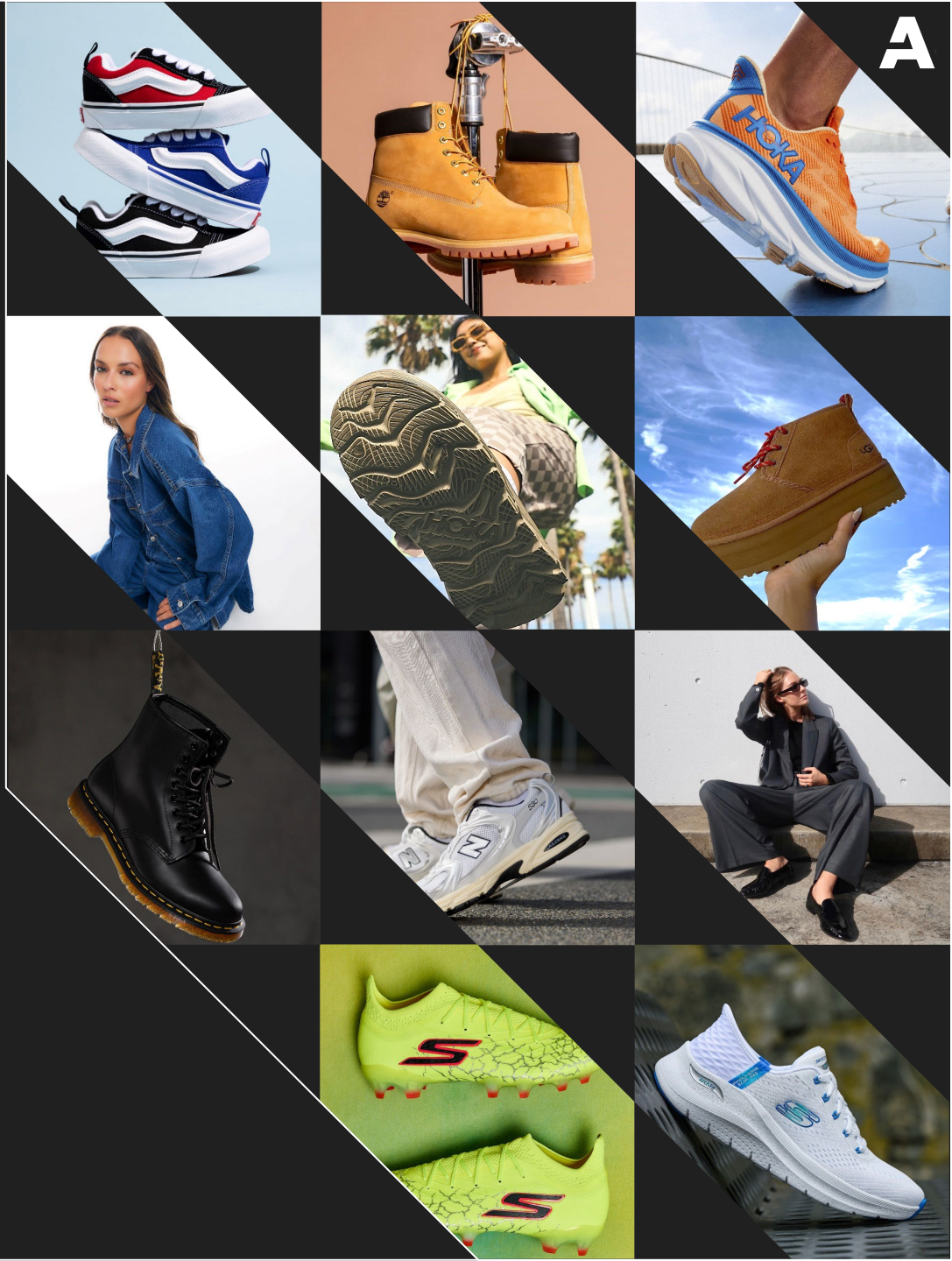


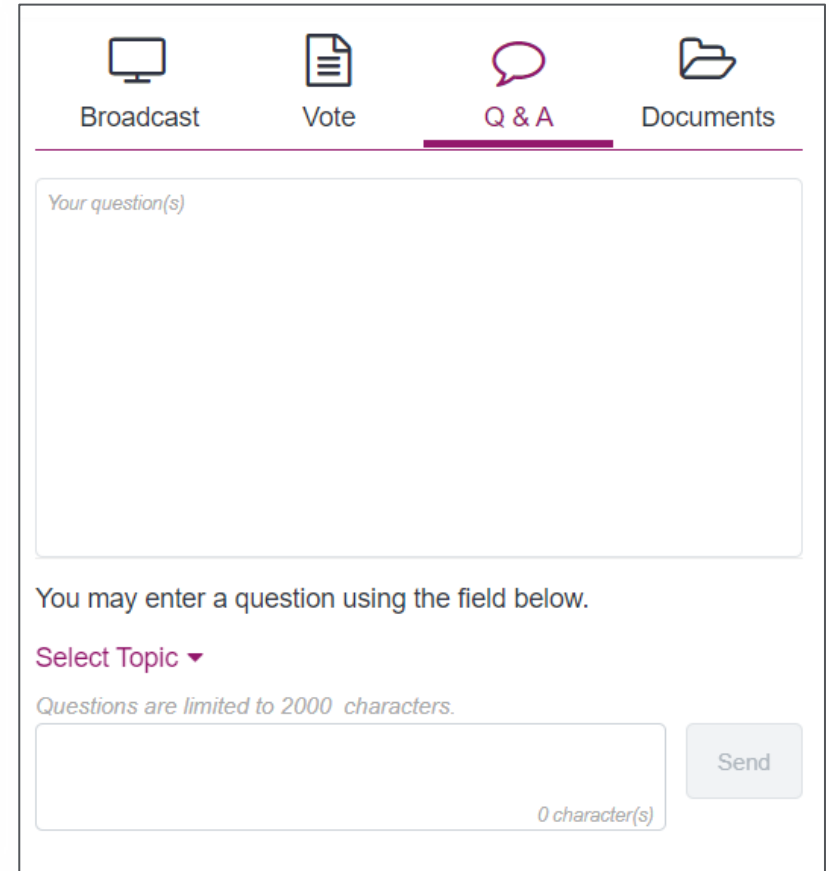
Accent Group

2025 Annual General Meeting



How to ask a question online

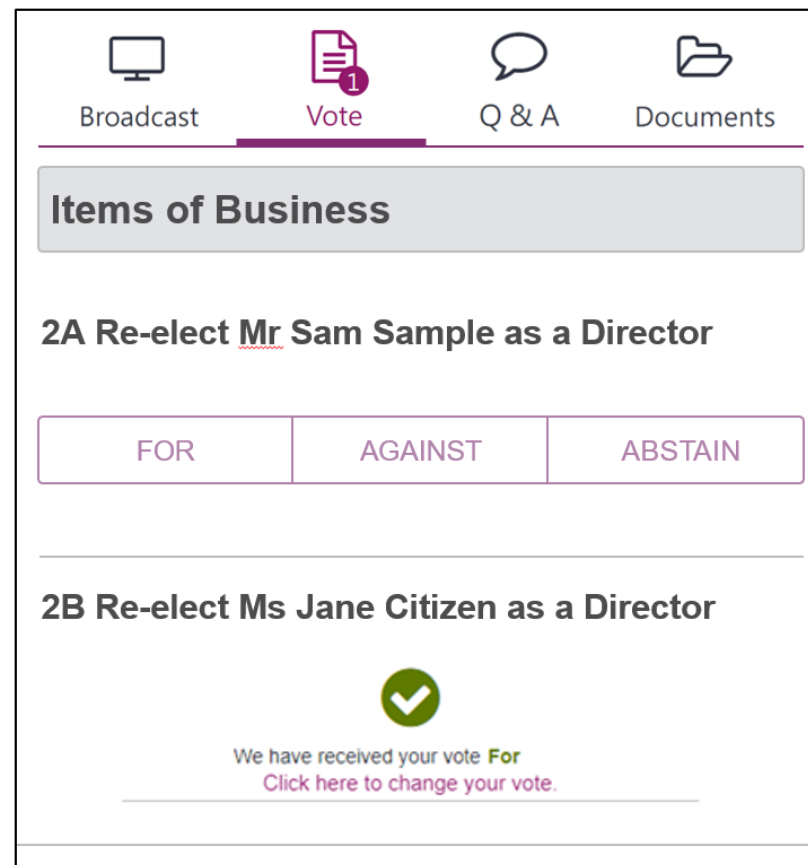
- To submit a written question, please select the “Q&A” icon
- Select the topic your question relates to from the drop-down list
- Type your question in the text box and **press** the send button
- To ask a verbal question follow the instructions below the broadcast window.



The screenshot shows a web interface for asking questions online. At the top, there are four 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 icons is a large text area labeled 'Your question(s)'. Underneath this is a smaller text box with the placeholder 'You may enter a question using the field below.' and a 'Select Topic' dropdown menu. Below the dropdown is a note 'Questions are limited to 2000 characters.' and a text input field with a character count '0 character(s)'. To the right of the input field is a 'Send' button.

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 shows the online voting interface. At the top, there is a navigation bar with four icons: a monitor for 'Broadcast', a document with a red '1' for 'Vote' (which is highlighted with a red underline), a speech bubble for 'Q & A', and a folder for 'Documents'. Below the navigation bar is a grey box labeled 'Items of Business'. The first item is '2A Re-elect Mr Sam Sample as a Director'. Below this, there are 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, followed by the text 'We have received your vote **For**' and a link 'Click here to change your vote.'.



David Gordon
Chairman



Daniel Agostinelli
Group CEO



Michael Hapgood



Donna Player



Dave Forsey



Anne Loveridge AM



Lawrence Myers



Matthew Durbin
Group CFOO &
Joint Company Secretary



Nikki Nuttall
Group General Counsel &
Joint Company Secretary



Alison Milner
Partner, PWC

Welcome and Introduction

Chairman’s Report

CEO Report

Trading Update

Formal Business



SKECHERS

PLATYPUS

VANS



UGG



SUBTYPE

Glue.
STORE

STYLERUNNER

NUDELUCY

Timberland

Timberland PRO
ALWAYS DO, NEVER DONE.

**SPORTS
DIRECT**

ODE

MERRELL



LACOSTE



saucony

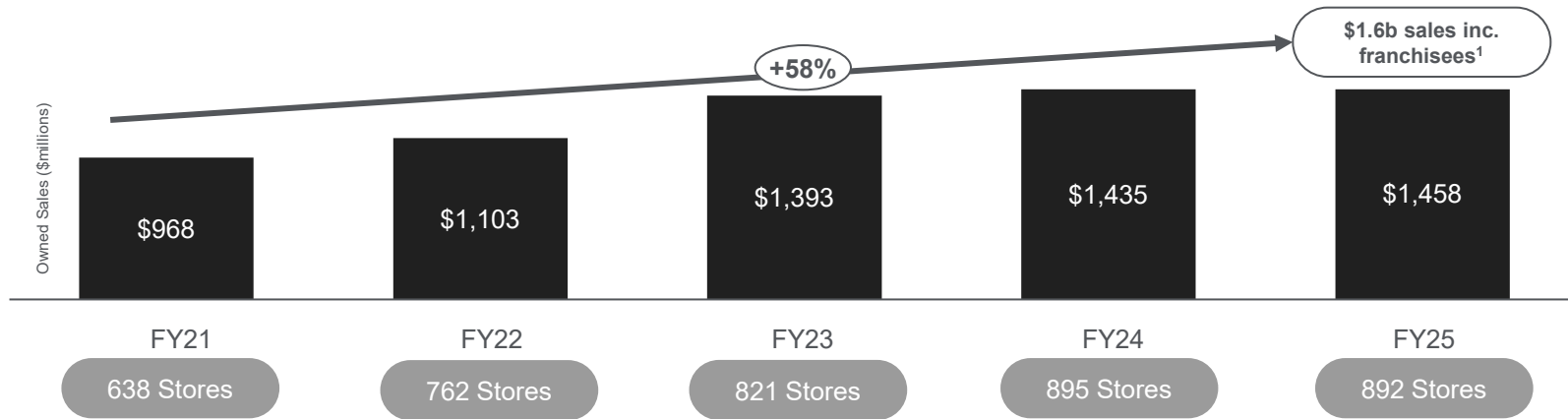
HOKA

The Athlete's Foot

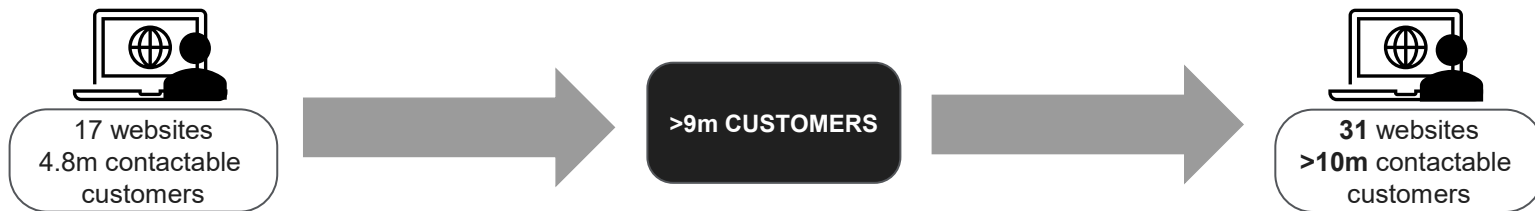
The Accent Growth Journey



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



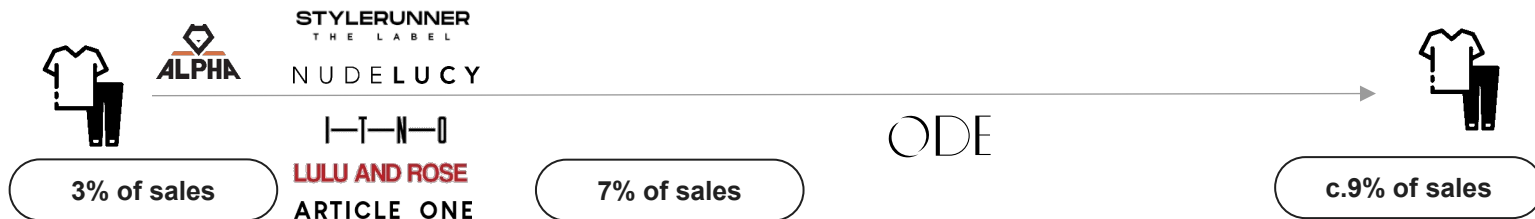
Expansion of omni-channel capabilities and contactable customer database



Driving growth through Distributed Brands and Partnerships



Apparel and vertical sales growth strategy

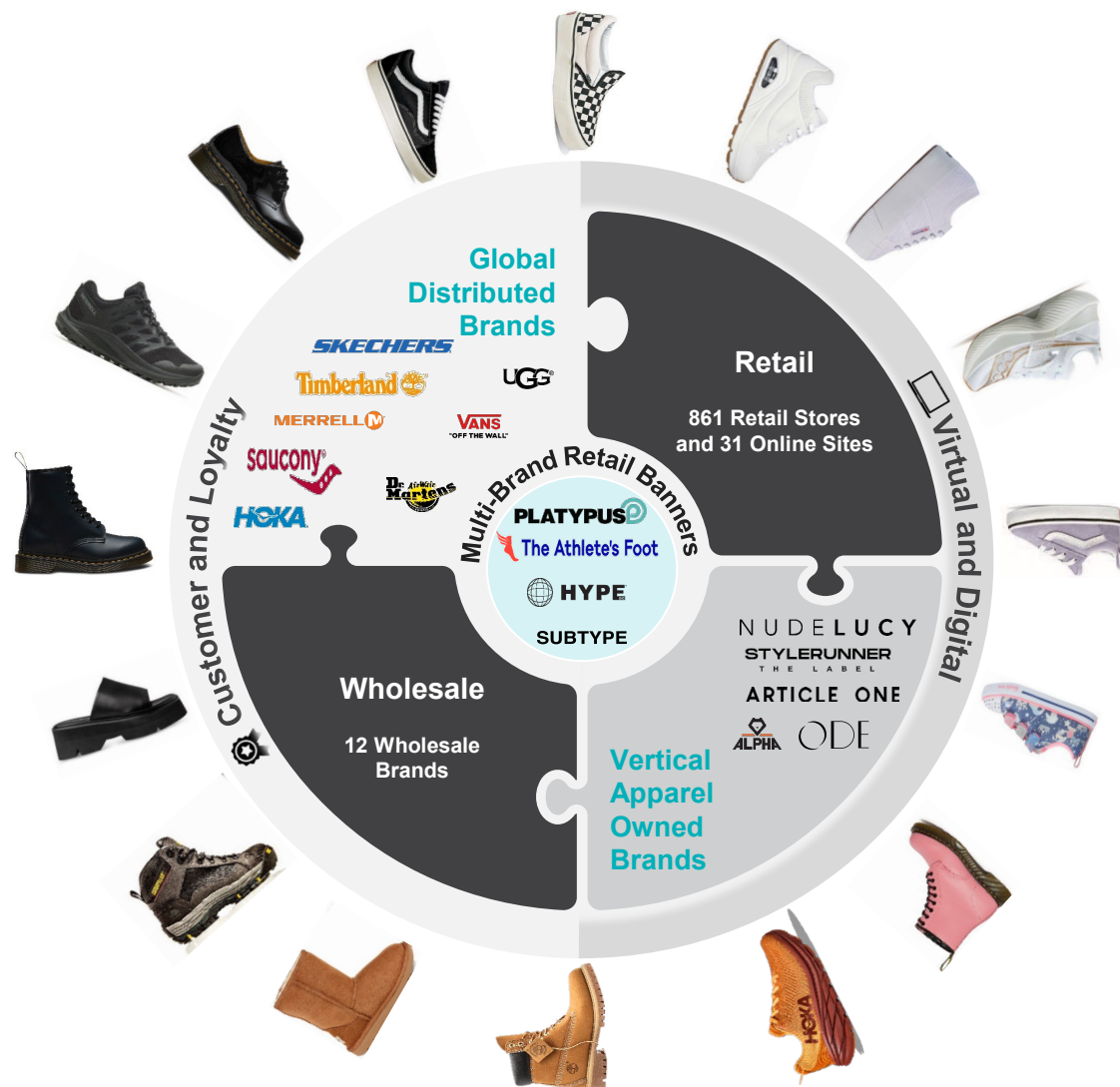


1. Includes stores and digital sites, non-IFRS measure

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

FY25 summary of financial performance



Financial Summary— FY25 Vs FY24

Profit & Loss (\$000's)	FY25 ¹	FY24	% Change
Owned sales	1,458,337	1,434,898	1.6%
Gross profit	800,777	800,144	
Gross margin (%)	54.9%	55.8%	(85bps)
CODB – excl. lease depreciation & interest	(529,871)	(525,911)	
CODB % – excl. lease depreciation & interest	36.3%	36.7%	(32bps)
CODB %	46.6%	45.9%	75bps
Other income – inc. royalties and franchise fees	17,925	19,454	
EBITDA	288,831	293,687	(1.7%)
Depreciation on leases	(132,318)	(115,200)	
Depreciation & amortisation	(46,309)	(68,093)	
EBIT	110,204	110,394	(0.2%)
Net finance costs on lease liabilities	(17,378)	(16,798)	
Net interest (paid) / received	(10,830)	(9,180)	
PBT	81,996	84,416	(2.9%)
Tax	(24,336)	(24,886)	
Net Profit After Tax	57,660	59,530	(3.1%)

- Financial results for the 52 weeks ended 29 June 2025, are presented on a statutory post AASB 16 basis unless otherwise noted.
- The Like-for-Like measurement includes the year-on-year sales comparison for all stores in which a sale has been recorded on the same day the prior year.

Operating Highlights

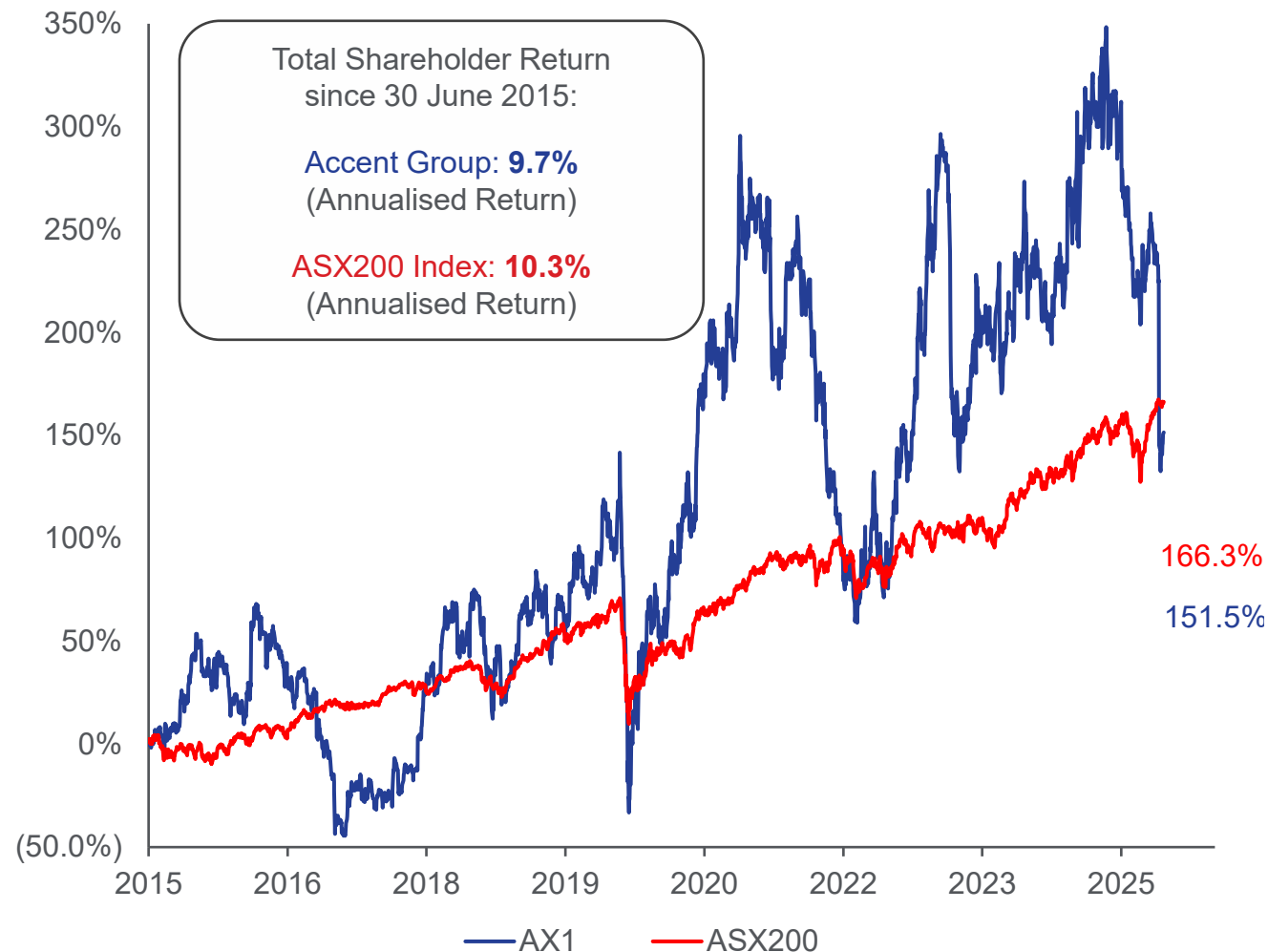
Sales	- Total company owned sales of \$1.46 billion - Like for Like (LFL) retail sales² up 0.7% (H1:+2.9%, H2: -1.7%) - Wholesale sales down 5.4%
Gross Margin	- Gross margin of 54.9% down 85 basis points to prior year. - Gross margins in FY25 were impacted by a challenging consumer environment and heightened promotional activity. While the Company maintained disciplined inventory management, this focus placed additional downward pressure on margins.
CODB	Cost efficiency initiatives have been implemented in non-customer facing areas including (but not limited to) lease renewals, support office team costs and distribution costs.
NPAT	NPAT of \$57.7 million



Value creation and investor value proposition



Total Shareholder Return⁽¹⁾ comparison of Accent and the ASX200 (30 June 2015 to 30 June 2025)



Source: Bloomberg.

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

Accent Group has a unique value and investor proposition in the ANZ market, characterised by:

- Significant scale in the ANZ performance and lifestyle footwear market with 892 direct to consumer stores (including owned stores, franchise stores and websites) and 1,200 wholesale customers with more than 2,000 consumer direct points of sale
- Access to more than 10 million customers across digital, retail and wholesale channels
- Exclusive brand distribution agreements across 12 global brands
- A growing portfolio of owned vertical brands in apparel, footwear and accessories
- Best in class omnichannel operational capabilities

At Accent we *"Make It Happen"*



Our People

Our people come first

Safety

- >600 safety audits completed
- Emergency Response training
- Respect at Work modules

Diversity & Inclusion

- 67:33 Female to Male ratio
- 30% Female Board representation

Training

- Induction program
- Virtual "How to Series" training



Our Responsibilities

We act with integrity

Ethical Sourcing & Modern Slavery Reporting

- Ethical Sourcing Policy
- Modern Slavery Reporting

Community Partnerships

- Local community programs lead by the Accent Brands

Data Security

- Enhanced anti-phishing and incidence response programs



Our Environment

We care for our environment

Recycle Program through ASGA

- 370 customer shoe recycling collection points across our stores
- >105,000 pairs of shoes were collected

Sustainable Product

- Included in our merchandise ranges

Climate

- Scope 1 & 2 emissions calculated
- Preparing to meet the new Carbon reporting standards in FY26
- Accent Group remains an APCO member for packaging compliance

Matthew Durbin

Group CFO and COO

Accent
Group



Total Sales (inc. Franchisees)

\$1.62 billion¹

+0.8% on FY24



Retail Owned Sales

\$1.27 billion¹

+2.5% on FY24



LFL Sales

+0.7%²

on FY24

Vertical Sales

c.\$130 million

c.9% of total sales

Store Network

892

Stores across Australia & New Zealand with **54** new stores opened during FY25



Distributed Brands



to commence in FY26

Customers & Loyalty

>10 million

Contactable customers

Strategic Partnership



with Frasers Group signed in FY25

TAF Buyback



15 Buybacks completed during FY25

1. Financial results for the 52 weeks ended 29 June 2025, are presented on a statutory post AASB 16 basis unless otherwise noted.

2. Like-for-Like ("LFL") sales include TAF Franchisee sales, measurement is based on the year-on-year sales comparison for all stores in which a sale has been recorded on the same day in the prior year

Retail

- Retail sales of \$1.3 billion, up 2.5% on FY24.
- 54 new stores added to the Accent Group network in FY25 with 39 closures from discontinued brands & Glue (The Trybe: 17, CAT: 8, Glue: 14) and a further 18 closures from other Accent brands.
- Strong retail performance across Hype, TAF, Nude Lucy and others.
- 44 Nude Lucy stores now open with consistently growing results YoY.

Wholesale

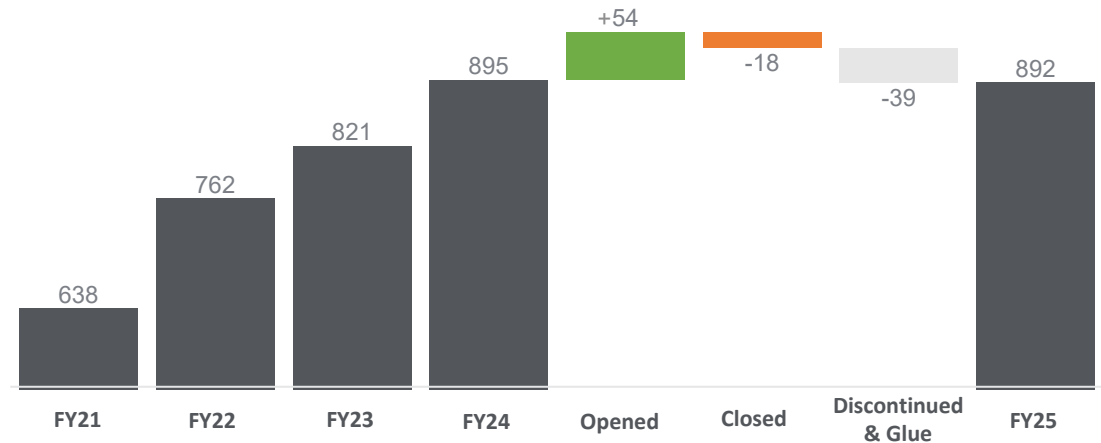
- Wholesale sales of \$155 million, down 5.4% on FY24.

Vertical Owned Brands

- Continued growth in Vertical Owned sales.
- Sales of c.\$130 million, representing c.9% of total owned sales.

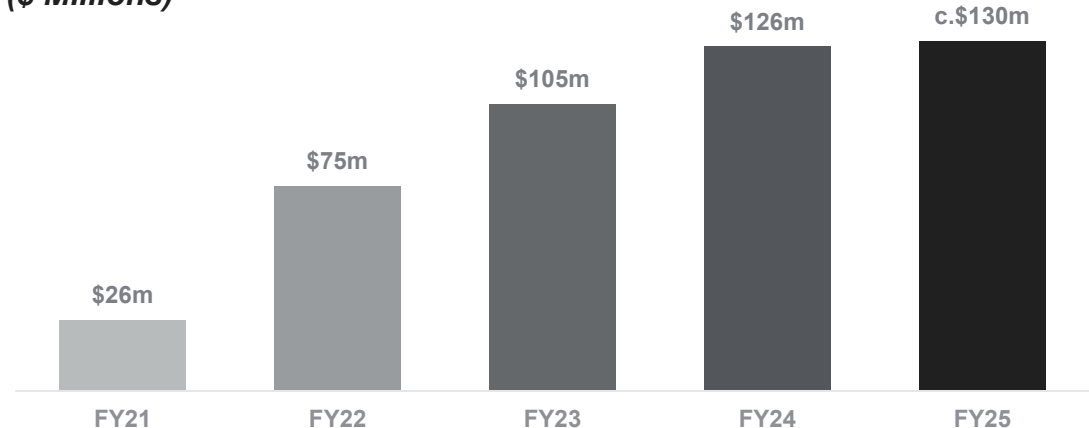


Store Network¹



1. Includes store closures and websites. For a breakdown by banner refer to page 11

Vertical Owned Brands Sales (\$ Millions)





Sports Direct

- In April, The Company entered into a long-term strategic relationship with Frasers Group plc (Frasers), to launch and operate the Sports Direct business in ANZ **receiving net proceeds of c.\$49m via subscription.**
- At least **50 Sports Direct stores** over the **next six years.**
- At least **4 stores including online** are expected to **open in FY26.** The first store and website will launch in November 25.
- The business also expects to **incur various costs** associated with the establishment and growth in Sports Direct ahead of the sales.



New Stores

- Continued **roll-out of new stores**, with 54 stores opened in FY25, a further c.20 new stores are planned in FY26 (excluding Sports Direct).



New Brands

- With focus on growth brands in performance lifestyle footwear and apparel, The Company sees growth from our new distributed brands, **HOKA and UGG.**
- **Lacoste and Dickies** will contribute from FY26.



Nude Lucy

- Nude Lucy is highly profitable and continues to resonate well with its **loyal and growing customer base.**
- The brand now has **44 stores** trading including online, 7 stores were added in FY25 with further stores planned.



Stylerunner

- **Well positioned** in the premium athleisure market, this brand continues to grow, with 9 stores opened in FY25 bringing the total up to 36 at the end of FY25. Further stores planned in FY26.



The Athlete's Foot (TAF)

- Franchisee buyback is on track with **15 stores acquired** in FY25.
- **45 Franchisee stores remain** as at the end of FY25, with a further 13 buybacks are planned in FY26.



- Update on trade for the first 20 weeks of FY26
- Total Group owned sales YTD are up 3.7%
- LFL sales for the first 20 weeks are down 0.4%
- FY26 gross margin % YTD is down 1.6% with the comparable period last year
- Sports category including, The Athlete's Foot, HOKA, Saucony and Merrell, continue to perform well.
- CODB and inventory continue to be managed well and in line with plan.
- On the basis the LFL sales are below expectations of low single digit growth and gross margin is below prior year, EBIT for H1 is expected to be in the range \$55m-\$60m (inclusive of non-recurring losses).
- Full Year EBIT is expected to be in the range of \$85m - \$95m. Full year guidance assumes the range for H1 above and H2 EBIT in a range of \$30m - \$35m.
- Sports Direct update – Sports Direct store at Fountain Gate and the Sports Direct online store launched on 15 November. A further 3 stores are planned for the remainder of FY26.

Accent Group