

SuperGroup Plc

07 September 2011

Interim Management Statement

SuperGroup Plc ('SuperGroup' or 'the Group'), owner of the Superdry brand and one of the fastest growing international branded clothing companies, today reports on trading for the three months to 31 July 2011.

- Total Group sales up 66% to £54 million (2010: £33 million);
- Retail sales up 51% to £34 million (2010: £22 million) with all channels growing;
- Wholesale sales up 98% to £21 million (2010: £11 million), due to the increasing success and expansion of Superdry internationally;
- UK roll-out is on track. Two standalone stores opened in the quarter bringing the total to 62, together with a small extension to Covent Garden. Since the quarter end two additional new stores have opened and the programme is set to accelerate in the period leading up to Christmas;
- The Wholesale Division opened a further 10 Superdry stores in the first quarter bringing the total to 90;

Julian Dunkerton, Chief Executive Officer, commented:

"We see continued growth across our business - in the UK, overseas and via our internet platform.

"Our domestic and international roll-outs are on track and we remain excited about the Group's future prospects. We are nevertheless operating in a difficult retail market which reflects the macro economic environment."

7 September 2011

For further information:

SuperGroup
Matthew Barnett
College Hill
Matthew Smallwood
Justine Warren

Tel: +44 (0) 1242 588187

Tel: +44 (0) 207 457 2020