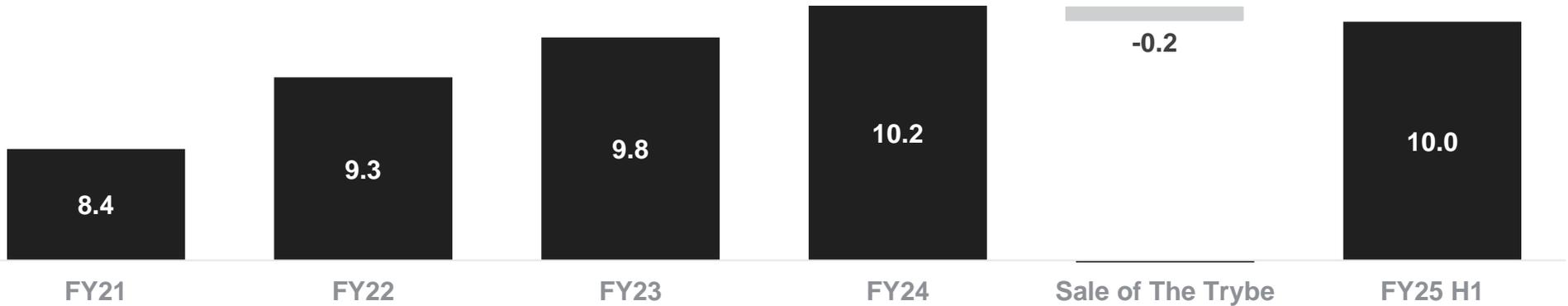


Wholesale Sales (Millions)



Accent Group Contactable Customers (Millions)

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- Contactable customers of **10.0 million**. Decrease of **0.2m** due to sale of The Trybe.
- Loyalty program membership of **8.1 million** across TAF, Skechers, Platypus, Hype DC, Glue Store and Merrell.
- The implementation of our new CRM platform has enhanced customer insights and enabled more strategic, targeted communications to both repeat purchasers and new customers.
- The Qantas Frequent Flyer program, launched during FY24, continues to drive increased customer retention and repeat purchases.



Dividends and trading update

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Dividends

- Accent Group has announced an interim dividend for H1 FY25 of **5.5 cents** per share, fully franked, payable on **20 March 2025** to shareholders registered on **6 March 2025**.

Trading Update

- LFL sales for the first 7 weeks of H2 (30 December - 16 February) are up 2.2% on the prior year. Gross margin continued to be impacted by a value driven consumer and was down around 70 basis points to prior year.

Outlook

- In a challenging consumer environment, the team are focused on driving profitable sales, managing controllable costs and executing the growth plan initiatives. The Group plans to open at least more than 10 new stores in H2.
- The company remains in active discussions with Frasers Group, with progress made on the documentation of a long-term strategic agreement. We expect to conclude negotiations during the second half of FY25.

Appendix

**Accent
Group**



Store network and distribution agreements



Store Network

Store Network
Dec-24

Store Network ¹	Platypus	Skechers	TAF	Distributed Brands	Hype, Subtype	Lifestyle Brands	Discontinued ²	Total
Stores as at FY24	213	192	159	112	94	100	25	895
FY25								
Stores Opened	2	10	1	14	2	13	0	42
Stores Closed	(1)	0	0	(2)	(3)	(7)	(21)	(34)
Stores as at end of H1 FY25	214	202	160	124	93	106	4	903

1. Includes websites (33) and franchises (55)
2. Discontinuation of CAT and The Trybe business

Distribution Agreements

Total Distribution Agreements: 12



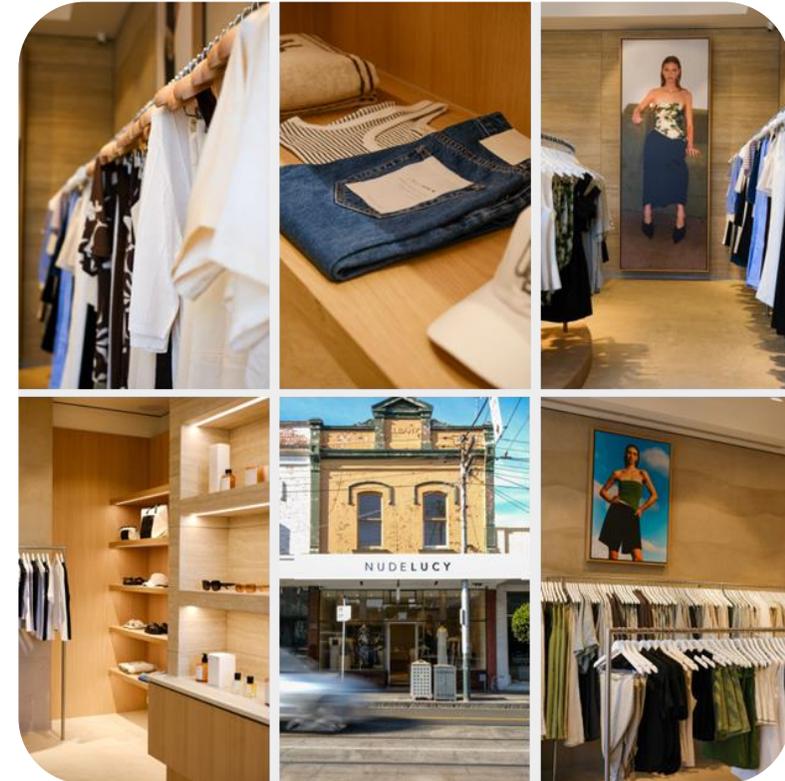
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Balance Sheet

\$000's	29 Dec 2024 FY25	30 Jun 2024 FY24	31 Dec 2023 H1 FY24
Trade receivables and prepayments	54,893	43,158	48,339
Inventories	285,960	264,844	256,640
Trade payables and provisions	(203,470)	(173,685)	(161,316)
Net working capital	137,383	134,317	143,663
Intangible assets	399,194	384,014	383,136
Property, plant and equipment	120,800	121,403	138,999
Capital investments	519,994	505,417	522,135
Lease receivable	17,456	15,943	18,368
Right of use asset	283,723	265,413	304,570
Lease liabilities	(407,466)	(391,950)	(436,957)
Lease balances	(106,287)	(110,594)	(114,019)
Net cash/(debt)	(115,897)	(122,202)	(91,391)
Deferred income	(15,285)	(12,939)	(17,215)
Tax and derivatives	26,316	24,806	9,391
Net assets/equity	446,224	418,805	452,564

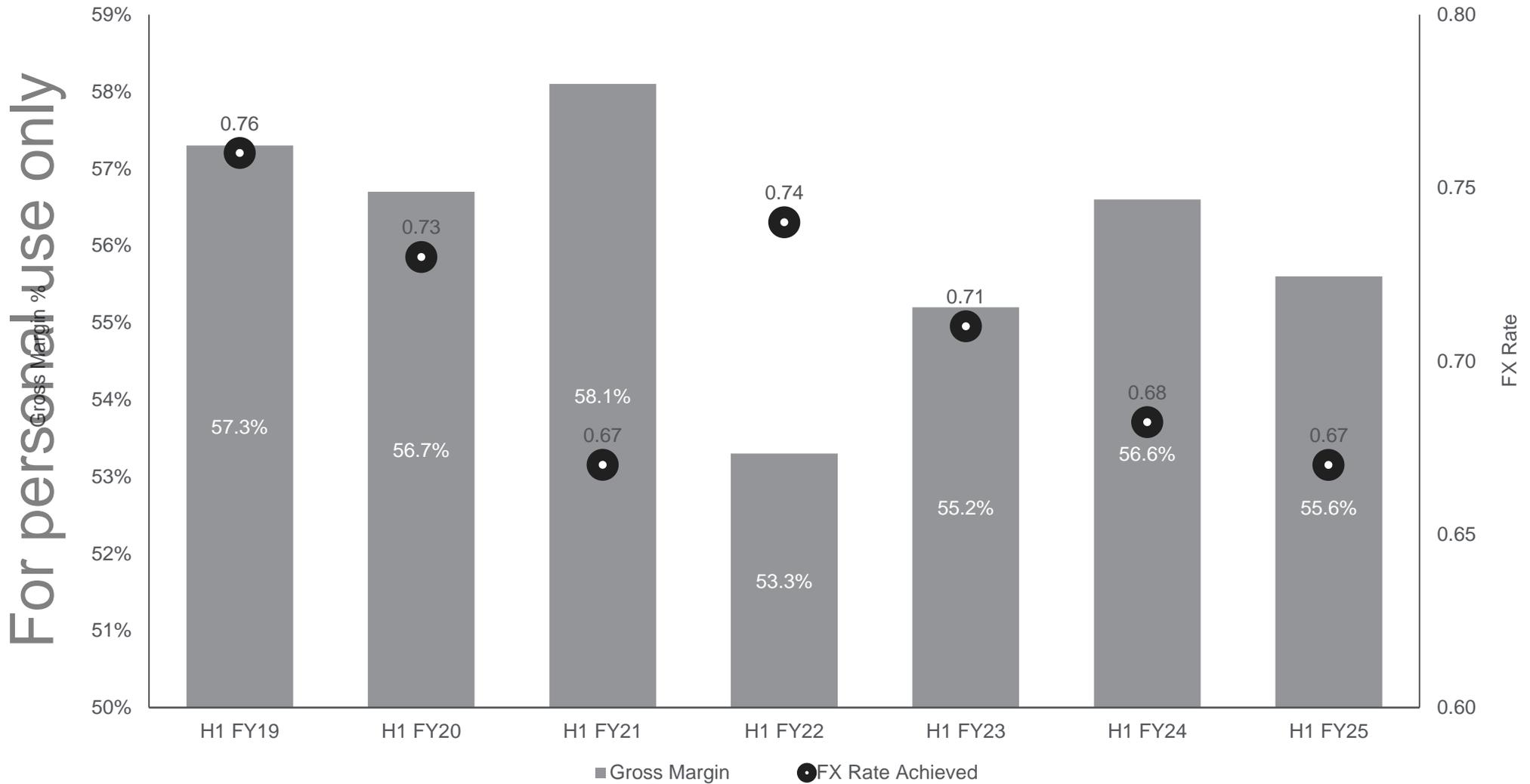
Commentary

- An increase in inventory holding since 30 June 24 due to an increase in the Group's store footprint, further investment into Hoka and the implementation of the TAF buyback program





Statutory Gross Margin (%) and FX Rate Overview



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



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