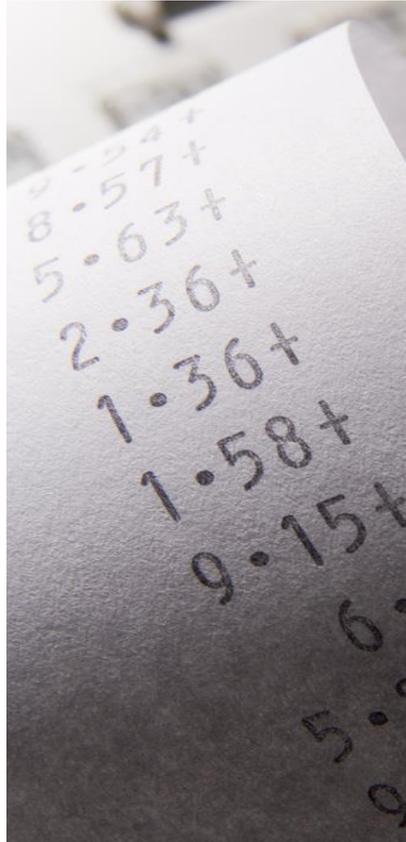


Grant Thornton Retail Excellence Irish Retail Industry Productivity Review Q4 2017



FOOTWEAR
FURNITURE & FLOORING
HOT BEVERAGE
GIFT & HOME
GROCERY
LADIES FASHION
PHARMACY
GARDEN CENTRES
MENSWEAR
JEWELLERY
CONSUMER ELECTRONICS
HOME APPLIANCES
PHOTO (CAMERAS)
COMPUTING

3	Like for Like Industry Sales - Q4 2017 vs Q4 2016
4	Footwear Sales - Q4 2017 vs Q4 2016
5	Furniture & Flooring Sales - Q4 2017 vs Q4 2016
6	Garden Centre Sales - Q4 2017 vs Q4 2016
7	Gift & Homeware Sales - Q4 2017 vs Q4 2016
8	Grocery Sales - Q4 2017 vs Q4 2016
9	Hot Beverage Sales - Q4 2017 vs Q4 2016
10	Jewellery Sales - Q4 2017 vs Q4 2016
11	Ladies Fashion Sales - Q4 2017 vs Q4 2016
12	Menswear Sales - Q4 2017 vs Q4 2016
13	Pharmacy Sales - Q4 2017 vs Q4 2016
14	Childrenswear Sales - Q4 2017 vs Q4 2016
15	Agri Retail Sales - Q4 2017 vs Q4 2016
16	Health Store Sales - Q4 2017 vs Q4 2016
17	Lingerie Sales - Q4 2017
18	Consumer Electronics (Brown Goods) Sales - Q4 2017 vs Q4 2016
19	Major Appliances - Q4 2017 vs Q4 2016
20	IT Computing Sales - Q4 2017 vs Q4 2016
21	Home Appliances (Small Appliances) Sales - Q4 2017 vs Q4 2016
22	Digital Cameras - Q4 2017 vs Q4 2016
23	About Retail Excellence, Grant Thornton & GfK

INTRODUCTION:

The Grant Thornton Retail Excellence Retail Productivity Review provides the most in-depth retail industry and sectoral analysis available today. The Review monitors overall industry performance and sectoral performance. The Review aggregates and analyses data from over 4,500 retail stores in Ireland. Retail Excellence collated data through on-line survey. GfK collated data through “plug-in” to retailer Epos.

COPYRIGHT:

It is an offence to distribute this report to third party organisations or individuals without the express agreement of Retail Excellence. This information is compiled exclusively for use by members of Retail Excellence, and cannot be reproduced without the prior written permission of Retail Excellence. GfK data remains the property of GfK.

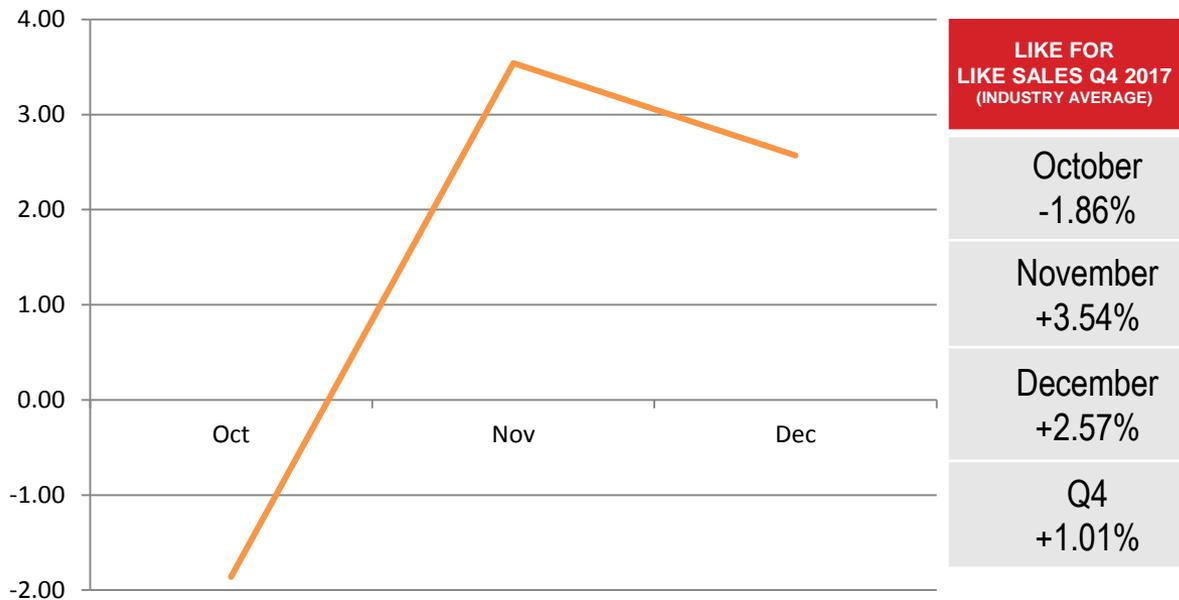
DISCLAIMER:

Although every effort has been made to ensure the accuracy of the material contained in this document, complete accuracy cannot be guaranteed. Neither Retail Excellence Ireland nor the author(s) accept any responsibility whatsoever for loss or damage occasioned or claimed to have been occasioned, in part or in full, as a consequence of any person acting or refraining from acting, as a result of a matter contained in this document.

Retail Industry Like for Like Sales Q4 2017

Retail Excellence CEO David Fitzsimons comments: Q4 2017 proved a challenging quarter with a very poor October probably as a result of spending being postponed until Black Friday. While November traded up +3.54% as a result of Black Friday, margin was certainly lost. Jewellery endured a very poor quarter due to the migration of demand to international markets either online or as a result of consumers buying abroad on leisure trips. The less than fulsome inspection of packages in sorting offices and a lack of stringent customs controls is leading to significant erosion of spending at home and billions of lost taxes to the State. A positive is the continued rebound in the Furniture and Flooring sector. The Irish Retail Industry remains in a vulnerable state.

Like for Like Sales Q4 2017 vs Q4 2016 (Industry Average)

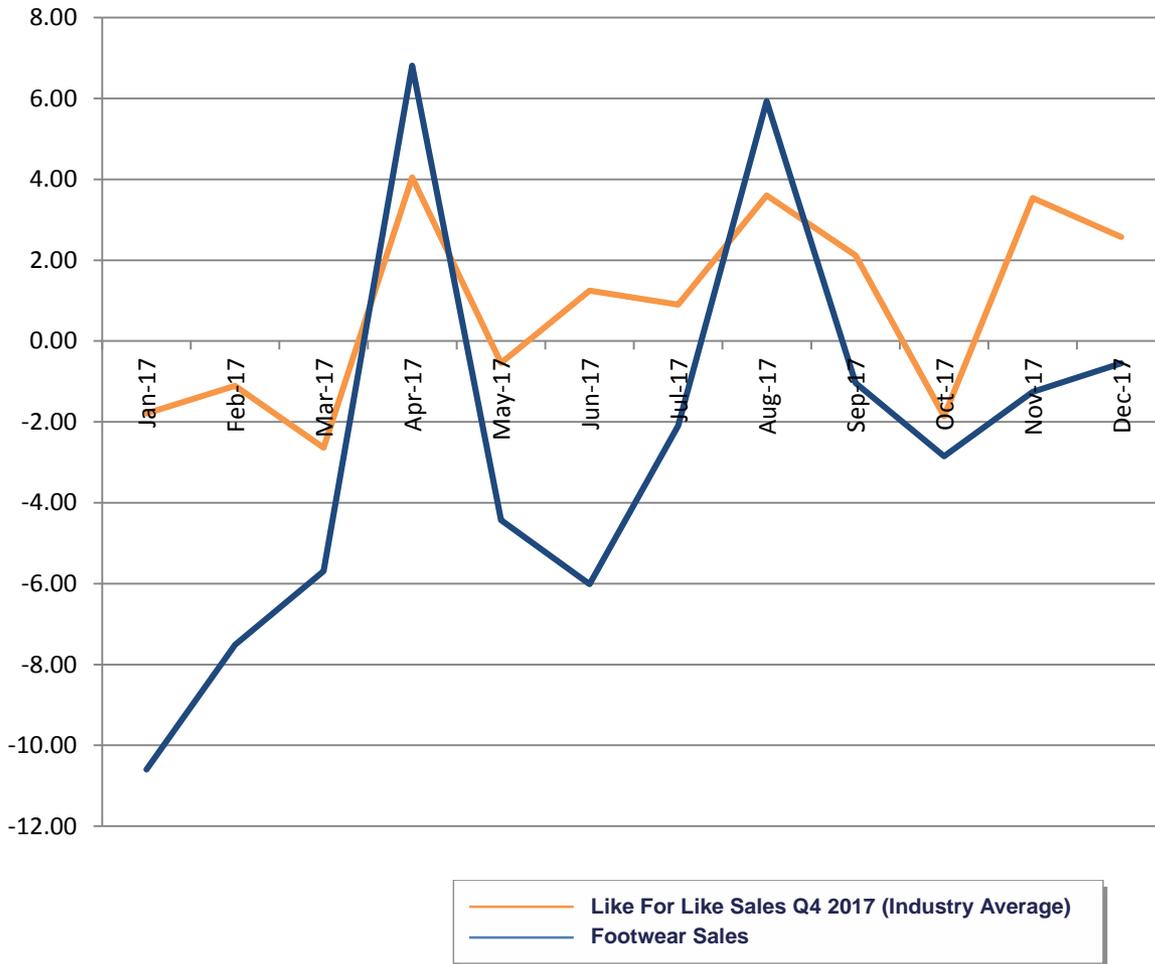


LIKE FOR LIKE SALES Q4 2017 vs Q4 2016

Industry Average	+1.01%
Footwear	-1.47%
Furniture & Flooring	+8.87%
Garden Centres	+4.69%
Gift & Homeware	+1.35%
Grocery	+1.79%
Hot Beverage	+2.01%
Jewellery	-4.58%
Ladies Fashion	-4.45%
Menswear	-1.79%
Pharmacy	+0.17%
Childrenswear	-2.81%
Agri Retail	+7.21%
Health Stores	+0.17%
Lingerie	-4.96%
Consumer Electronics (Brown Goods)	+4.00%
Home Appliances (Small)	-0.60%
IT Computing	+0.60%
Digital Camera	+22.00%
Home Appliances (Major)	+13.00%

Footwear Sales - Q4 2017

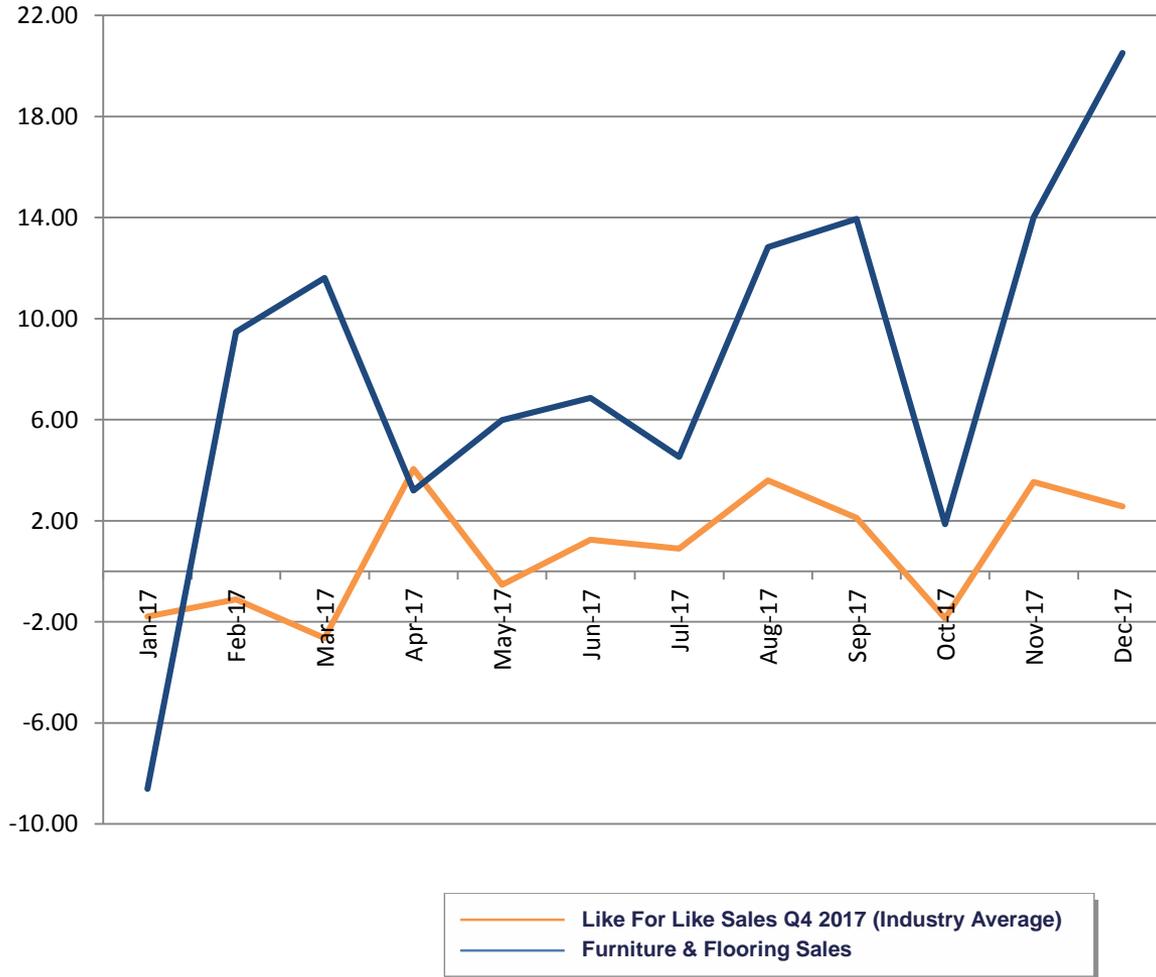
Comparable with Retail Industry Average



2017	FOOTWEAR SALES	LIKE FOR LIKE SALES Q4 2017 (INDUSTRY AVERAGE)
Oct	-2.85%	-1.86%
Nov	-1.26%	+3.54%
Dec	-0.55%	+2.57%
Q4	-1.47%	+1.01%

Furniture & Flooring Sales - Q4 2017

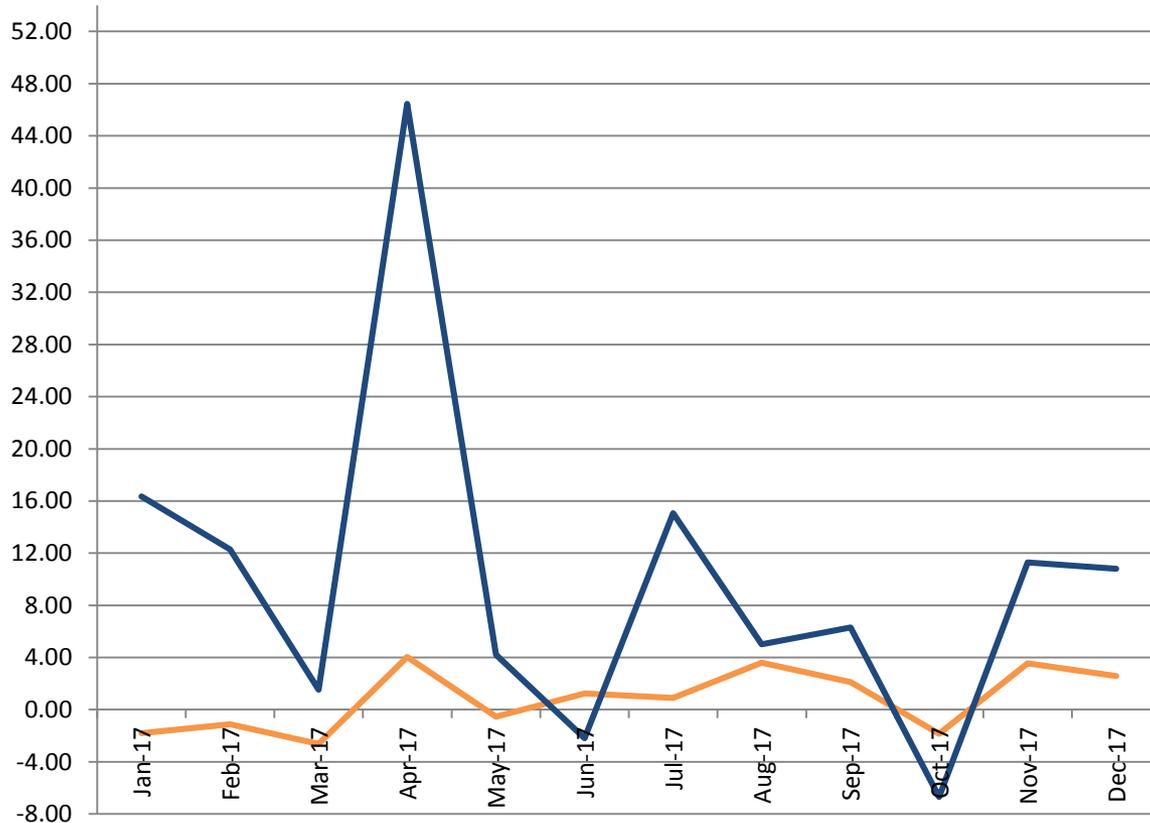
Comparable with Retail Industry Average



2017	FURNITURE & FLOORING SALES	LIKE FOR LIKE SALES Q4 2017 (INDUSTRY AVERAGE)
Oct	+1.87%	-1.86%
Nov	+14.01%	+3.54%
Dec	+20.52%	+2.57%
Q4	+8.87%	+1.01%

Garden Centre Sales - Q4 2017

Comparable with Retail Industry Average

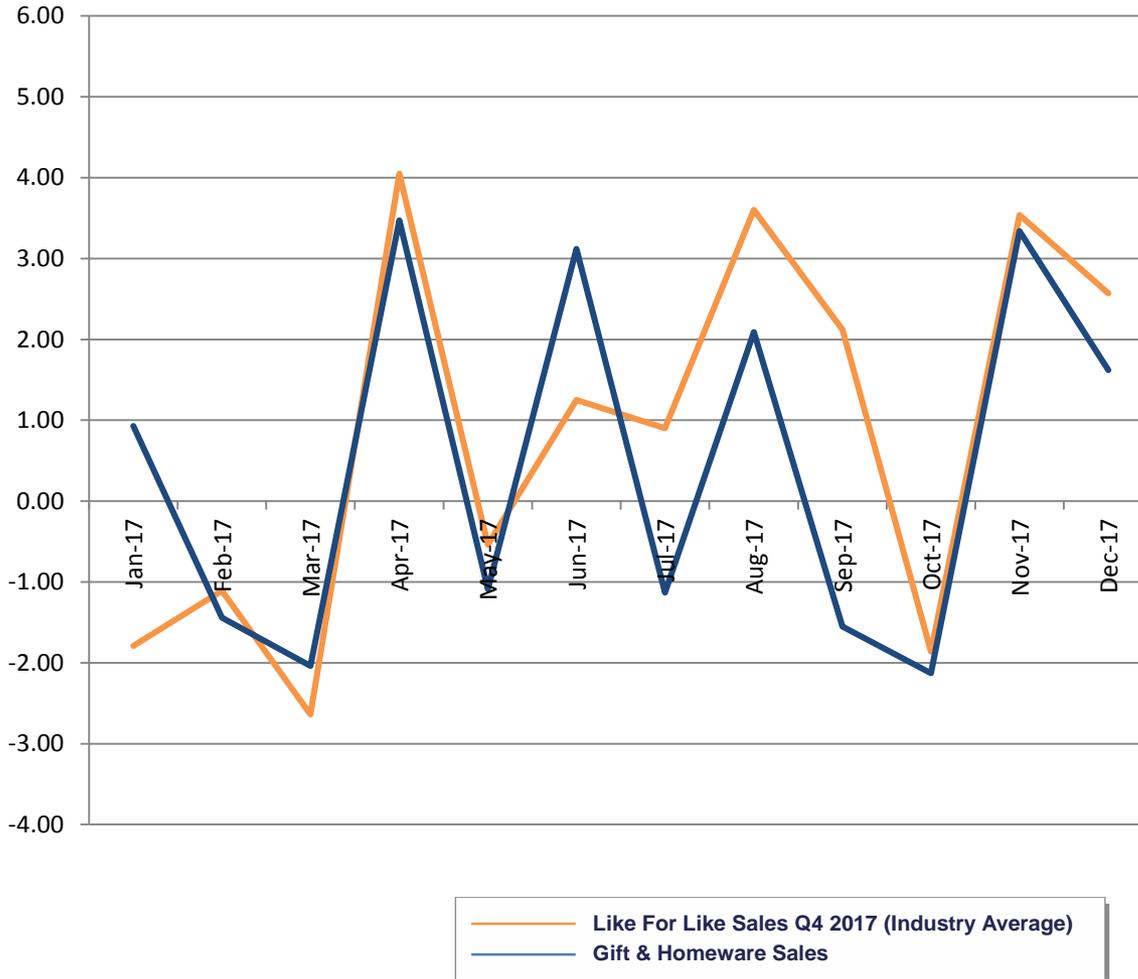


— Like For Like Sales Q4 2017 (Industry Average)
— Garden Centre Sales

2017	GARDEN CENTRE SALES	LIKE FOR LIKE SALES Q4 2017 (INDUSTRY AVERAGE)
Oct	-6.70%	-1.86%
Nov	+11.29%	+3.54%
Dec	+10.81%	+2.57%
Q4	+4.69%	+1.01%

Gift & Homeware Sales - Q4 2017

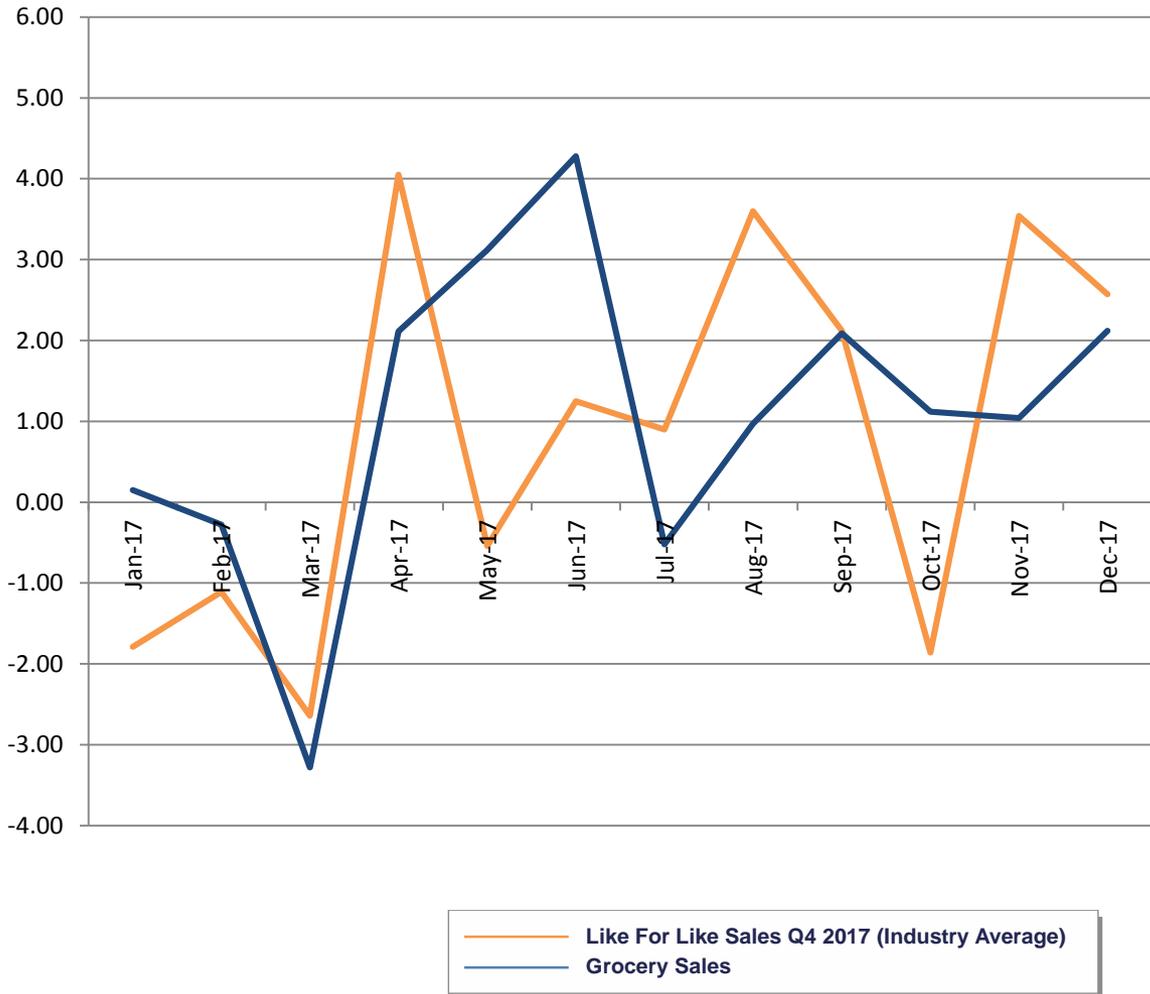
Comparable with Retail Industry Average



2017	GIFT & HOMEWARE SALES	LIKE FOR LIKE SALES Q4 2017 (INDUSTRY AVERAGE)
Oct	-2.13%	-1.86%
Nov	+3.34%	+3.54%
Dec	+1.62%	+2.57%
Q4	+1.35%	+1.01%

Grocery Sales - Q4 2017

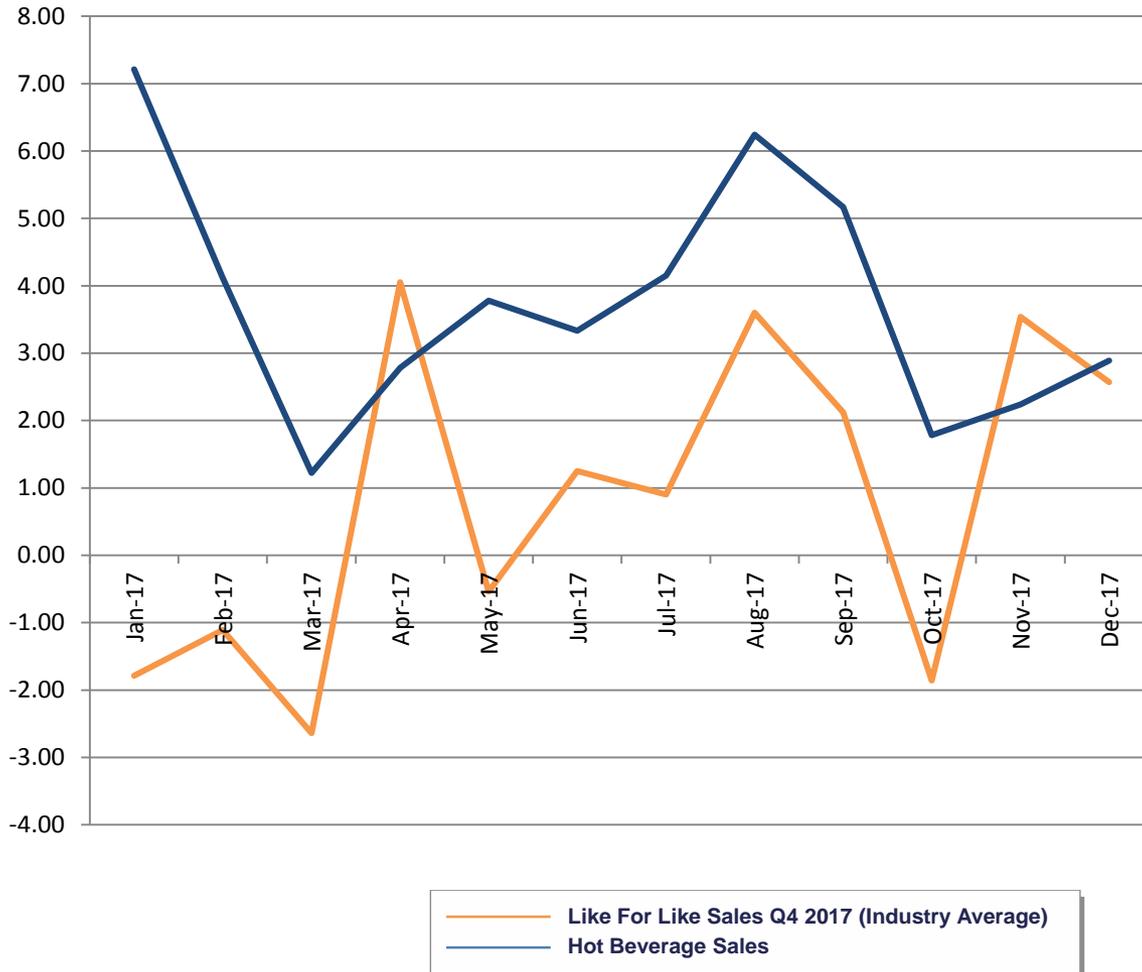
Comparable with Retail Industry Average



2017	GROCERY SALES	LIKE FOR LIKE SALES Q4 2017 (INDUSTRY AVERAGE)
Oct	+1.12%	-1.86%
Nov	+1.04%	+3.54%
Dec	+2.12%	+2.57%
Q4	+1.79%	+1.01%

Hot Beverage Sales - Q4 2017

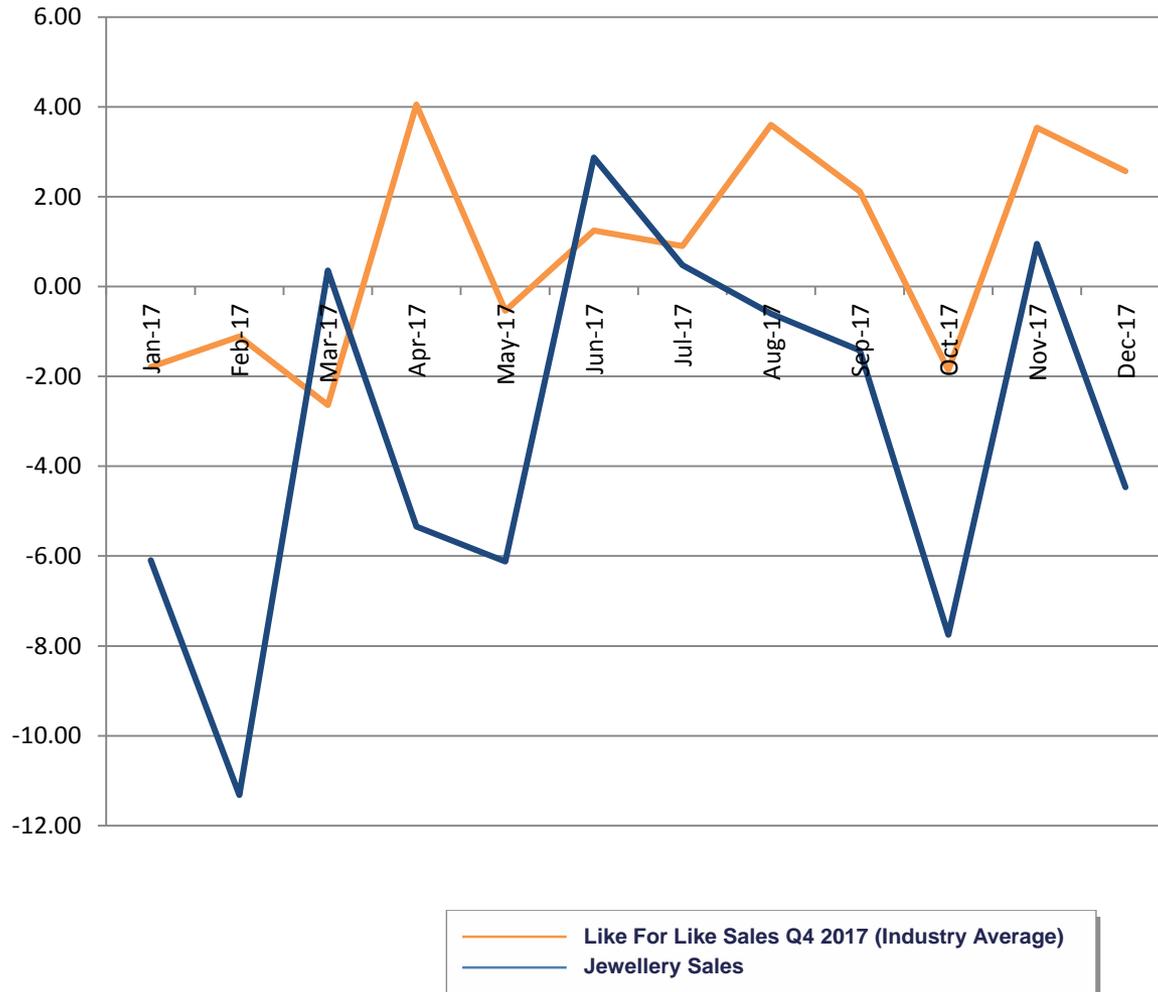
Comparable with Retail Industry Average



2017	HOT BEVERAGE SALES	LIKE FOR LIKE SALES Q4 2017 (INDUSTRY AVERAGE)
Oct	+1.78%	-1.86%
Nov	+2.24%	+3.54%
Dec	+2.89%	+2.57%
Q4	+2.01%	+1.01%

Jewellery Sales - Q4 2017

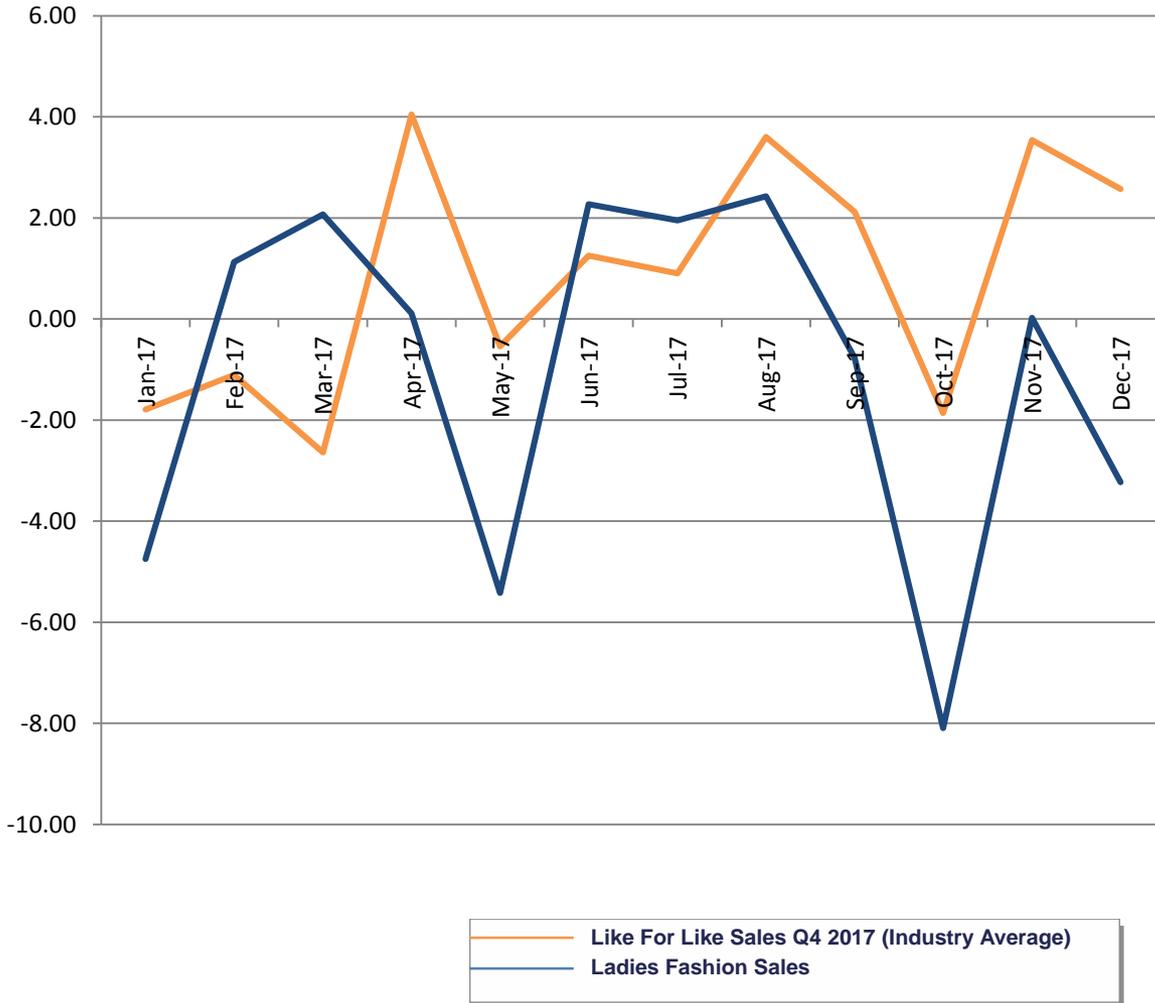
Comparable with Retail Industry Average



2017	JEWELLERY SALES	LIKE FOR LIKE SALES Q4 2017 (INDUSTRY AVERAGE)
Oct	-7.75%	-1.86%
Nov	+0.95%	+3.54%
Dec	-4.47%	+2.57%
Q4	-4.58%	+1.01%

Ladies Fashion Sales - Q4 2017

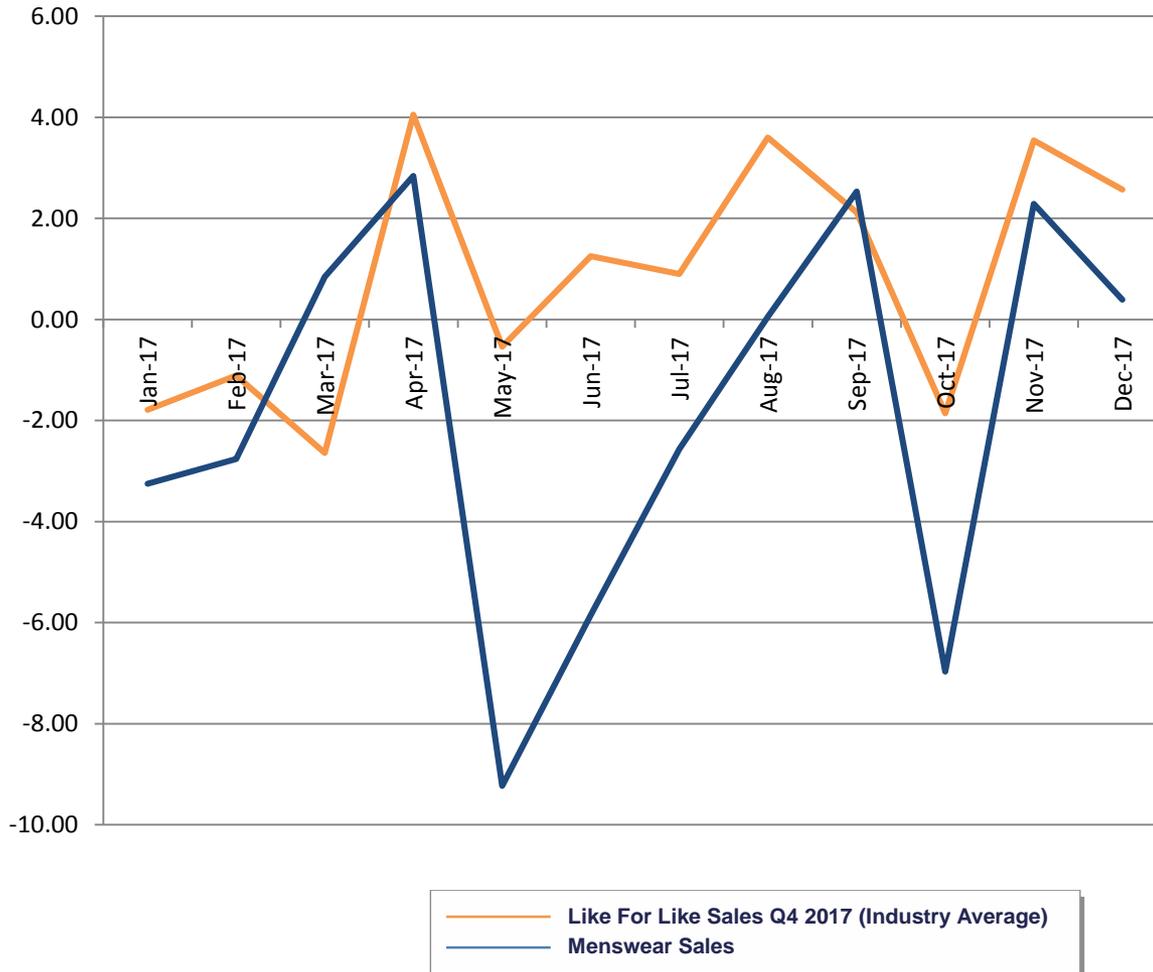
Comparable with Retail Industry Average



2017	LADIES FASHION SALES	LIKE FOR LIKE SALES Q4 2017 (INDUSTRY AVERAGE)
Oct	-8.10%	-1.86%
Nov	+0.02%	+3.54%
Dec	-3.23%	+2.57%
Q4	-4.45%	+1.01%

Menswear Sales - Q4 2017

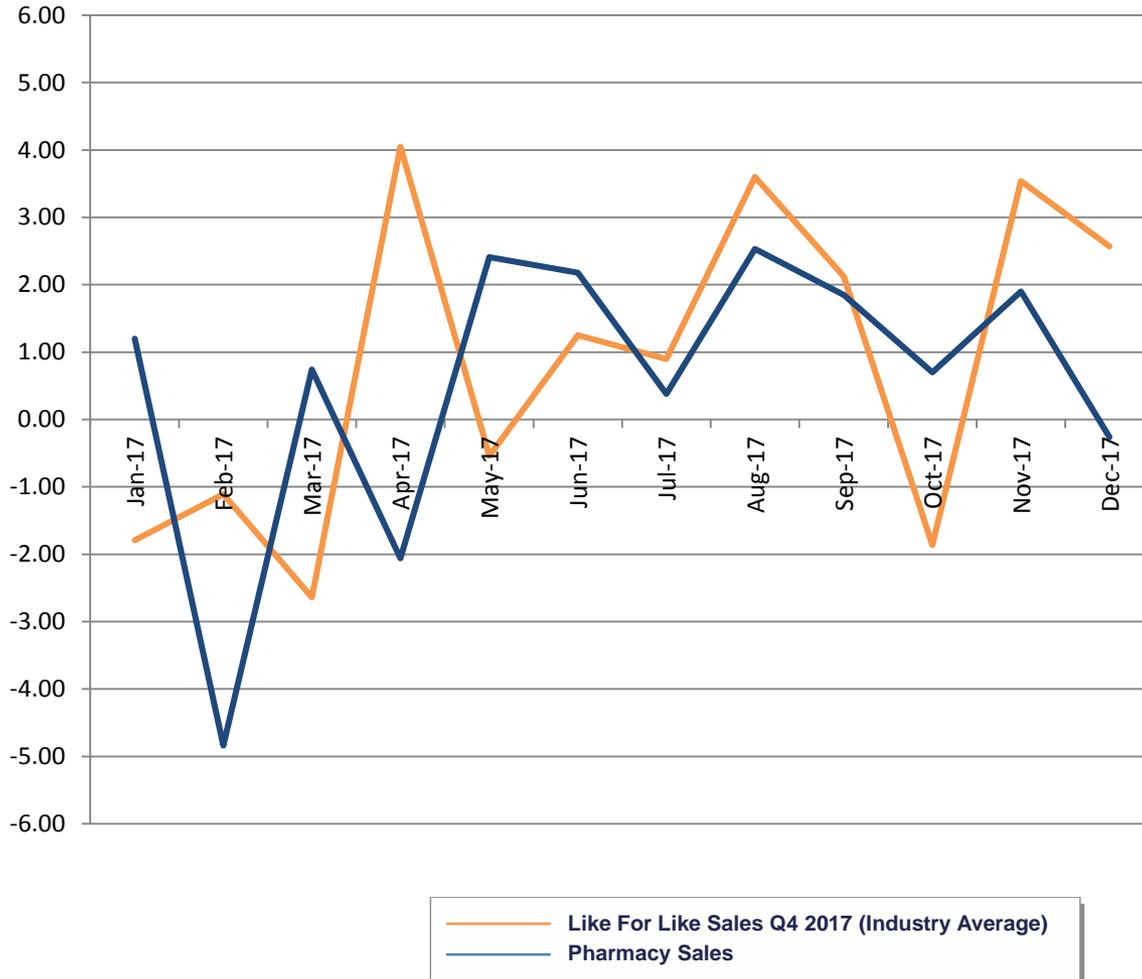
Comparable with Retail Industry Average



2017	MENSWEAR SALES	LIKE FOR LIKE SALES Q4 2017 (INDUSTRY AVERAGE)
Oct	-6.97%	-1.86%
Nov	+2.29%	+3.54%
Dec	+0.39%	+2.57%
Q4	-1.79%	+1.01%

Pharmacy Sales - Q4 2017

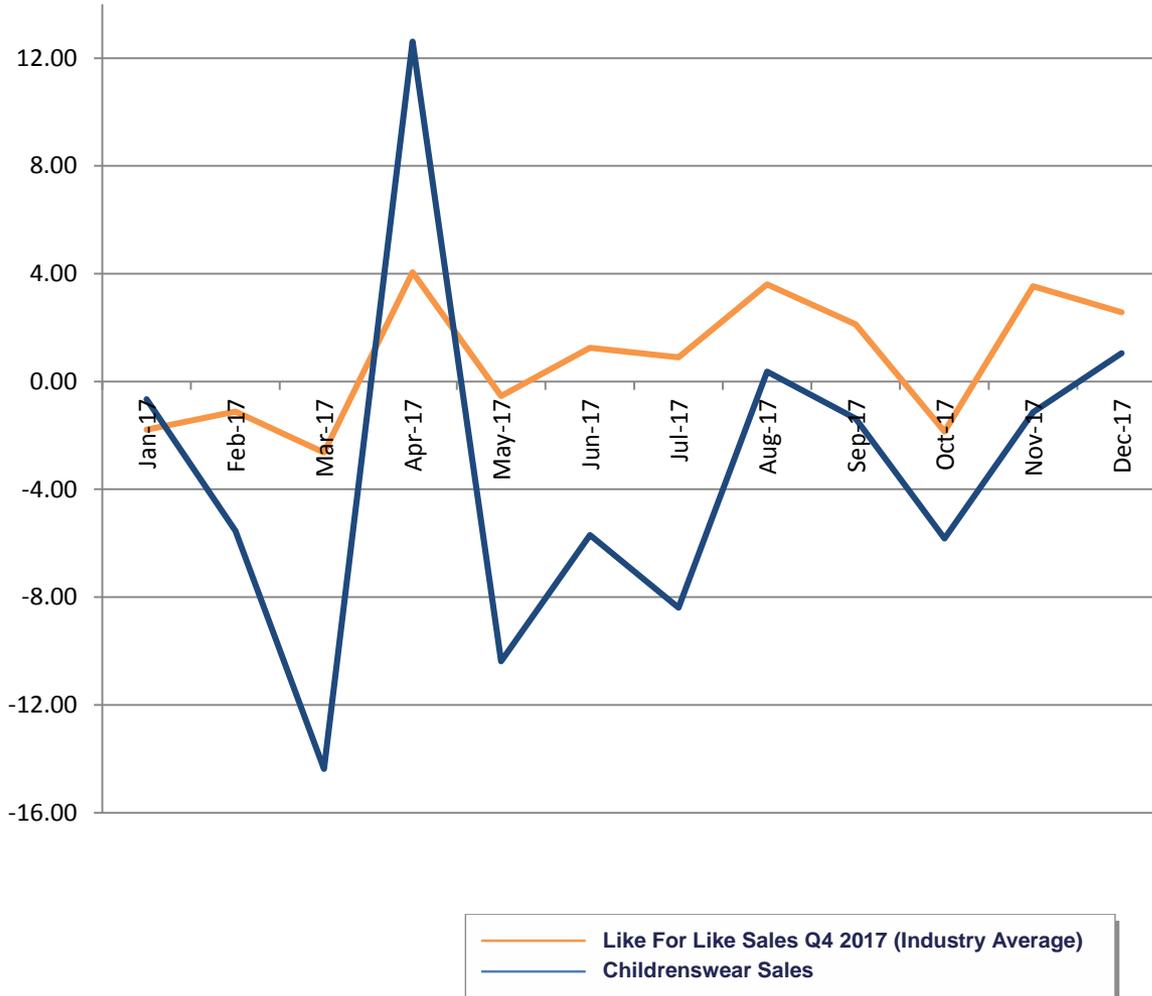
Comparable with Retail Industry Average



2017	PHARMACY SALES	LIKE FOR LIKE SALES Q4 2017 (INDUSTRY AVERAGE)
Oct	+0.70%	-1.86%
Nov	+1.90%	+3.54%
Dec	-0.26%	+2.57%
Q4	+0.17%	+1.01%

Childrenswear Sales - Q4 2017

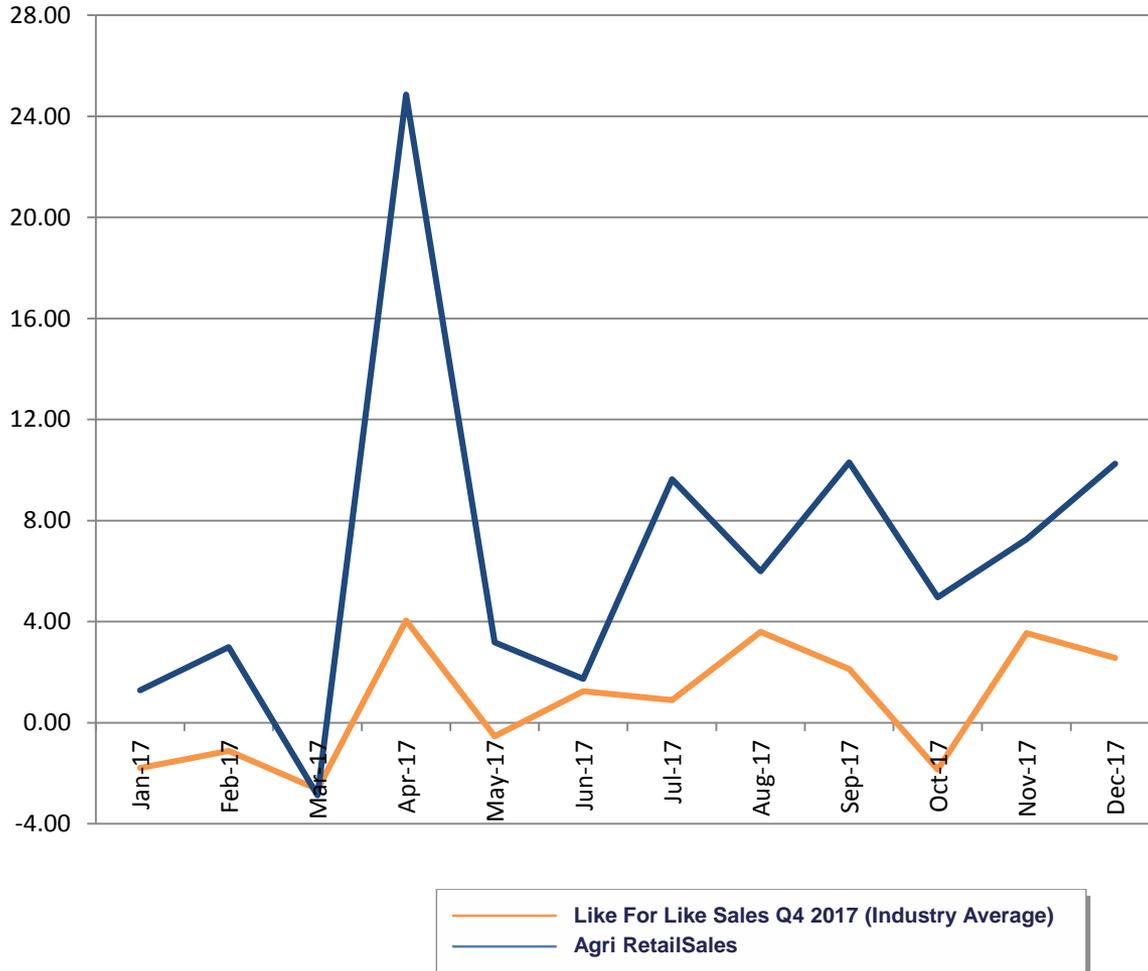
Comparable with Retail Industry Average



2017	CHILDRENSWEAR SALES	LIKE FOR LIKE SALES Q4 2017 (INDUSTRY AVERAGE)
Oct	-5.82%	-1.86%
Nov	-1.14%	+3.54%
Dec	+1.05%	+2.57%
Q4	-2.81%	+1.01%

Agri Retail Sales - Q4 2017

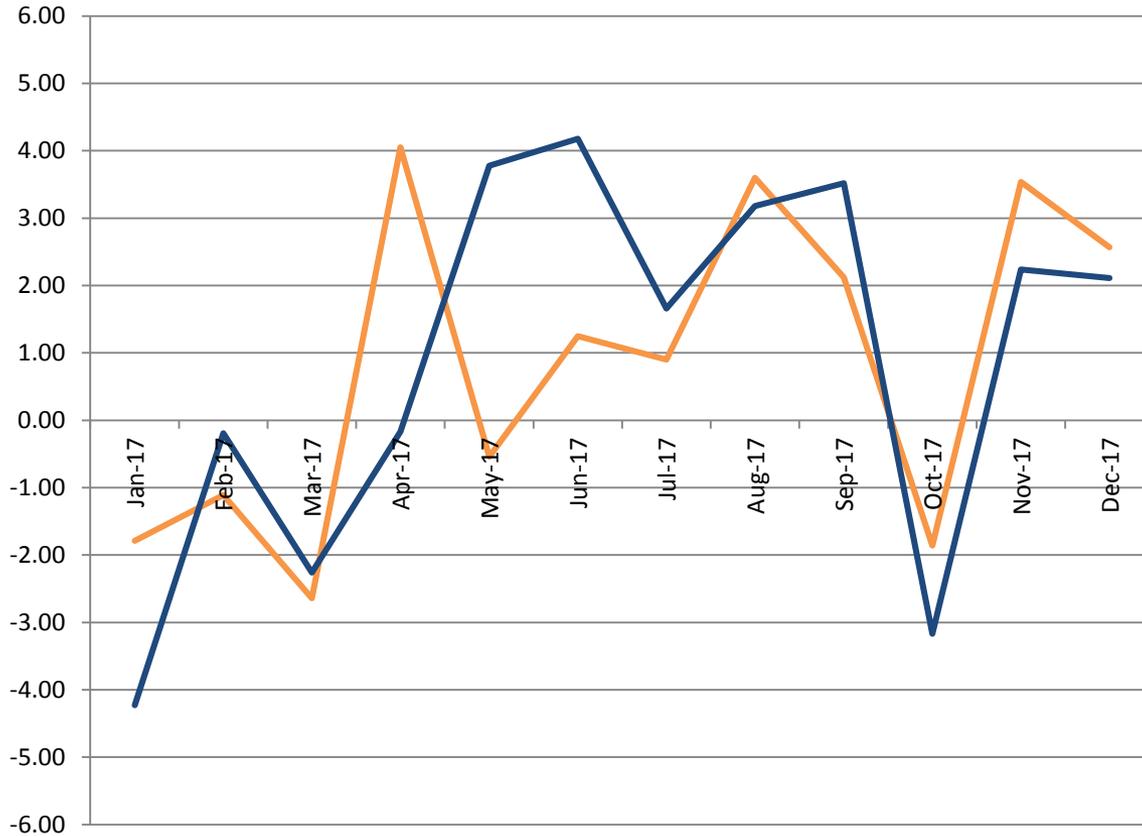
Comparable with Retail Industry Average



2017	AGRI RETAIL SALES	LIKE FOR LIKE SALES Q4 2017 (INDUSTRY AVERAGE)
Oct	+4.96%	-1.86%
Nov	+7.26%	+3.54%
Dec	+10.25%	+2.57%
Q4	+7.21%	+1.01%

Health Store Sales - Q4 2017

Comparable with Retail Industry Average

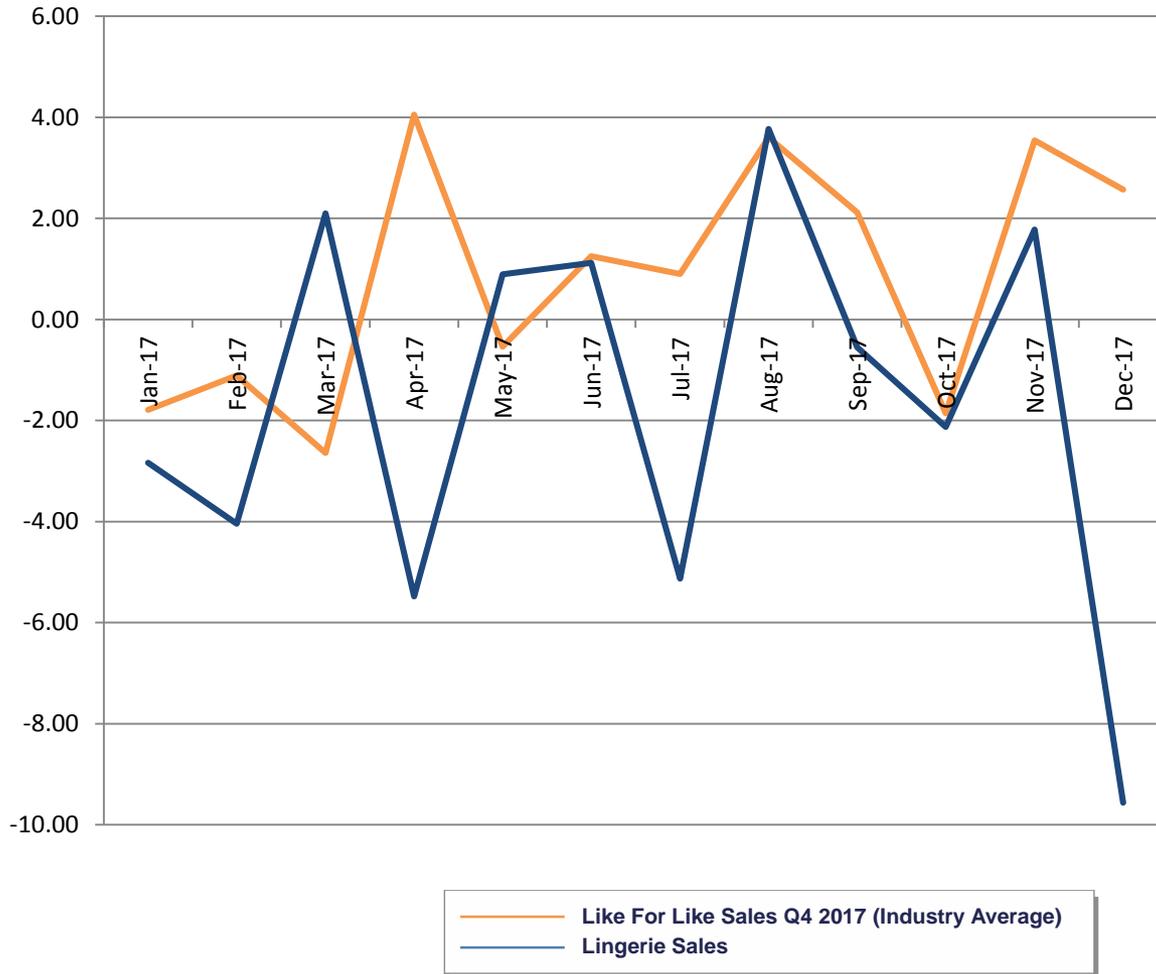


— Like For Like Sales Q4 2017 (Industry Average)
— Health Store Sales

2017	HEALTH STORE SALES	LIKE FOR LIKE SALES Q4 2017 (INDUSTRY AVERAGE)
Oct	-3.17%	-1.86%
Nov	+2.24%	+3.54%
Dec	+2.11%	+2.57%
Q4	+0.17%	+1.01%

Lingerie Sales - Q4 2017

Comparable with Retail Industry Average



2017	LINGERIE SALES	LIKE FOR LIKE SALES Q4 2017 (INDUSTRY AVERAGE)
Oct	-2.13%	-1.86%
Nov	+1.78%	+3.54%
Dec	-9.56%	+2.57%
Q4	-4.96%	+1.01%

Consumer Electronics (Brown Goods) Sales - Q4 2017

Value and Volume performance Year on Year - Figures include: Audio Systems, DVD Players, Portable Media Players (MP3/4), Flat TV & Radio Devices (Table Top), Headphones, Docking Speakers, Loudspeakers

Commentary from Nick Simon, CE Account Director, GfK:

The final quarter proved relatively successful for the CE market. A disappointing October was probably an indication of consumers holding back for November's Black Friday but the momentum was carried through to the end of the year. 4K is still increasing its domination of the TV market, aided and abetted by overlapping OLED's arrival as a significant force in 2017 with an encouraging price premium and more and more brands participating. There was a rise in Audio overall, aided by new Audio HIFI propositions, as well as in true wireless and Bluetooth headphones. The 2018 world cup should benefit TV sales and above mentioned products will continue their progress, but the challenge is to ensure that more "marginal" audio and video products are not neglected this year.



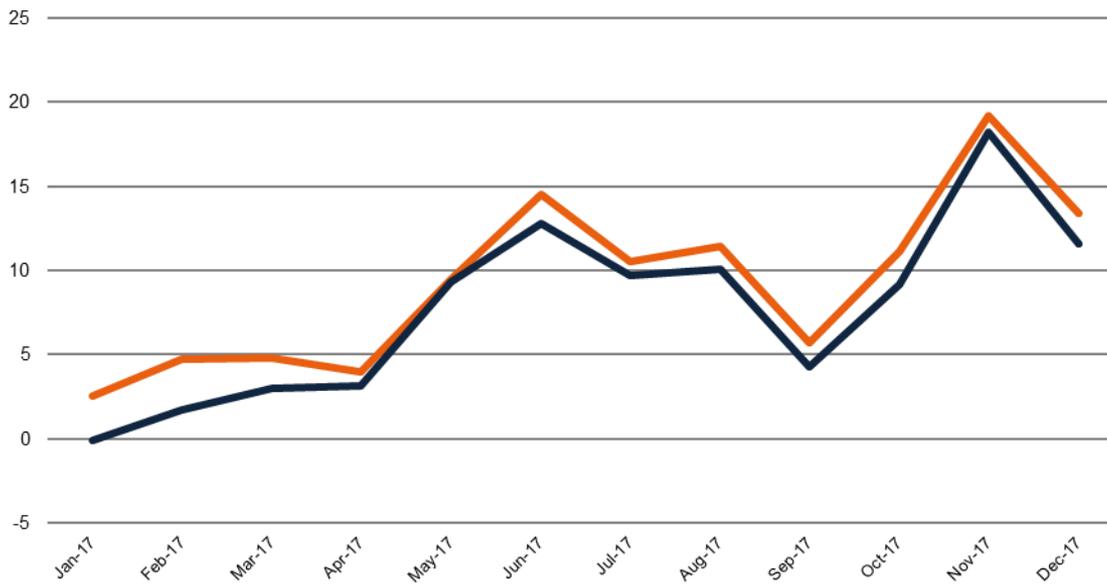
2017	Value Performance (Vs. 2016)	Volume Performance (Vs. 2016)
Oct	-6.00%	-2.00%
Nov	+10.00%	-1.00%
Dec	+4.00%	-1.00%
Q4	+4.00%	-1.00%

Home Appliances (Major Appliances) Sales - Q4 2017

Value and Volume performance Year on Year (includes washing machines, tumble dryers, dishwashers, cooling, freezers, cooking, hobs, hoods and microwaves)

Commentary from Bethan Fleming-Locock, Client Insight Director, GfK:

With inflation still comparatively low and consumer spending rising, sales of major appliances reflect a positive mood. Overall growth for the year stood at 8% in value, down 0.3 percentage points against 2016 growth, but still remarkably upbeat. Throughout the quarter though (and for the full year), volume has exceeded value, which means the average price has fallen. Over Q4, the key winning categories included tumble dryers (+37% in value) which took the top spot fueled by the continued development of condensers and in particular heat pump products. Built in appliances also experienced a strong uplift with built in hobs increasing by 18% and cooker hoods by 19% in the quarter. Refrigeration, buoyed by 2 door fridge freezers, rose by just under 12%. The impressive sales across the board suggests 2018 may see a softening in growth as the replacement cycle lessens.



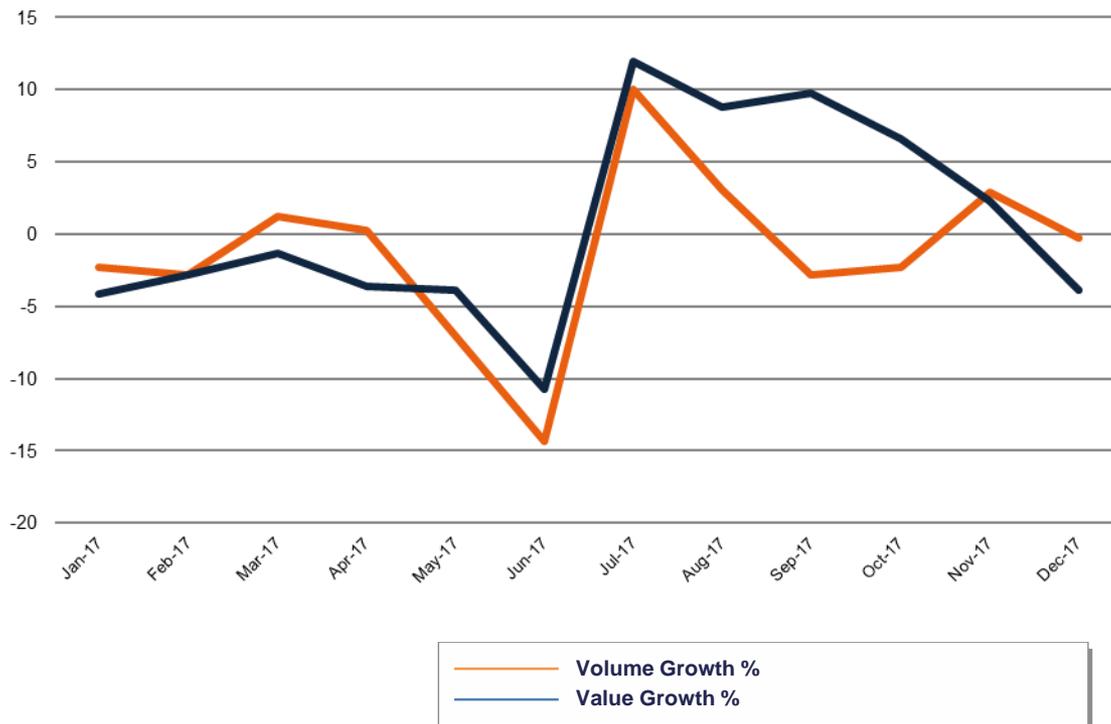
2017	Value Performance (Vs. 2016)	Volume Performance (Vs. 2016)
Oct	+9.20%	+11.10%
Nov	+18.20%	+19.20%
Dec	+11.60%	+13.40%
Q4	+13.00%	+14.60%

Information Technology (IT) Sales - Q4 2017

Value and Volume performance Year on Year. Figures include Mobile Computing, Desk Computing, and Tablets

Commentary from Sofia Whitaker, IT Account Manager, GfK:

After a tough first half of the year, Q4 was flat for both volume and value at a total level. For Q4 as a whole, it is Desktop PCs, Computing Tablets, and Mobile PCs that are driving the declines, with volume declining at 24.5%, 46.9%, and 10.9% respectively. Value growth, however, is a different picture. Desktops displayed a 2.4% decline and Mobile PCs a 0.6% decline - a stark difference to level of volume decline seen, indicating price rises and spending on more premium products. Media Tablets and Mediabooks (Chromebooks) continue to be an area of strength, up 7.3% and 26.1% in volume respectively for Q4.



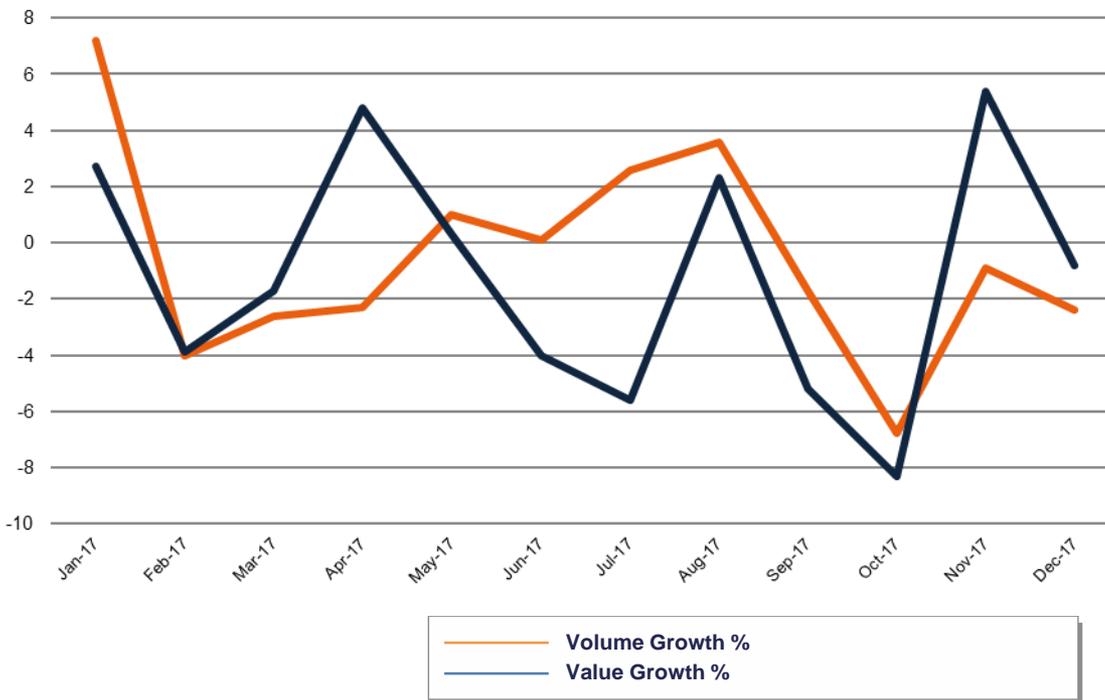
2017	Value Performance (Vs. 201)	Volume Performance (Vs. 2016)
Oct	+6.60%	-2.30%
Nov	+2.30%	+2.90%
Dec	-3.90%	-0.30%
Q4	+0.60%	+0.80%

Home Appliances (Small Appliances) Sales - Q4 2017

Value and Volume performance Year on Year (includes irons, kettles, toasters, food preparation, shavers , hair dryers and hair stylers, hot beverage makers and vacuum cleaners)

Commentary from Helen Warner, Client Insight Director, GfK:

Vacuum cleaners is the best performing product group within the small appliances market in Q4 2017 with a value growth of 7.4%. This positive performance is primarily driven by the handsticks category which grew by 31% in the quarter. These more premium models which come with an average selling price of €294 are over €100 more than the average price of a vacuum cleaner. The hot beverage makers market also continues to perform well, gaining at 5.8% in Q4. Similarly to vacuum cleaners, the best performing category is the most premium; espresso full automatics. These machines grind beans, froth milk and make a variety of coffees from espressos to cappuccinos. With an average price of €403, they are more than €300 over the average market price and grew by 33% value in Q4 2017.



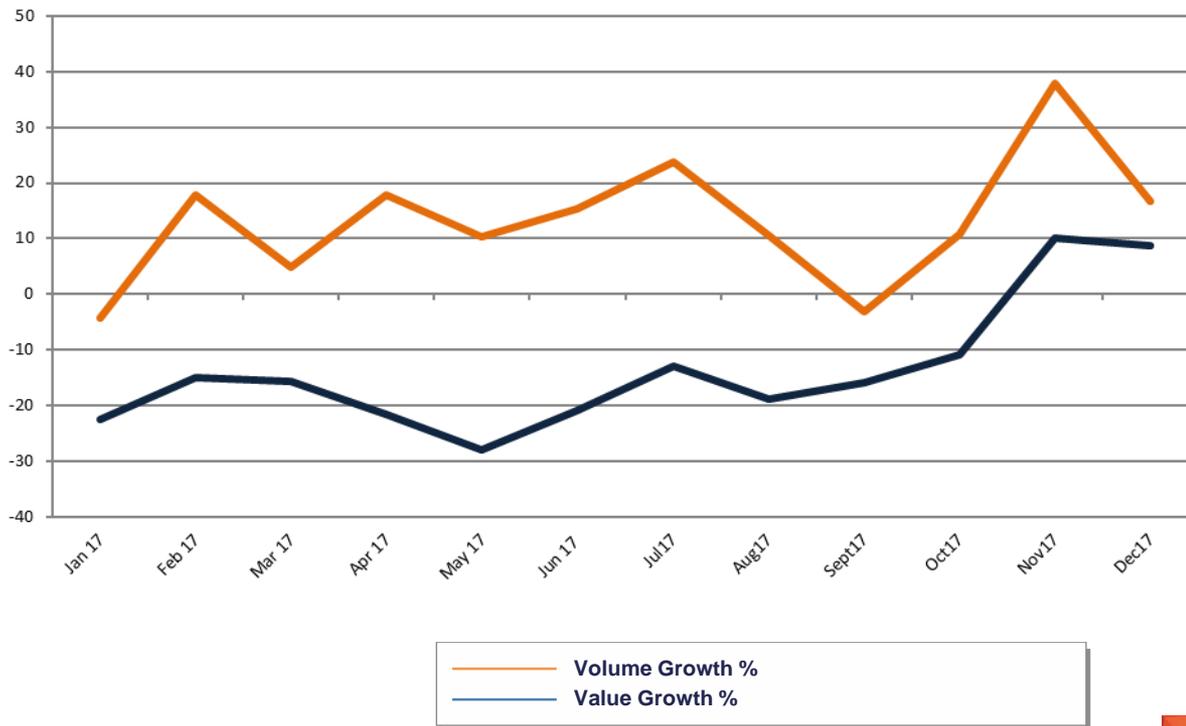
2017	Value Performance (Vs. 2016)	Volume Performance (Vs. 2016)
Oct	-8.30%	-6.80%
Nov	+5.40%	-0.90%
Dec	-0.80%	-2.40%
Q4	-0.60%	-3.00%

Digital Camera Sales - Q4 2017

Value and Volume performance Year on Year - Figures include: Fixed Lens, Bridge, CSC and SLR

Commentary from Emily Vallis, Photo, GfK:

A positive end to the year for the digital camera market, as for the first time in 2017 we have tracked positive YOY volume growth, and continued to see value growth. In Q4 changeable lens cameras grew by 12% volume, and by 20% value, a similar positive trend to what we have seen this year. It is in fixed lens cameras where we have seen growth for the first time this year. In Q4 fixed lens cameras grew by 3% volume and by 24% value. Bridge cameras contributed the most to this growth, with 32% volume and 47% value growth compared to Q4 2016. This growth is coming from a lower base after a sustained period of decline, but is a positive picture nonetheless.



2017	Value Performance (Vs. 2016)	Volume Performance (Vs. 2016)
Oct	+11.00%	-11.00%
Nov	+38.00%	+10.00%
Dec	+17.00%	+9.00%
Q4	+22.00%	+5.00%

About Retail Excellence, Grant Thornton & GfK

ABOUT Retail Excellence

Retail Excellence is the largest retail industry trade body in Ireland. Retail Excellence aim to enhance the consumer's retail experience by developing top class retail standards and skills, and promoting a vibrant and competitive world class retail industry in Ireland.

Retail Excellence involves over 1,750 leading retail companies who operate over 13,000 stores in the Irish market.

Retail Excellence is a not for profit organisation which invests in innovative and exciting learning, market intelligence, HRM supports, Government representation and member networking initiatives.

Retail Excellence collected this data via on-line survey response.

ABOUT GRANT THORNTON

Grant Thornton are leading Irish retail industry advisors and exclusive financial and accounting partners of Retail Excellence Ireland.

Grant Thornton is the fastest growing professional services firm in Ireland comprising over 1000 people operating from offices in Dublin, Belfast, Cork, Galway, Kildare, Limerick and Longford.

The firm's Retail team has the expertise and knowledge to provide specific solutions to their retail clients. By identifying the key drivers of value creation crucial to the success of any retail business Grant Thornton can work with clients to maximise their business potential. Services include annual audits, regular business reviews, quarterly management accounts, bank financing applications, independent business reviews, franchise/supplier agreement negotiations, benchmarking and projections.

ABOUT GfK

GfK is one of the world's largest research companies. 11,500 GfK experts are working to discover new insights about the way people live, think and shop, in over 100 markets, every day.

GfK is constantly innovating to use the latest technologies and the smartest methodologies to give its clients the clearest understanding of the most important people in the world: their customers. That knowledge empowers GfK's clients to make the right decisions, and position their businesses for the future.

How do GfK gather this data?

- Data is collected via EPOS systems so minimal time commitment is involved in supplying data
- Sales data is gathered confidentially and no individual retailer's data is ever disclosed
- Exclusive lines/models are suppressed
- Reports are provided to participating retailers free of charge