SECTION 430(2B) STATEMENT

The following information is provided by Superdry Plc (the "Company") in accordance with section 430(2B) of the Companies Act 2006:

Ed Barker ceased to be an Executive Director of the Board of the Company and the Chief Financial Officer on 2 April 2019. His notice period under his contract of employment will expire on 1 October 2019 and during that notice period he will continue to receive his salary and benefits, as outlined in the Company's 2018 Directors' Remuneration Report.

Other than a buyout award over 23,350 shares, which was granted to compensate him for share awards forfeited on his leaving his previous employment, all of his share awards will lapse on cessation of employment. In respect of the 23,350 buyout share awards, 14,012 share awards will vest on 31 May 2019 and 9,338 share awards will vest on cessation (subject to time pro-rating).

Ed Barker will not be eligible for an annual bonus in respect of 2018/19 or any part of the 2019/20 financial years, nor will he be eligible for any future Performance Share Plan awards.

No further payments were or will be made to Ed Barker in connection with his resignation from office.

Full details of Ed Barker's remuneration will be disclosed in the Directors' Remuneration Report for the financial year ended 28 April 2019.