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SuperGroup PLC
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SuperGroup Plc

Interim Management Statement

SuperGroup Plc ('SuperGroup' or 'the Group'), owner of the Superdry brand and one of the fastest growing international retailers and wholesalers of youth clothing, today provides a quarterly trading statement for the three months to 1 August, 2010.

- Total Group sales up 59.8 % to £32.8 million (2009: £20.5 million)
- Retail sales up 62.7 % to £22.3 million (2009: £13.7 million), driven by the ongoing successful roll-out in the UK;
- Wholesale sales up 53.9 % to £10.5 m (2009: £6.8 million), due to growing success and expansion of the brand internationally.

During the three month period there were five UK store openings, including the largest to date at Lakeside in Essex. This brought the Group's UK standalone store-count to 47, while it traded from 56 concessions. Since the end of the quarter, two further UK stores have opened, together with eight concessions, seven being women's. The store opening programme is on track and further UK stores are scheduled to open before Christmas, including a 15,000 sq ft store at Glasgow's St Enoch Centre.

The wholesale business currently trades in the UK and 33 countries internationally. Since the year end, six further franchise stores have opened across Europe, with three in Belgium, one in France and two in Germany. SuperGroup's first franchise store in the Middle East will open shortly in Dubai and the first of a series of department store concessions has opened in Taiwan. A further two franchises will open in the USA (Los Angeles and San Francisco).

Group trading is where it should be at this stage and is on track to deliver another successful year.

Julian Dunkerton, Chief Executive Officer, commented:

'We have made significant progress in the period and demand for our product, both in the UK and abroad, continues to be strong. Our new store design is proving to be a great success, reflected by the strong performance of recent UK store openings such as Lakeside, and we look forward to opening further womenswear concessions before the busy Christmas trading period. In addition, our international store opening programme is continuing apace and we are delighted to be

launching into many new territories around the world.'

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