



4th Quarter Sales to 27 January 2013

Year-to-date: 30 January 2012 - 27 January 2013:

The directors of Briscoe Group Limited announce unaudited sales for the fifty two week period from 30 January 2012 to 27 January 2013 of \$452.7 million, an increase of 3.35% on the \$438.0 million reported for last year. The Group's homeware segment increased sales by 4.28% during this period and the sporting goods segment by 1.43%.

On a same store basis the Group's sales for the twelve month period ended 27 January 2013 were 2.59% ahead of the same period last year.

On a same store basis, homeware sales increased by 3.63%, while sporting goods sales increased by 0.49% compared to last year.

Fourth Quarter 29 October 2012 – 27 January 2013:

For the fourth quarter period, being the thirteen weeks ended 27 January 2013, Group sales were \$150.5 million, being 3.07% above the \$146.0 million reported for the same quarter last year. For the quarter, homeware sales increased by 2.70% to \$104.3 million, while sporting goods sales were \$46.2 million, an increase of 3.92% on the \$44.4 million achieved by Rebel Sport for the same quarter last year.

On a same store basis the Group's sales for the fourth quarter ended 27 January 2013 were 0.73% ahead of the fourth quarter for last year. The same store calculation for the fourth quarter adjusts for the new Salisbury Street Briscoes Homeware store reopened by the Group in August, the new Blenheim Rebel Sport store opened during December and also for the two stores closed by the Group within the last 12 months, being the Tauranga Living & Giving store and the Fox Outlet store in Auckland.

On a same store basis homeware sales increased by 0.12% for the quarter and sporting goods sales increased by 2.14% for the same period.

Commentary:

Managing Director, Rod Duke said, "We are reasonably pleased with our sales, margins and overall performance for the final quarter of the year. Competition was fierce across most retail sectors but customers responded favourably to our marketing initiatives, which continually reinforce our unique product quality, range and value combination. Trading was particularly strong immediately prior to and post Christmas, and we were especially pleased with the significant lift in sales achieved by our online stores across all three trading brands for December. We will continue to drive all of our businesses to ensure our customers have the best possible choice of product and that they have a great in-store experience. It's not

sufficient just to offer on price! It is clear that to attract customers it is essential to provide a great value proposition.

“The performance of Rebel Sport is also a highlight for us this year given the extremely high comparative numbers we were up against as a result of the significant boost in business generated by the Rugby World Cup in 2011. For Rebel Sport to post positive same store sales, increased gross profit margin and increased bottom line profit for the year is an achievement we are very proud of.

“We now expect the Group’s reported full year tax paid Group profit to exceed \$30.0 million. This would represent an increase of at least 9% over last year’s \$27.53 million reported full year NPAT.”

The directors expect to report the final full year audited result on 7 March 2013.

Friday 1 February 2013

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