



Super Cheap Auto Group

Presentation to UBS Securities
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Super Cheap Auto Group is a Specialty Retail Organisation

RELEVANT CATEGORY OPPORTUNITIES

- Products for Leisure Time
- Growing Markets > \$1.5bn
- Opportunity to be the Market Leader
- Not Fashion / Non Perishable / Non Premium
- Mix of Hard Goods and Consumables

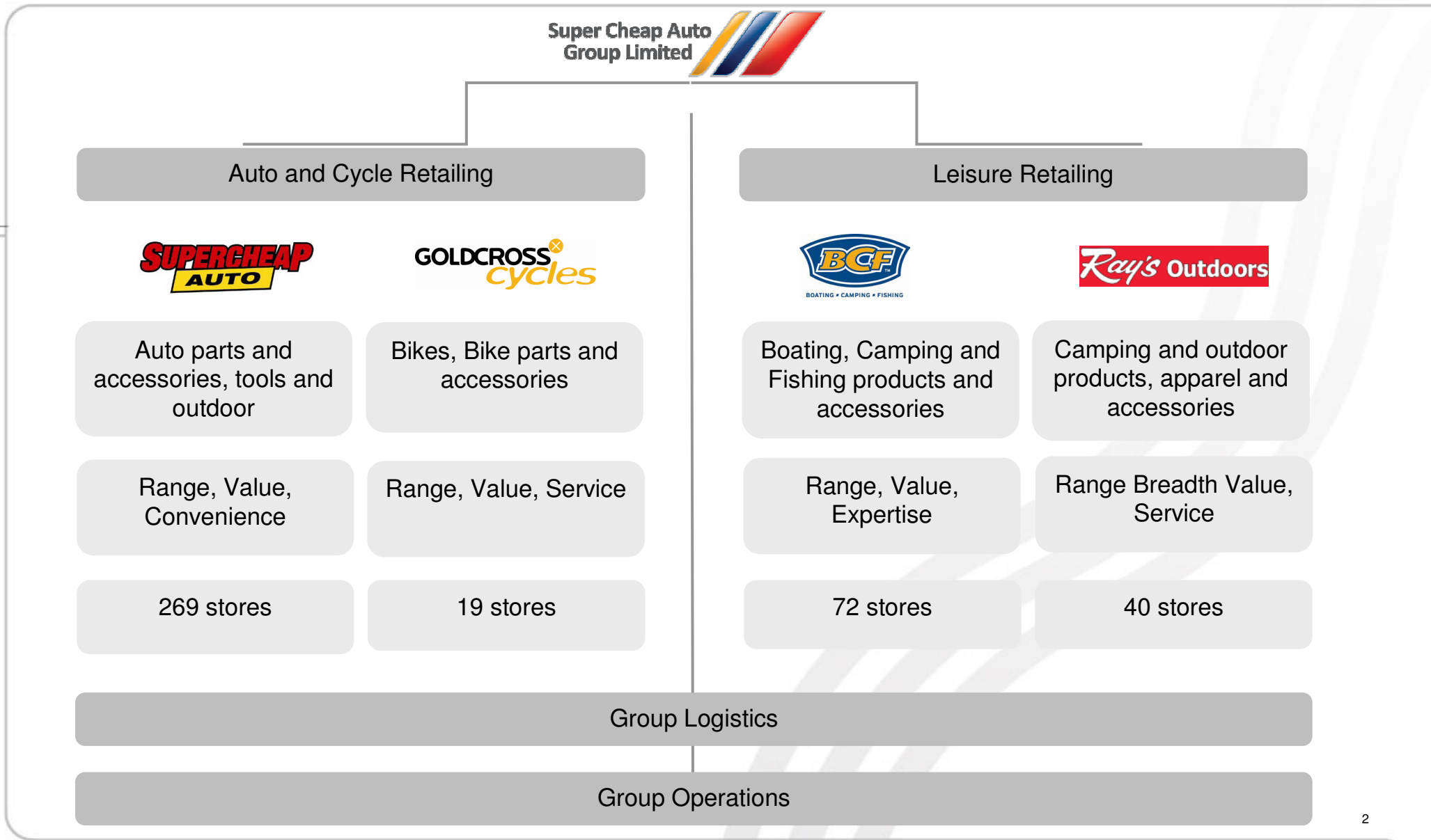
APPLYING OUR GROUP DIFFERENTIATORS

- Products and Innovation
- Customer Focus
- Learning and Development
- Core Systems
- Speed and Discipline

CAPITALISING ON OUR CULTURE

- Team Based
- Centrally Controlled
- Passion for Products, People and Performance
- Group Values : Passion, Openness, Integrity, Care and Discipline

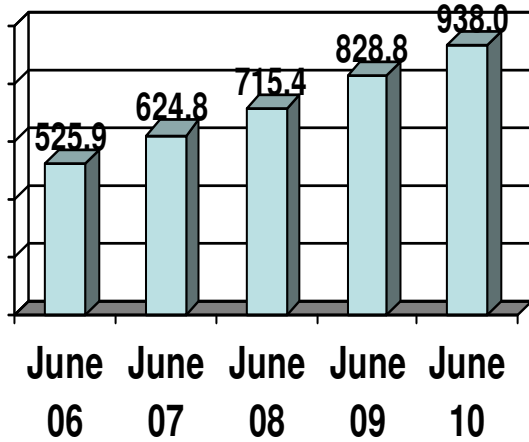
The Super Cheap Auto Group



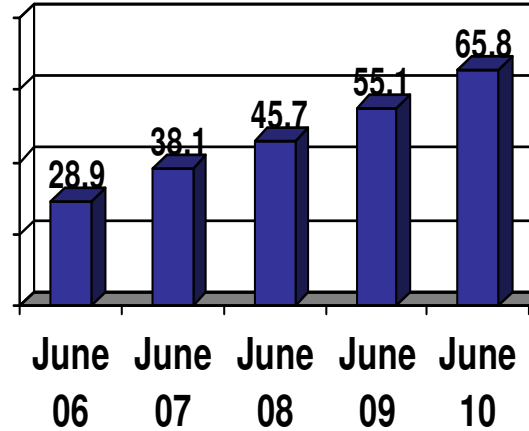
Performance Trends



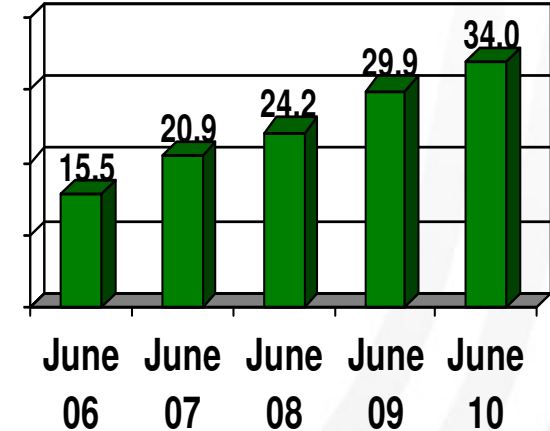
■ Sales (\$m)



■ EBIT (\$m) *

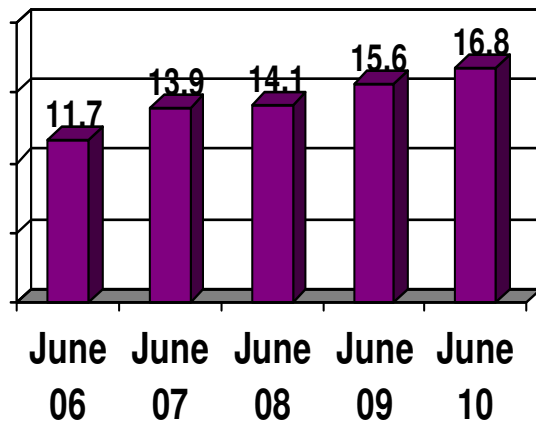


■ EPS (cents)

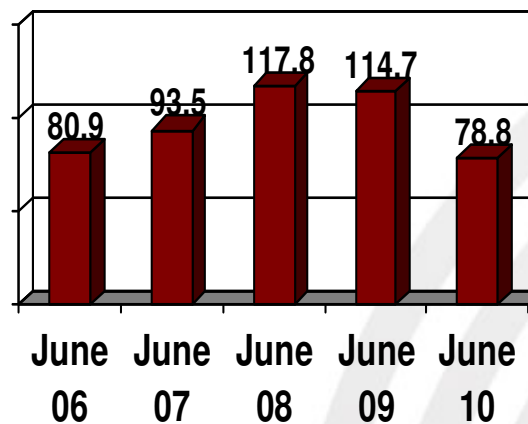


* - excludes goodwill impairment charge

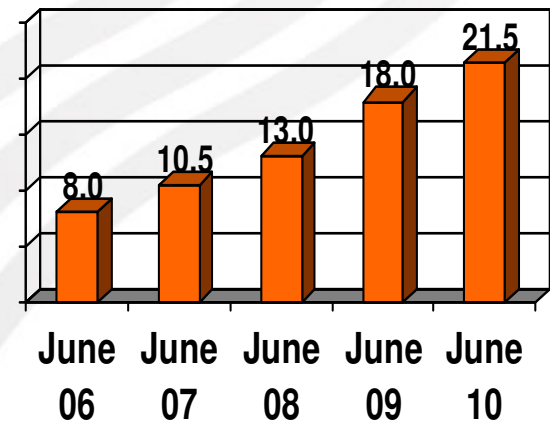
■ Post Tax ROC (%)



■ Net Debt (\$m)



■ DPS (cents)





Auto & Cycle Retailing

- Expect to open between 5 and 10 new SCA stores, 3 and 5 Goldcross Cycles stores, close 2 SCA stores and refurbish 30 SCA stores during 10/11
- SCA LFL sales growth in the first 7 weeks of 10/11 circa 4%
- SCA Gross Margins expected to show further small improvement in 10/11
- Goldcross Cycles Gross Margin improvement driven by own brand and supply chain initiatives

Leisure Retailing

- Expect to open between 5 and 10 new stores for both BCF and Ray's Outdoors during 10/11
- BCF LFL sales growth in the first 7 weeks of 10/11 circa 2% building on circa 17% in PCP
- Full year EBIT margins expected to be up on PCP
- Ray's Outdoors Integration is on track
- Forecast 10/11 synergy benefits and profit levels are in line with business plan

Net Debt

- Planned full year capital expenditure circa \$35m
- Closing net debt for June 2011 forecast to be circa \$70m

Corporate identity

- Proposed Company name change to Super Retail Group Limited
- Reflects the Company's role as manager and provider of shared services to its retail brands



Group Strategy Update



- Channel Development
 - Potential for over 300 stores including 20 superstores
 - Refurbishment program at circa 30 stores per year
 - Ongoing development of on-line
 - Ongoing development of trade offer
- Merchandise and Marketing
 - Rollout of extended tools offer
 - Trade partnership program
 - Own brand range development
 - Space planning initiative
- Team Development
 - Learning and development programs
 - Store manning models



- Channel Development
 - Potential for around 150 stores across Australia and New Zealand
 - Relocating 8 existing stores
 - Web site & online sales development
- Merchandise and Marketing
 - Customer centric range development
 - Own brand range development
 - Supply chain development
 - Goldcross Club
 - Targeted marketing
- Team Development
 - Learning and development programs
 - Store manning models



BOATING • CAMPING • FISHING

- Channel Development
 - Potential for around 90 stores
 - Store refresh program
 - Ongoing development of on-line
- Merchandise and Marketing
 - Regional ranging
 - Range extensions
 - Trade partnership program
 - Own brand range development
 - BCF Club
- Team Development
 - Learning and development programs



- Business Integration
 - Rollout of SCA Group POS and ERP
 - Group Logistics
 - Team and Culture
- Channel Development
 - Potential for around 75 stores across Australia and New Zealand
 - Web site & online sales development
- Merchandise and Marketing
 - Confirmation of Customer Value Proposition
 - Own brand range development
 - Supply chain development
 - Ray's Outdoors VIP Club



BOATING • CAMPING • FISHING

- Target Customer Profile:
 - Male
 - Enjoys the latest gear and getting out there with his mates and/or family
- Customer Value Proposition:

I love BCF because...

...it's the most awesome place with all the gear and know-how for the ultimate boating, camping or fishing escape
- Merchandise Offer:
 - Biggest range of big brands
 - Good, Better, Best
 - Emphasis on national brands



- Target Customer Profile:
 - Family
 - Enjoy the outdoors and shared family experiences
- Customer Value Proposition:

I love Ray's because...

... I get great advice and great prices on everything to get the family into the Great Outdoors (from the backyard to the bush)
- Merchandise Offer:
 - Biggest range of big value
 - Good, Better
 - Emphasis on own brands



Team Development

- Learning and Development
- Health and Safety
- Performance & Succession Management
- Recruitment, Engagement & Communication
- Recognition, Reward and Remuneration
- HR Information Systems

Store Information Systems

- POS review/development
- Store portal
- Special order management

Inventory and Supply Management

- Demand forecasting systems
- Strategic supply modelling
- Supply chain methods
- Store stock level review
- Trade partner performance reporting
- Master data management

Multi Channel & Customer Relationship Management

- Business loyalty programs
- CRM database and analysis
- On Line sales, marketing and customer engagement
- Catalogue production efficiencies



Average Weekly Transactions per store	Average Weekly Website Visitors	Increase in Weekly Website Visitors over pcp	Share of website traffic across competitors (per Hitwise)	Number of club members
c1,500	c70,000	+80%	53%	N/A
c1,000	c50,000	+72%	33%	>500,000

- Early stages of development
- Some of our international peers are achieving over 5% of sales through the internet – much through order on-line pick up in store
- The opportunity is in building a deeper relationship with our customers through the provision of information and services, forums, brag-boards and relevant promotional offers as well as on-line sales