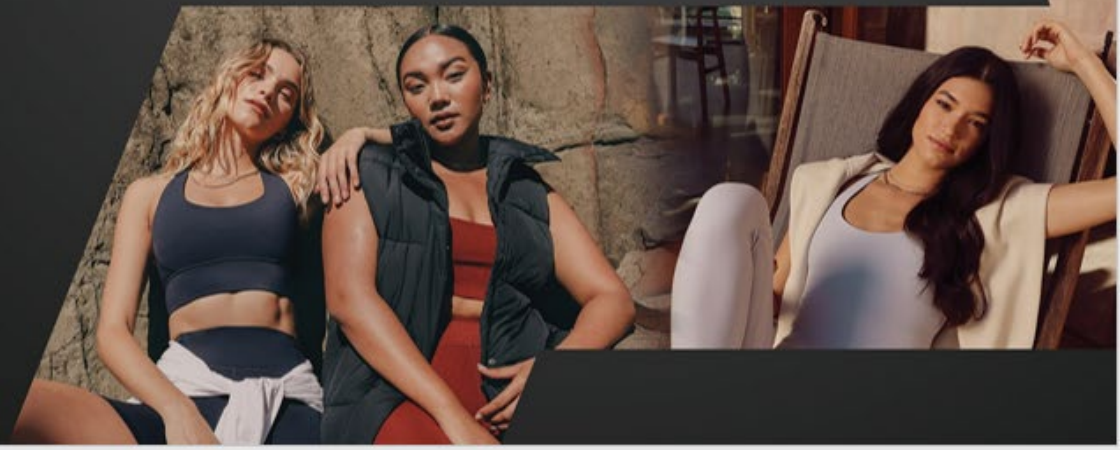


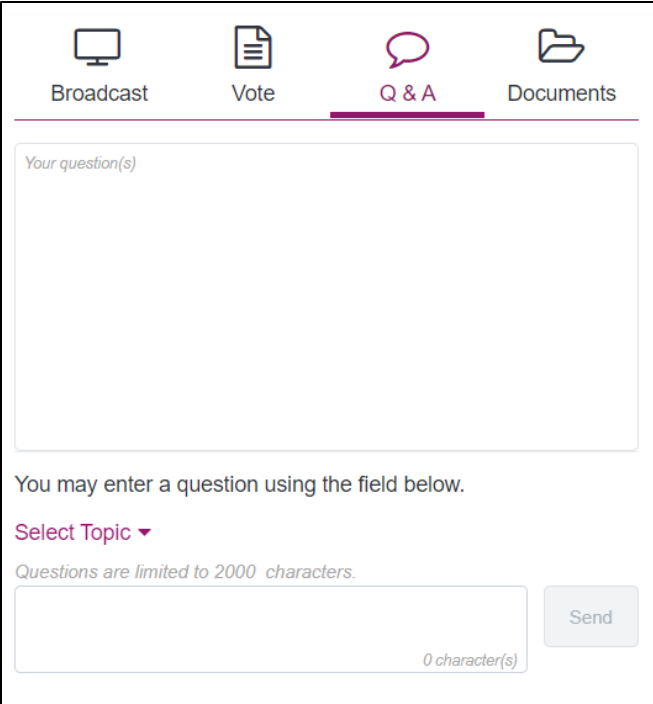
2022 Annual General Meeting

Accent Group



How to ask a question online

- To ask a written question select the Q & A icon
- Select the topic your question relates to from the drop-down list
- Type your question in the text box and **press** the send button
- To ask a verbal question follow the instructions below the broadcast window.



The screenshot displays a user interface for asking questions online. At the top, there are four navigation icons: a monitor for 'Broadcast', a document for 'Vote', a speech bubble for 'Q & A' (which is highlighted with a red underline), and a folder for 'Documents'. Below the navigation bar is a large text area labeled 'Your question(s)'. Underneath this area, a message states 'You may enter a question using the field below.' followed by a 'Select Topic' dropdown menu. Below the dropdown, a note says 'Questions are limited to 2000 characters.' There is a text input field with a character count of '0 character(s)' and a 'Send' button to its right.

How to vote online

- When the poll is open, select the vote icon at the top of the screen
- To vote, select either For, Against or Abstain
- You will see a vote confirmation
- To change or cancel your vote “click here to change your vote” at any time until the poll is closed

The screenshot displays a web interface for online voting. At the top, there is a navigation bar with four icons: a monitor for 'Broadcast', a document with a checkmark for 'Vote' (which is highlighted with a purple underline), a speech bubble for 'Q & A', and a folder for 'Documents'. Below the navigation bar is a grey header box labeled 'Items of Business'. The first item is '2A Re-elect Mr Sam Sample as a Director', followed by three buttons: 'FOR', 'AGAINST', and 'ABSTAIN'. The second item is '2B Re-elect Ms Jane Citizen as a Director'. Below this, there is a green checkmark icon and the text 'We have received your vote For' with a link 'Click here to change your vote.'.



David Gordon
Chairman



Daniel Agostinelli
Group CEO



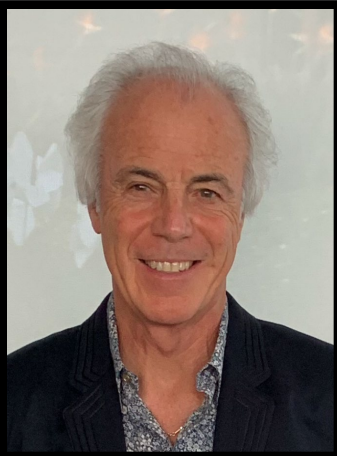
Brett Blundy



Donna Player



Joshua Lowcock



Michael Hapgood



Stephen Goddard



**Matthew Durbin –
Group CFOO &
Joint Company
Secretary**



**Alethea Lee –
Group General Counsel
&
Joint Company
Secretary**



**Stephen Roche –
Partner, Deloitte**

Welcome and Introduction

Chairman's report

CEO report

Trading update

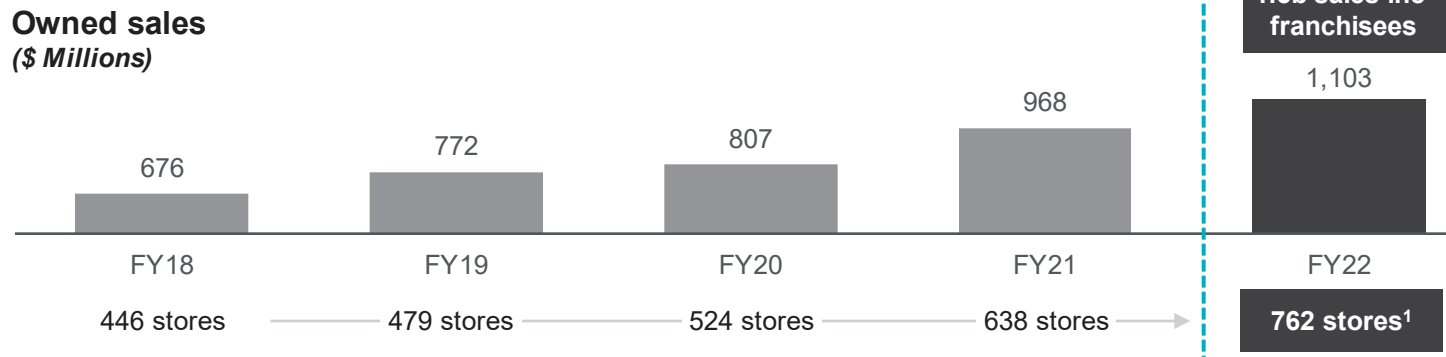
Formal business



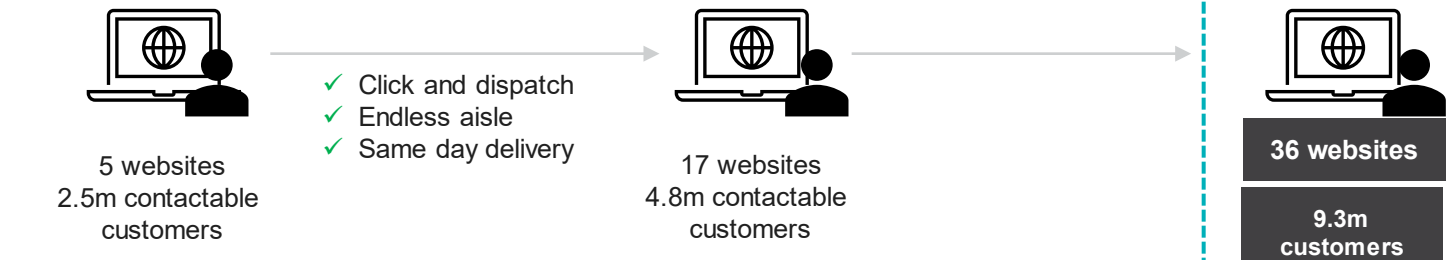
The Accent growth journey



Demonstrated track record of retail sales growth driven by store rollout and new banners



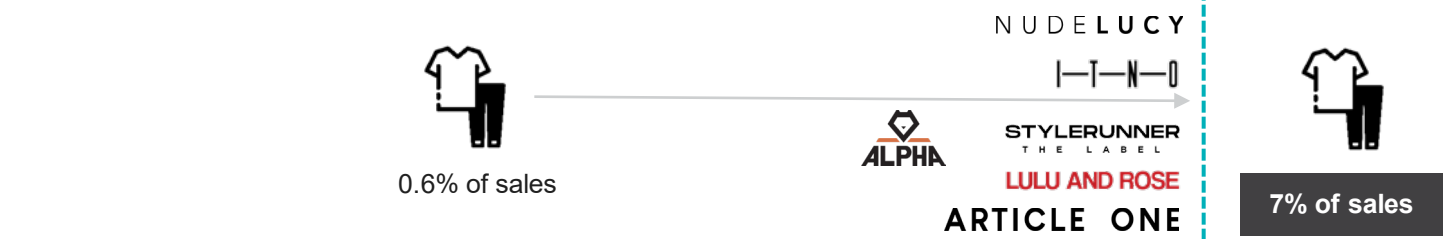
Expansion of omni-channel capabilities and contactable customer database



Growth in existing and new distributed brands



Apparel and vertical sales growth strategy

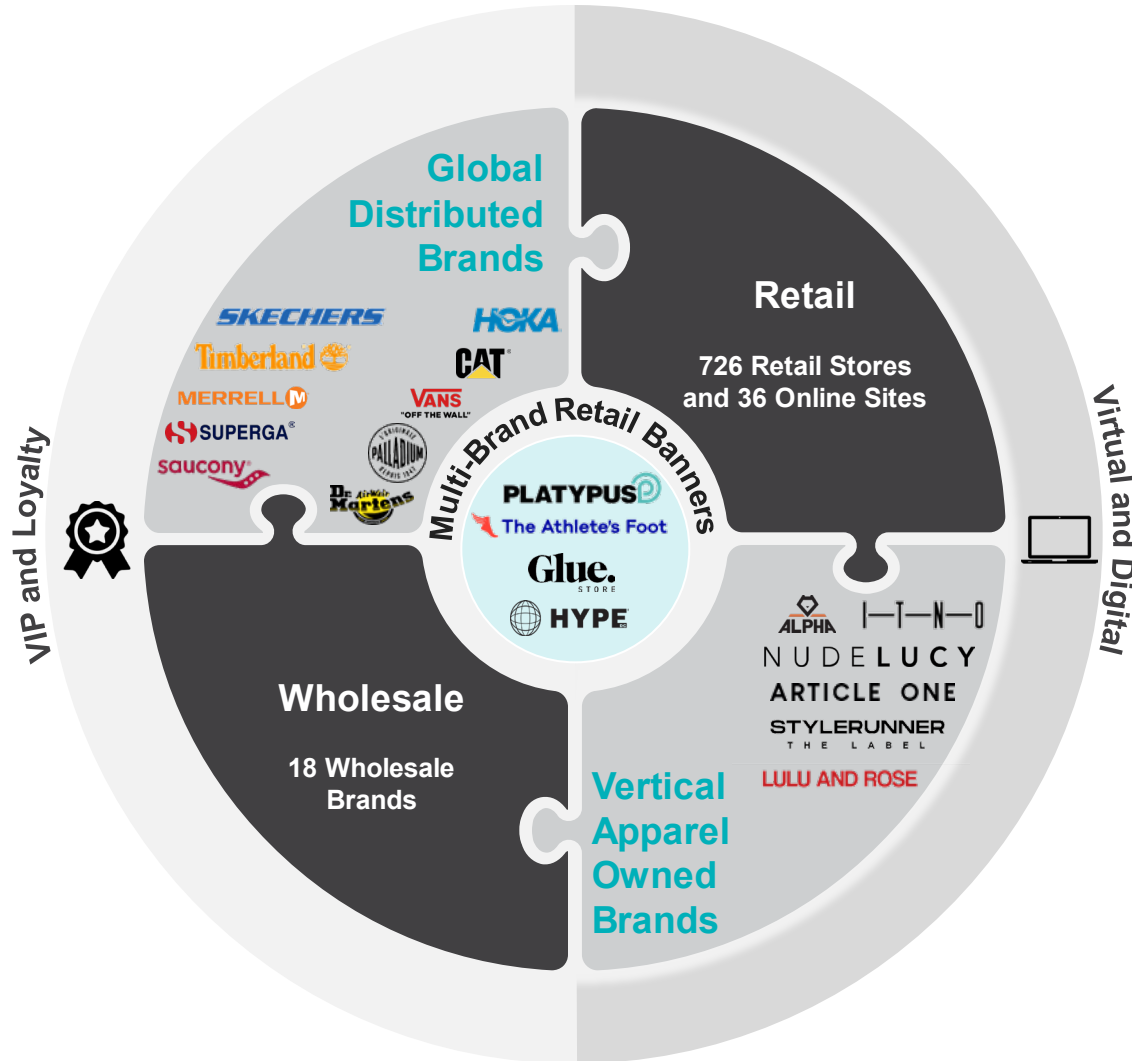


1. Includes stores and digital sites

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.



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



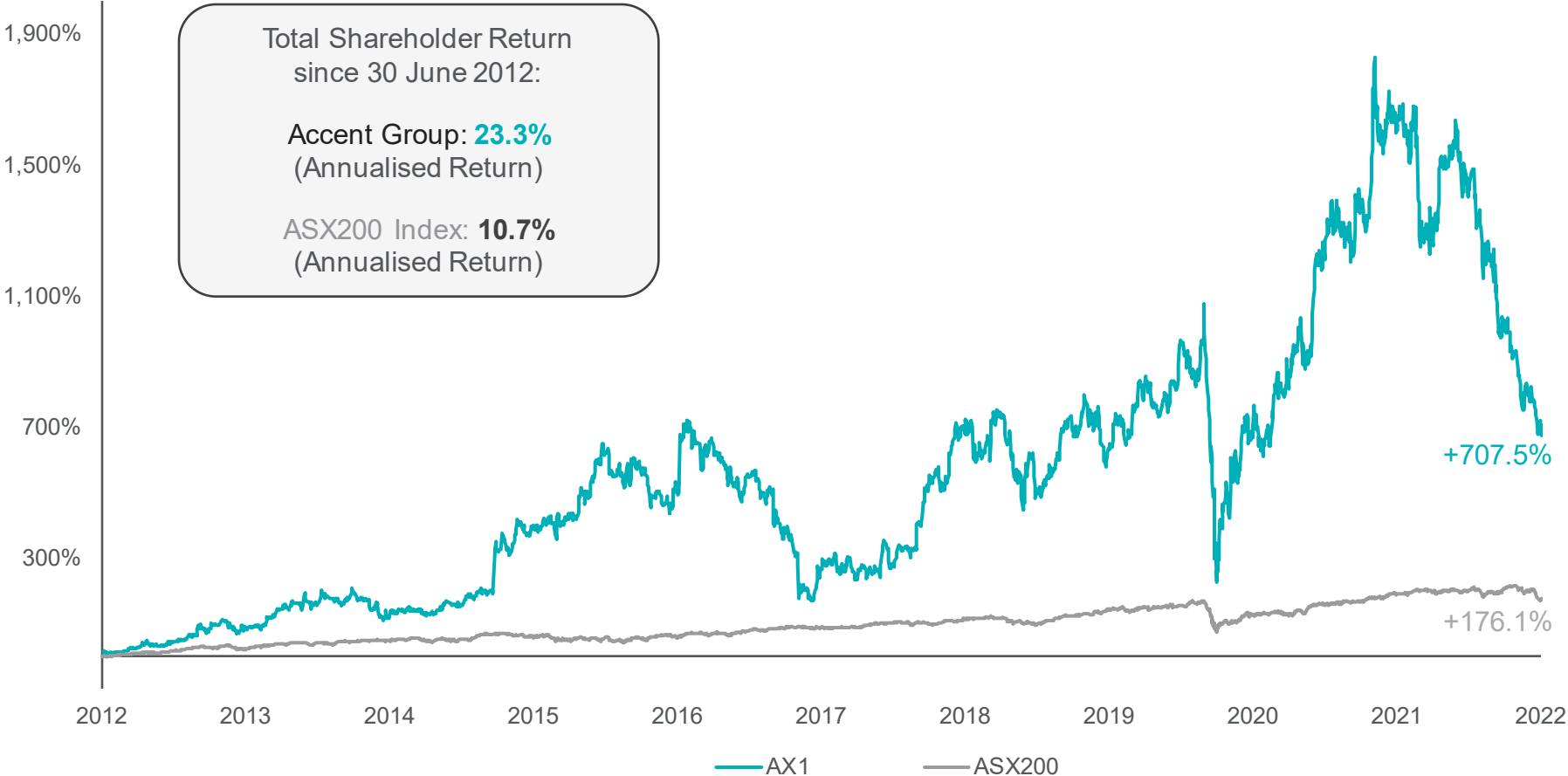
Key Metrics

| \$'000's | FY22 | FY21 | % | Change |
|--------------------------------|---------------------|-------------|---|------------------|
| Group Sales (inc. Franchisees) | 1,266,557 | 1,138,239 | | +11.3% |
| EBITDA | 213,565 | 242,015 | | (11.8%) |
| EBIT | 62,276 ¹ | 124,905 | | (50.1%) |
| PBT | 46,592 | 110,999 | | (58.0%) |
| NPAT | 31,464 | 76,923 | | (59.1%) |
| Digital Growth | 25.7% | 48.5% | | |
| Gross Margin (%) | 54.2% | 56.1% | | (190 bps) |
| EPS | 5.81 cents | 14.21 cents | | |
| Full Year Dividend | 6.50 cents | 11.25 cents | | |

1. FY22 EBIT includes one off non-cash charges of \$7.7m, \$5.2m relating to the transition out of PIVOT stores and \$2.5m relating to store lease assets in a small number of stores where customer traffic levels have still not recovered



Total Shareholder Return¹ comparison for Accent and ASX200 (30 June 2012 to 24 June 2022²)



Source: Bloomberg, Accent Filings.

1. Assumes 100% dividend reinvestment on the ex-dividend date.

2. Year ended 26th of June 2022. Last day of ASX trading 24th of June 2022.



At Accent we *"Make It Happen"*



Our People

Our people come first

Safety

- Committed to providing a safe working environment
- Regular monitoring of key safety metrics
- In April 2022, the Group launched a digitally delivered and enhanced health and safety training for all retail team members



Our Responsibilities

We act with integrity

Community Partnerships

- Launch of **"Stamp your Feet"**, the Accent charity foundation
- Contribution of \$450,000 across three years to Headspace and NZ Youth Line
- Our brands continue to support their respective charity partnerships



Our Environment

We care for our environment

Reduce & Recycle Resources

- Accent Group is a key member of the Australian Sporting Goods Association (ASGA)
- Over 220 shoe recycling collection points across our stores
- In FY22, over 56,000 pairs of shoes were recycled

Daniel Agostinelli

Group CEO

Accent Group





Total Sales (inc Franchises)

\$1.27 billion

+11.3% on FY21

VIP & Loyalty

9.3 million

Contactable customers

Additional 900,000 contactable customers in FY22

New Stores

139

New stores opened

New stores performing strongly

Vertical Owned Brands Sales

>70 million

7% of sales

Digital Growth

+25.7%

on FY21

Apparel Growth

New segment apparel growth through Glue, Stylerunner and Owned Brands

Glue Store

28

Glue stores trading

8 new concept stores open

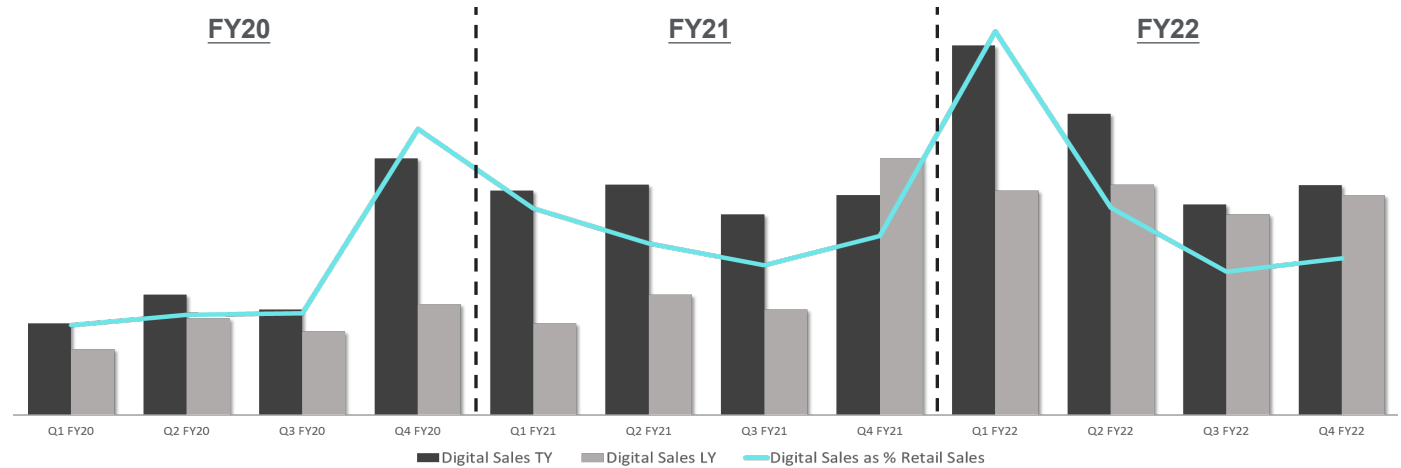
New Distribution Agreements



Digital Sales Growth

Digital sales grew to **\$263.8m, +25.7%** on FY21

Digital sales contributed to **24.4%** of total retail sales¹



1. Digital sales and total retail sales include The Athlete's Foot franchises

9.3m contactable customers **+900k** on FY21

Average order value **+10.6%** in H2 FY22

7 New and re-platformed websites

Fulfilled **+11.4%** more orders than FY21

Launched **Hype & Platypus Loyalty Programs**

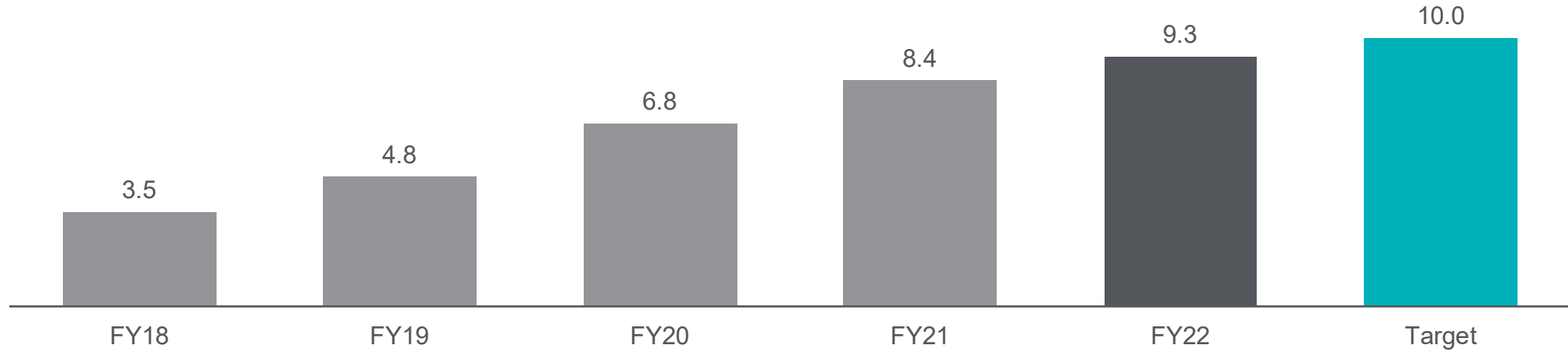
Conversion rate grew by **+12.3%**

Key Metrics²

| Metric | FY21 Full Year | FY22 H1 | FY22 H2 | FY22 Full year |
|--------------------------------------|----------------|---------|---------|----------------|
| Digital Sales | +48.5% | +47.9% | +4.8% | +25.7% |
| Website Sessions | +24.4% | +8.8% | (10.9%) | (0.8%) |
| Orders | +30.8% | +37.5% | (15.4%) | +11.4% |
| Conversion Rate | +5.1% | +26.4% | (5.0%) | +12.3% |
| Avg. Order Value | +4.7% | (4.4%) | +10.6% | +1.4% |
| Digital as a % of Total Retail Sales | 20.9% | 31.2% | 18.9% | 24.4% |

2. Percentages shown in the table represent growth on the same period last year

Accent Group Contactable Customers (Million)



- **9.3 million** contactable customers
- Objective is to grow our customer database to **10 million** customers
- Platypus and Hype Loyalty launched in FY22, in addition to the existing programs in the The Athlete's Foot, Merrell and Skechers
- New customer data platform set to launch in Q1 FY23





Retail

- New stores performing strongly
- Opened 139 new stores
- Momentum and performance across the Glue business continues to strengthen, including new stores in these banners
- Around 50 new stores to open in H1 FY23

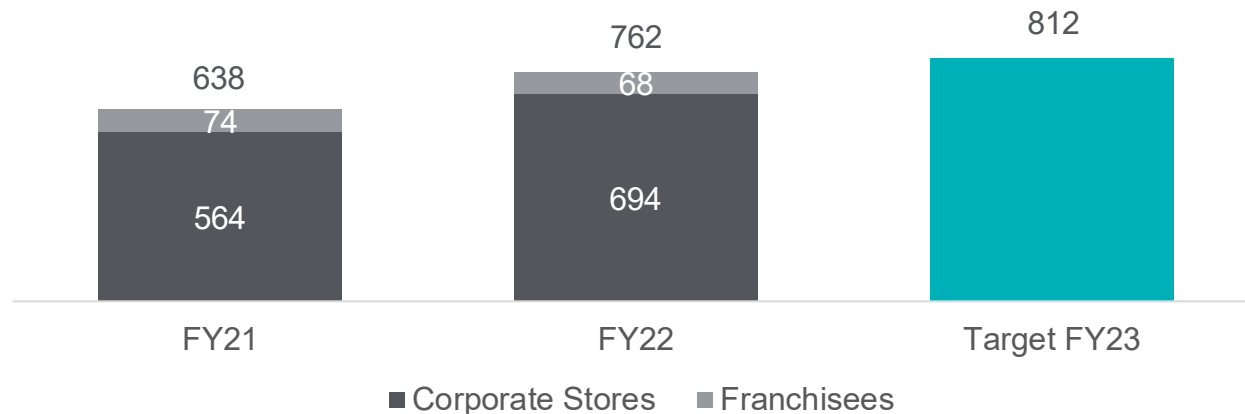
Wholesale

- Strong wholesale sales growth

Vertical Owned Brands

- Sales of over \$70 million, now represent 7% of sales
- Vertical product has positively contributed to underlying margin growth

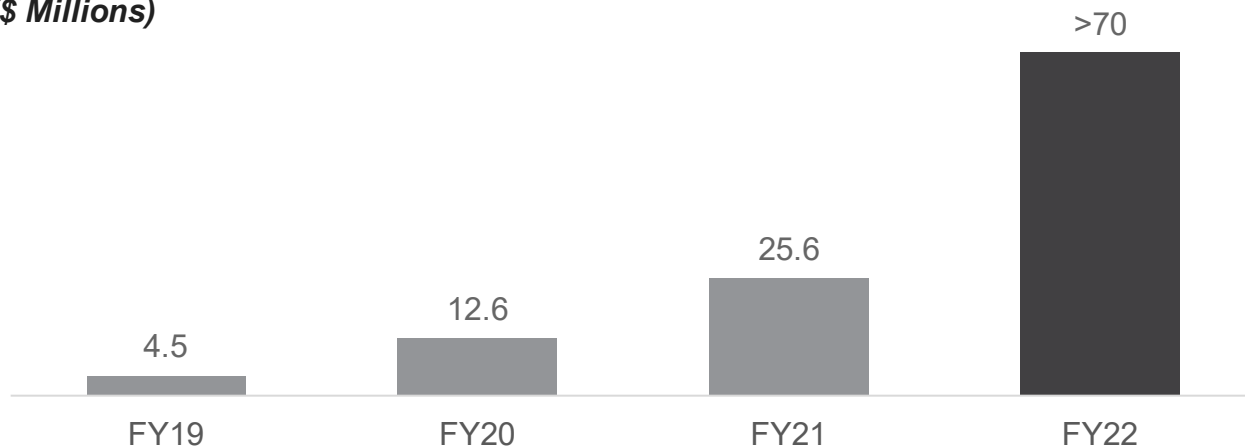
Store Network¹



1. Includes store closures and websites. For a breakdown by banner refer to page 13

Vertical Owned Brands Sales

(\$ Millions)





- Update on trade for the first 18 weeks of FY23
- Total Group owned sales YTD are up 52% compared to FY22
- FY23 gross margin % YTD is up 570 bps on FY22
- Trade to date has been above expectations – continuing to focus on driving full price, full margin sales which has resulted in the strong margin recovery from last year
- Store opening program is on track – 50 new stores expected to open in H1
- Providing no forward guidance, inventory levels are reflective of strong deliveries of exciting new product across all banners
- In-stock position along with sales and operational plans are well set heading into the three most important trading months of the year
- H1 FY23 will be a 27-week reporting period ending 1 January 2023 compared to the 26-week reporting period ended 26 December 2021 in H1 FY22



Important Notice and Disclaimer

This presentation contains general background information about Accent Group's current activities and provides additional comment on, and should be read in conjunction with, the FY22 Annual Report and accompanying information released to the market on 19 August 2022.

The information is a summary only and is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor. Investors should assess their own individual financial circumstances and seek independent advice before making any investment decision.

This presentation contains forward looking statements about our belief, intent or expectations. Such statements involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond our control and may cause actual results to vary in a material manner.

While all reasonable care has been taken in the preparation of this presentation, Accent Group, its subsidiaries and their respective directors, officers and employees accept no responsibility for any loss or damage resulting from use of or reliance on this presentation by any person.