

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:

Euan Sutherland ceased to be an Executive Director of the Board of the Company and the Chief Executive Officer on 2 April 2019. He is currently serving his notice period under his contract of employment, which will expire on 1 April 2020. During his notice period he will continue to receive his salary and benefits, as outlined in the Company's 2018 Directors' Remuneration Report.

Other than Deferred Shares Bonus Plan awards over 32,319 shares, which were granted in respect of previous annual bonus awards and which will continue to vest at the normal vesting dates, all of his share awards will lapse on cessation of employment. Euan Sutherland will not be eligible for an annual bonus in respect of 2018/19 or any part of the 2019/20 financial year, nor will he be eligible for any future Performance Share Plan awards. No further payments were or will be made to Euan Sutherland in connection with his resignation from office.

Full details of Euan Sutherland's remuneration will be disclosed in the Directors' Remuneration Report for the financial year ending 28 April 2019.