



ASX Release

18 November 2024

Trading Update

dusk Group Limited ('dusk', ASX: DSK) today provides a trading update for the first 20 weeks of FY25 based on unaudited management accounts and other information.

The sales results for the first 20 weeks of FY25 are summarised in the table below. Group trading margin during this period remains broadly in line with the prior corresponding period (pcp).

Sales growth, unaudited (vs pcp)	First 20 weeks FY25 vs pcp
Total sales	+12.7%
LFL sales	+11.5%
Online sales	+41.2%
Bricks and mortar stores sales	+10.7%

A strong sales performance for the first 20 weeks of FY25 reflected our continued focus on product rejuvenation, tactical promotional activity and an enhanced digital offering. Customers responded well to the monthly delivery of product newness which included our successful Allens collaboration and Father's Day range. Halloween continues to grow in importance as an event and our offering proved popular with a high sell through.

Our paid loyalty program remains a key focus with dusk Rewards membership renewals and new member sign ups 42% higher on pcp. We continue to actively engage with our members who accounted for 57% of total sales for the first 20 weeks of FY25.

CEO and Managing Director Vlad Yakubson said: "Our results for the first 20 weeks of FY25 were encouraging with total sales up 12.7% and online delivering growth of 41.2% on pcp. This reflected our ongoing focus on the reinvigoration of our product and omni-channel offering. Our product-led strategy with the monthly injection of new products and continued focused on quality is starting to resonate with our customers. At the same time, our new digital team with a tactical and real time focus on trading the business are driving conversion and accelerated growth. This resulted in an online penetration of 8.3% which was well up on 6.8% in the prior period. Within stores, our team are laser focused on the customer experience and are also achieving conversion rates that are ahead of pcp.

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“The next six weeks of trade are critical to our FY25 result as we trade through the Black Friday and Christmas periods. Initial responses to our Christmas range have been encouraging as we head into this important seasonal peak. We have opened two new stores and further extended our reach with the launch of 12 pop-ups in flagship centres across the country. This forms part of our ongoing test and learn approach with the aim of growing our market share and brand awareness during the key gifting season. We look forward to welcoming new and returning customers to dusk for the moments that matter this festive season.”

The release of this announcement was authorised by the Board of Directors of dusk Group Limited.

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About dusk

dusk is an Australian specialty retailer of home fragrance products, offering a range of dusk branded premium quality products at competitive prices from its physical stores and online store. dusk’s product range is designed in-house and is exclusive to dusk. dusk has grown to become the leading Australian omni-channel specialty retailer focused on home fragrance products. The product offering comprises candles, ultrasonic diffusers, reed diffusers and essential oils, as well as fragrance related homewares. Our goal is to be our customers’ preferred destination for home fragrance products and for their gifting needs – including personal indulgences and ‘gifts for oneself’.