



3rd Quarter Sales to 30 October 2016

Third Quarter 1 August 2016 – 30 October 2016:

The directors of Briscoe Group Limited announce unaudited sales for the third quarter period, being the thirteen weeks ended 30 October 2016, of \$125.6 million, 8.38% above the \$115.9 million reported for the same quarter last year. For the quarter, homeware sales increased by 7.24% to \$79.1 million, while sporting goods sales were \$46.5 million, an increase of 10.37% from the \$42.1 million achieved for the equivalent quarter last year.

On a same store basis the Group's sales for the third quarter ended 30 October 2016 were 5.41% above the third quarter for last year. The same store calculation adjusts for new Briscoes Homeware and Rebel Sport stores opened by the Group at Queenstown (October 2015) and Westgate, Northwest Auckland (March 2016).

On a same store basis homeware sales increased by 4.57% for the quarter and by 6.87% for sporting goods.

Year-to-date: 1 February 2016 - 30 October 2016:

Unaudited sales for the thirty nine week period from 1 February 2016 to 30 October 2016 were \$393.9 million, an increase of 9.48% on the \$359.8 million reported for the first three quarters of last year. The Group's homeware segment increased sales by 7.48% during this period and the sporting goods segment by 13.09%.

On a same store basis the Group's sales for the nine month period ended 30 October 2016 were 6.56% ahead of the same period last year.

On a same store basis, homeware sales increased by 4.98%, while sporting goods sales increased by 9.39% compared to the first three quarters of last year.

Commentary:

Rod Duke, Group Managing Director, said, "We are pleased with the Group's performance across this third quarter in a market which continues to demand aggressive promotional activity to drive sales. The significant increase over last year in gross margin percentage achieved by the Group for the first six months has not continued through this third quarter, however despite the competitive retail environment, the Group's gross profit margin percentage has finished in line with the rate that was achieved for the third quarter of last year. We expect gross margin percentage to remain under pressure for the balance of the financial year from the continuation of aggressive promotional activity and also the impact of hedged foreign exchange exposures taken across the last twelve months at less-favourable rates than those available currently. We also note that the fourth quarter of this year comprises one less week than for the previous year.

“As we begin the crucial final quarter we remain optimistic in our outlook. We are certainly encouraged by our performance to date and we are confident that the Group’s full year tax paid profit will substantially exceed last year’s tax paid profit result of \$47.14 million.”

Thursday 3 November 2016

Contact for enquiries:

Rod Duke
Group Managing Director
Tel: (09) 8153737