



3rd Quarter Sales to 30 October 2011

The directors of Briscoe Group Limited today announced unaudited sales for the thirteen week period to 30 October 2011 of \$98.0 million, an increase of 9.15% on the \$89.8 million reported for the third quarter of last year.

On a same store basis the Group's sales for the third quarter were 13.56% ahead of the same period last year. The same store sales calculation adjusts for the nine Living & Giving stores the Group has closed within the last twelve months and also for the Briscoes Homeware Salisbury Street store in Christchurch which was demolished earlier this year as a result of damage sustained from the second earthquake on February 22nd.

Homeware sales increased by 2.04% to \$62.8 million while sporting goods sales increased by 24.64% to \$35.2 million for the quarter. On a same store basis, homeware sales increased by 8.16%, while sporting goods sales increased by 24.64%.

Total Group store numbers decreased to 80 from 81 during the quarter with the closure of the Living & Giving store at Napier, following the expiry of the lease for this property.

The October quarter sales figure takes unaudited Group sales for the year-to-date (i.e. for the period 31 January 2011 to 30 October 2011) to \$292.1 million, an increase of 4.35% on the first nine months of last year. Homeware sales increased 1.65% for this period, while sporting goods sales increased 10.05%.

Rod Duke, Group Managing Director, said, "A sensational third quarter for our Sporting goods segment, as a result of the Rugby World Cup, has delivered double digit same store sales growth for the Group. While obviously thrilled with the growth achieved from sporting goods we are also pleased with the strong same store sales growth returned by the homeware segment. The homeware market remains intensely competitive, so to deliver same store sales of 8.16% in a quarter where consumer focus and spending was acutely diverted towards All Blacks and rugby related merchandise is especially pleasing.

"While gross margin percentage was impacted during the quarter the increased sales volume was sufficient to grow the bottom line in comparison to last year's third quarter.

"As we begin the crucial final quarter we remain cautiously optimistic in our outlook. Traditionally consumer spending tends to flatten in the run-up to an election and the

economic news from Europe and America continues to dampen markets, however we are certainly encouraged by our performance to date and are confident that the Group's full year tax paid profit will exceed last year's tax paid profit result of \$24.10 million (being the reported \$21.61 million plus the add back of the one-off \$2.48 million tax adjustment). The extent to which we exceed this will of course be heavily influenced by the strength or otherwise of the retail market over the Christmas period."

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