

7 August 2015

Introduction of dividends at SuperGroup Plc

Dear shareholder,

SuperGroup Plc is pleased to confirm that it intends to commence the payment of dividends with an interim dividend payment in FY16.

Your SuperGroup Plc dividends will automatically be paid to you in the form of cash. It is recommended that you register your bank or building society details now so that the funds can be credited to you on the relevant dividend payment dates.

Payment by direct credit eliminates cheque clearance time, avoids the possibility of cheques being lost in the post (and the requirement to pay for replacement cheques) and reduces the impact on the environment. If you do not register your bank or building society details, your dividend payments will be sent to you by cheque.

Update your banking details online

If you need to update your details on your shareholding, or would like to register your details for the first time, the most secure and environmentally friendly approach is to do this online at www.investorcentre.co.uk where you can perform a range of self service options across your portfolio and manage your shareholding online.

If you are already registered, enter your user ID and password. Once logged in, click on the 'Update My Details' tab and then select 'Bank Instructions Update'.

If you do not have an Investor Centre account, please visit www.investorcentre.co.uk and click on the 'Register' tab and follow the on-screen prompts. To complete the registration process, you will need to validate your account by entering the company code (SPG) or name, your Shareholder Reference Number and your postcode/country.

Dividend Mandate Form

As an alternative to updating your bank or building society details online, please complete the attached Dividend Mandate Form and return it to Computershare using the enclosed reply paid envelope. Details of how to complete the form can be found on the reverse.

Whether you update your bank or building society details online or by post, it is important that you advise us of these details ahead of the dividend record date. Any instructions received after this date will be applied to the next dividend payment.

Contact

Should you have any queries regarding this letter, please contact our Registrar, Computershare Investor Services, in one of the following ways:

By post:

Computershare Investor Services PLC
The Pavilions, Bridgwater Road, Bristol
BS99 6ZZ, United Kingdom

By telephone:

0870 889 3102
(Lines are open from 8.30am to
5.30pm (UK time), Monday to Friday)

Via the internet:

www.investorcentre.co.uk/contactus

Yours sincerely,

Lindsay Beardsell

Company Secretary
SuperGroup Plc