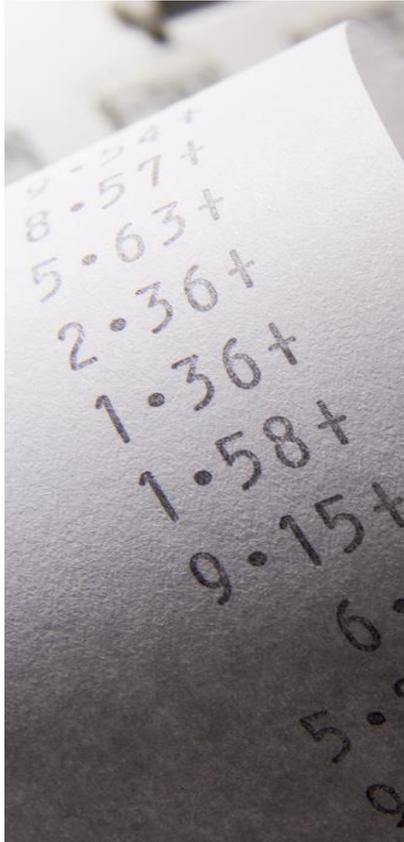


Grant Thornton Retail Excellence

Retail Productivity Review **Q2 2020**



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
4	Footwear Sales
5	Furniture & Flooring Sales
6	Garden Centre Sales
7	Gift & Homeware Sales
8	Grocery Sales
9	Hot Beverage Sales
10	Jewellery Sales
11	Ladies Fashion Sales
12	Menswear Sales
13	Pharmacy Sales
14	Childrenswear Sales
15	Agri Retail Sales
16	Health Store Sales
17	Lingerie Sales
18	Online Sales
19	Consumer Electronics (Brown Goods) Sales
20	Major Appliances
21	IT Computing Sales
22	Home Appliances (Small Appliances) Sales
23	Digital Cameras
24	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 Q2 2020

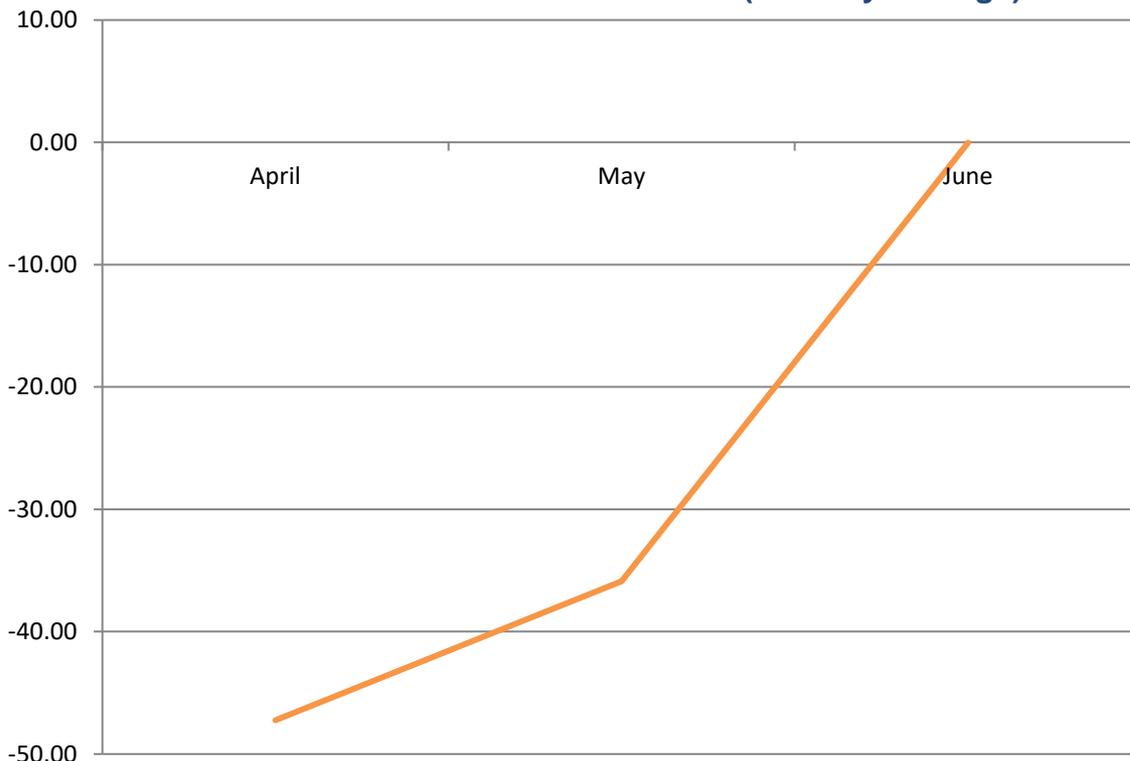
LIKE FOR LIKE SALES

**Q2 2020
vs
Q2 2019**

Retail Excellence Managing Director, Duncan Graham, comments: The industry experienced the most challenging quarter in its history with non essential retail closed for all of April and part of May. Hardest hit sectors were clothing with Menswear and ladieswear down over 75%. The grocery sector continued its strong performance as people stayed at home. The quarter also saw a massive spike in online sales, up over 200% on 2019 levels a trend that is likely to continue.

Industry Average	-29.2%
Footwear	-72.9%
Furniture & Flooring	-44.0%
Garden Centres	+4.40%
Gift & Homeware	-44.9%
Grocery	+17.9%
Hot Beverage	-82.0%
Jewellery	-64.0%
Ladies Fashion	-76.6%
Menswear	-78.6%
Pharmacy	-5.88%
Childrenswear	-72.6%
Agri Retail	+20.9%
Health Stores	-8.70%
Lingerie	-79.3%
Consumer Electronics (Brown Goods)	+38.5%
Home Appliances (Small)	+23.3%
IT Computing	+70.0%
Online	+200.7%
Digital Camera	-45.0%
Home Appliances (Major)	-13.6%

Like for Like Sales Q2 2020 vs Q2 2019 (Industry Average)



LIKE FOR LIKE SALES Q2 2020 (INDUSTRY AVERAGE)

- 47.26 %
Apr

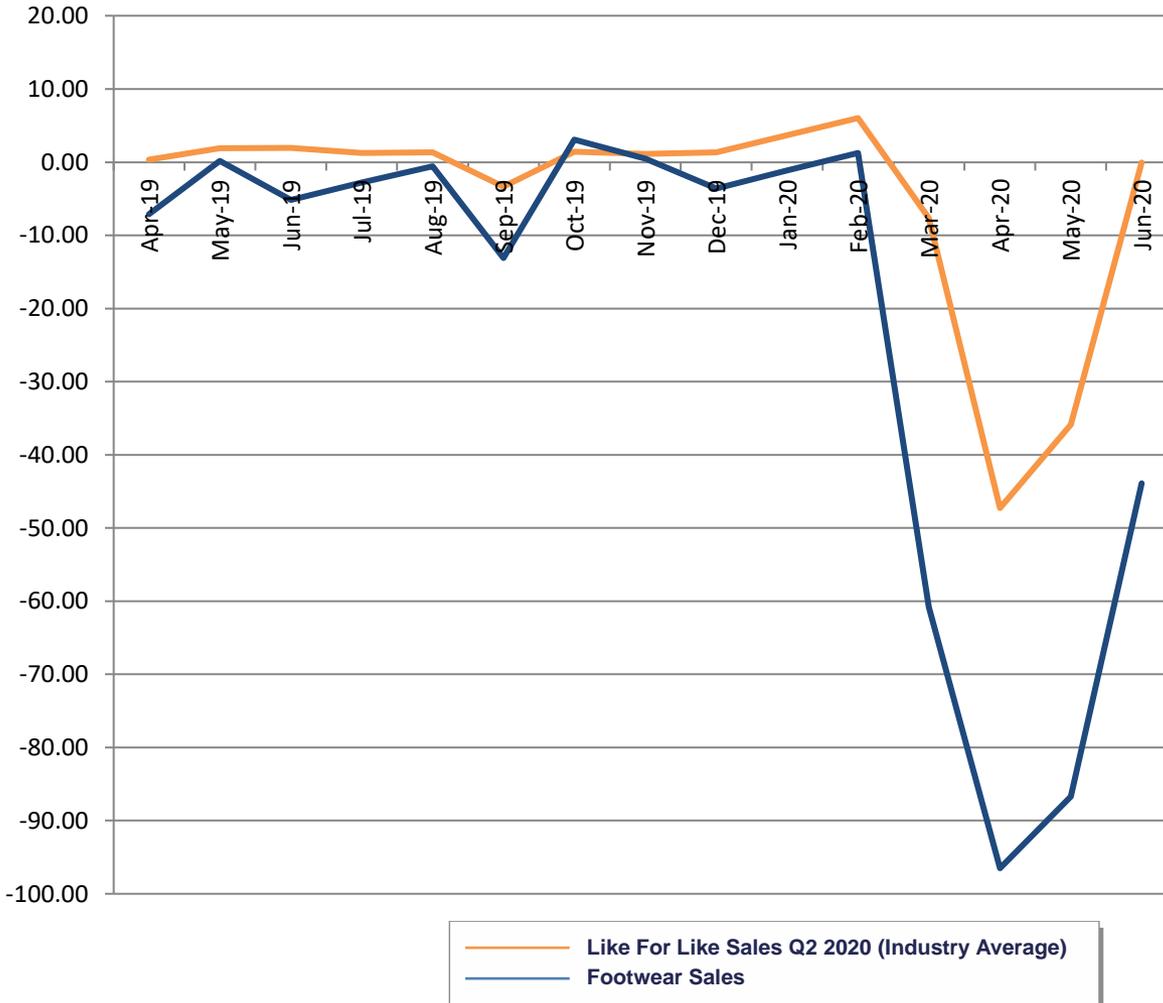
- 35.89 %
May

- 0.03 %
Jun

-29.2 %
Q2

Footwear Sales - Q2 2020

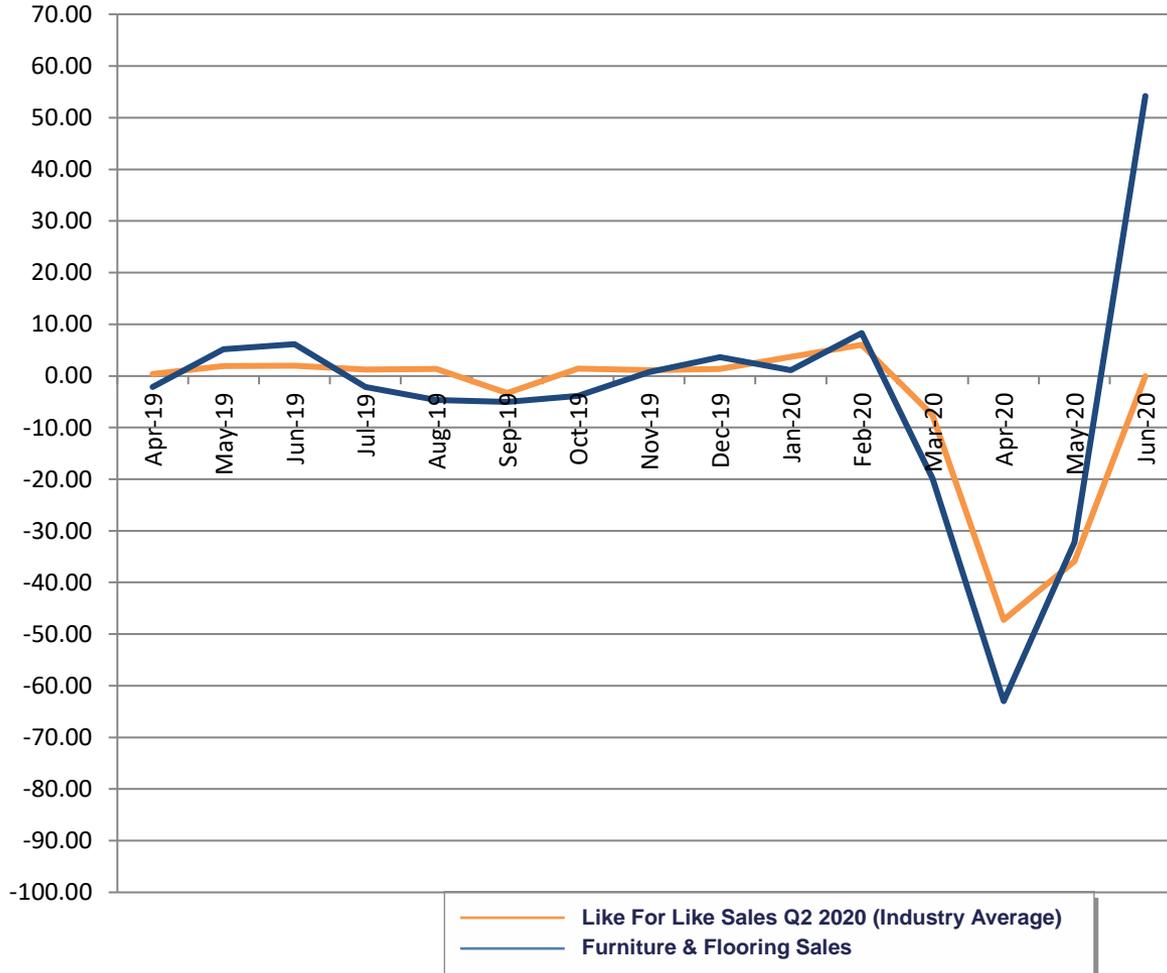
Comparable with Retail Industry Average



Q2 2020	FOOTWEAR SALES	LIKE FOR LIKE SALES vs Q2 2019 (INDUSTRY AVERAGE)
April	-96.5%	-47.26%
May	-86.7%	-35.89%
June	-43.9%	-0.03%
Q2	-72.9%	-29.2%

Furniture & Flooring Sales - Q2 2020

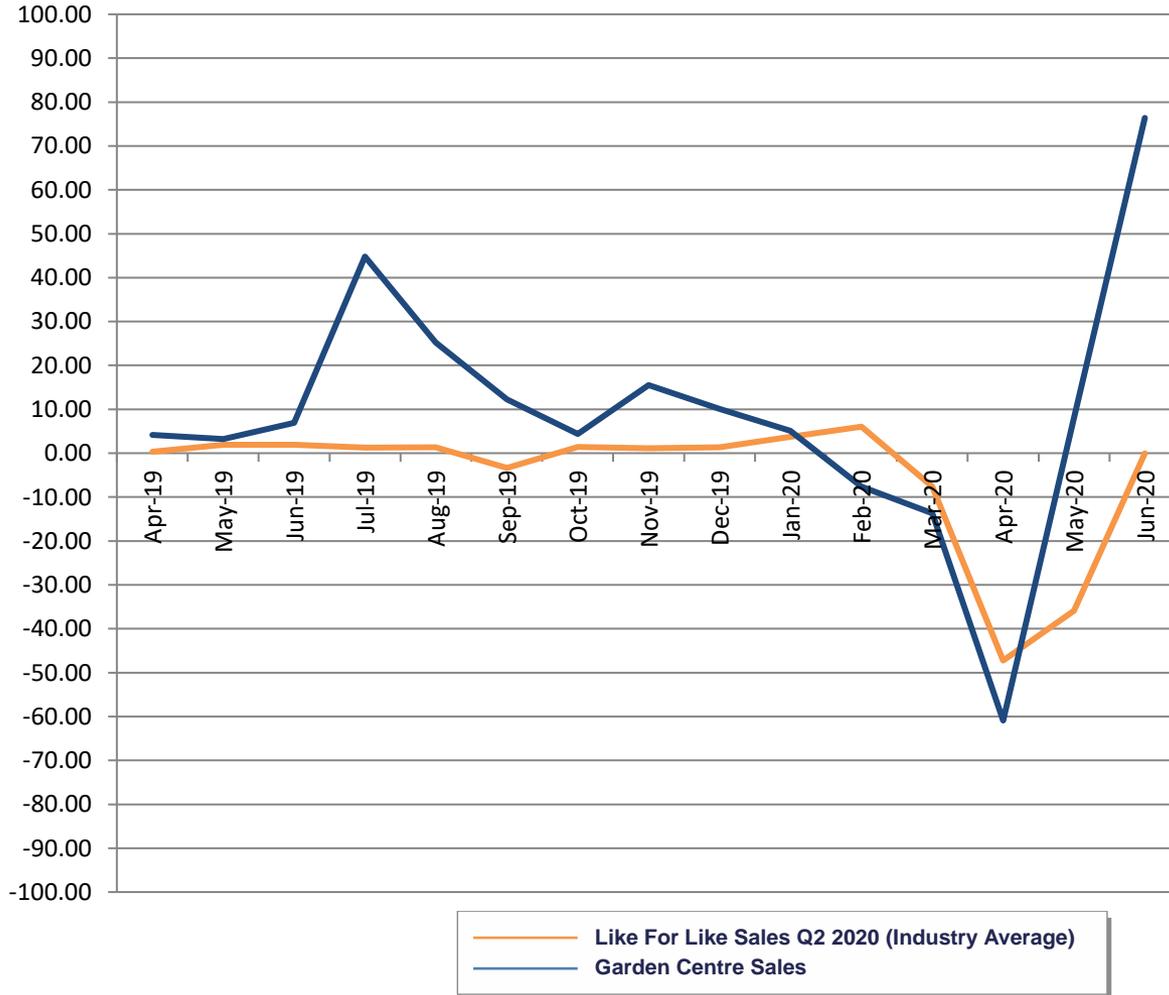
Comparable with Retail Industry Average



Q2 2020	FURNITURE & FLOORING SALES	LIKE FOR LIKE SALES vs Q2 2019 (INDUSTRY AVERAGE)
April	-63.0%	-47.26%
May	-32.2%	-35.89%
June	+54.2%	-0.03%
Q2	-44.0%	-29.2%

Garden Centre Sales - Q2 2020

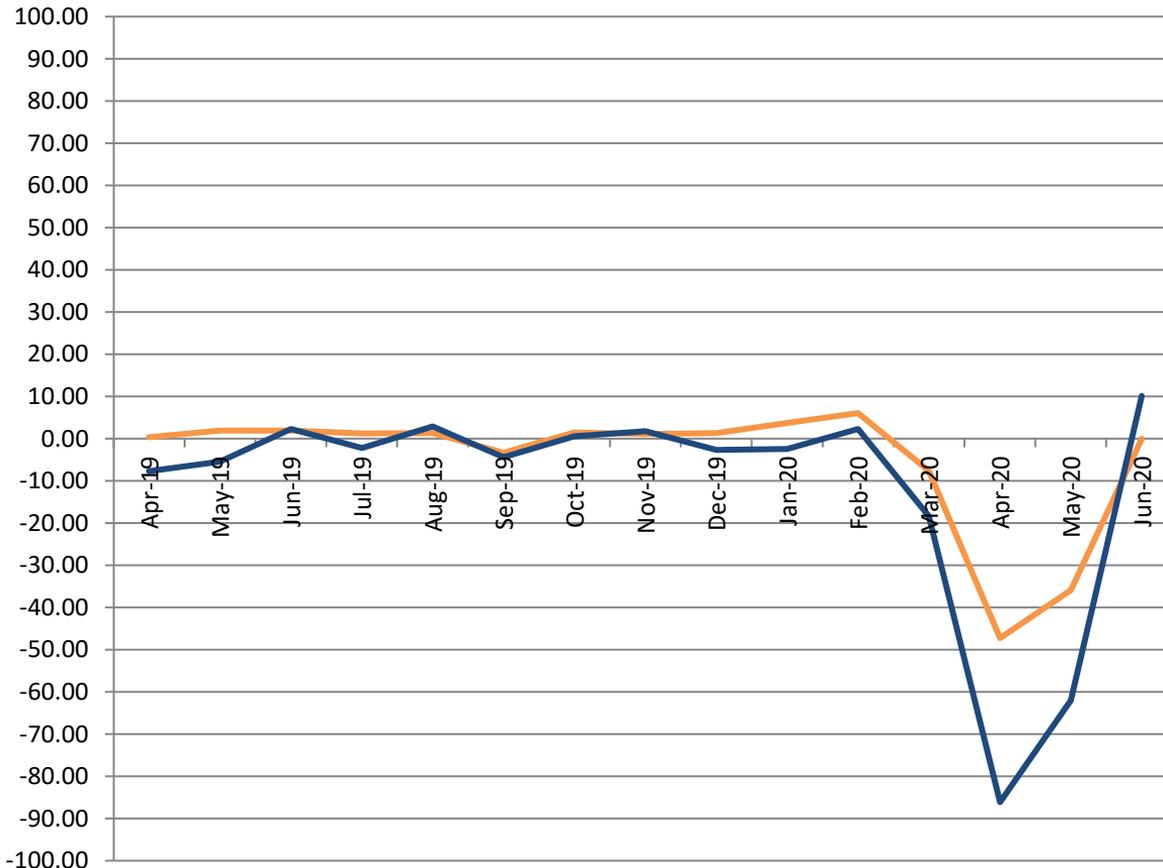
Comparable with Retail Industry Average



Q2 2020	GARDEN CENTRE SALES	LIKE FOR LIKE SALES vs Q2 2019 (INDUSTRY AVERAGE)
April	-60.9%	-47.26%
May	+8.10%	-35.89%
June	+76.4%	-0.03%
Q2	+4.40%	-29.2%

Gift & Homeware Sales - Q2 2020

Comparable with Retail Industry Average

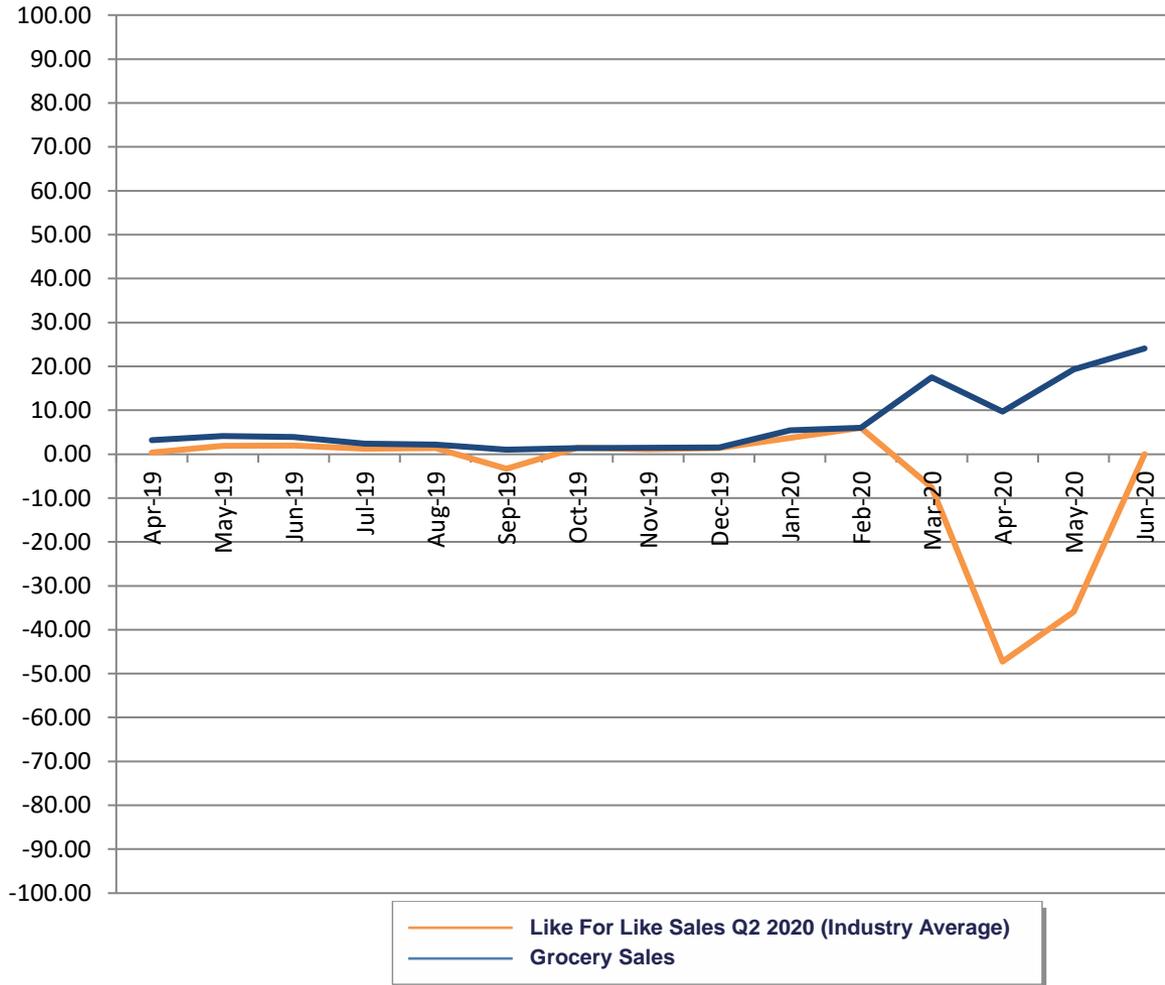


— Like For Like Sales Q2 2020 (Industry Average)
— Gift & Homeware Sales

Q2 2020	GIFT & HOMEWARE SALES	LIKE FOR LIKE SALES Q2 2019 (INDUSTRY AVERAGE)
April	-86.1%	-47.26%
May	-62.0%	-35.89%
June	+10.1%	-0.03%
Q2	-44.9%	-29.2%

Grocery Sales - Q2 2020

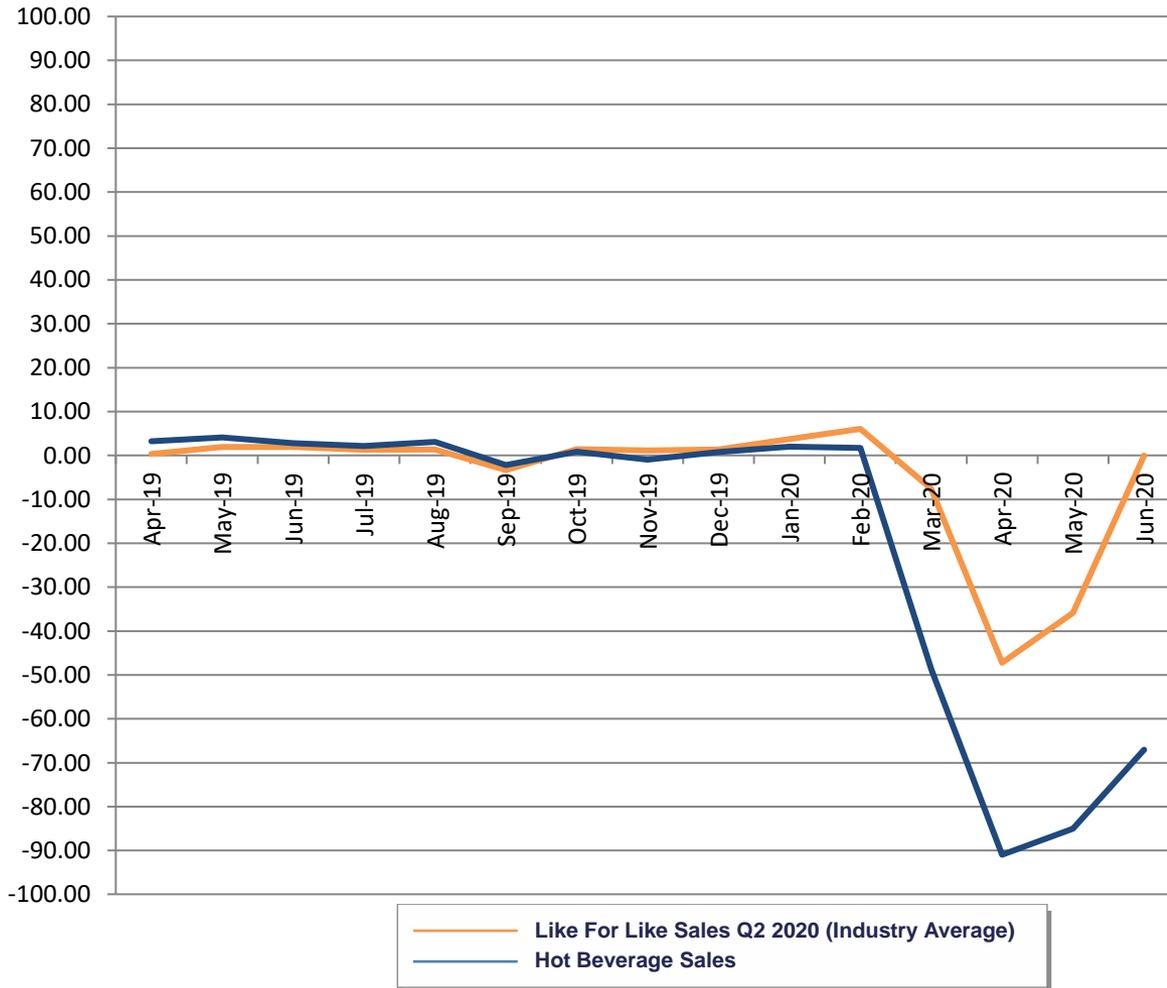
Comparable with Retail Industry Average



Q2 2020	GROCERY SALES	LIKE FOR LIKE SALES vs Q2 2019 (INDUSTRY AVERAGE)
April	+9.70%	-47.26%
May	+19.3%	-35.89%
June	+24.1%	0.03%
Q2	+17.9%	-29.2%

Hot Beverage Sales - Q2 2020

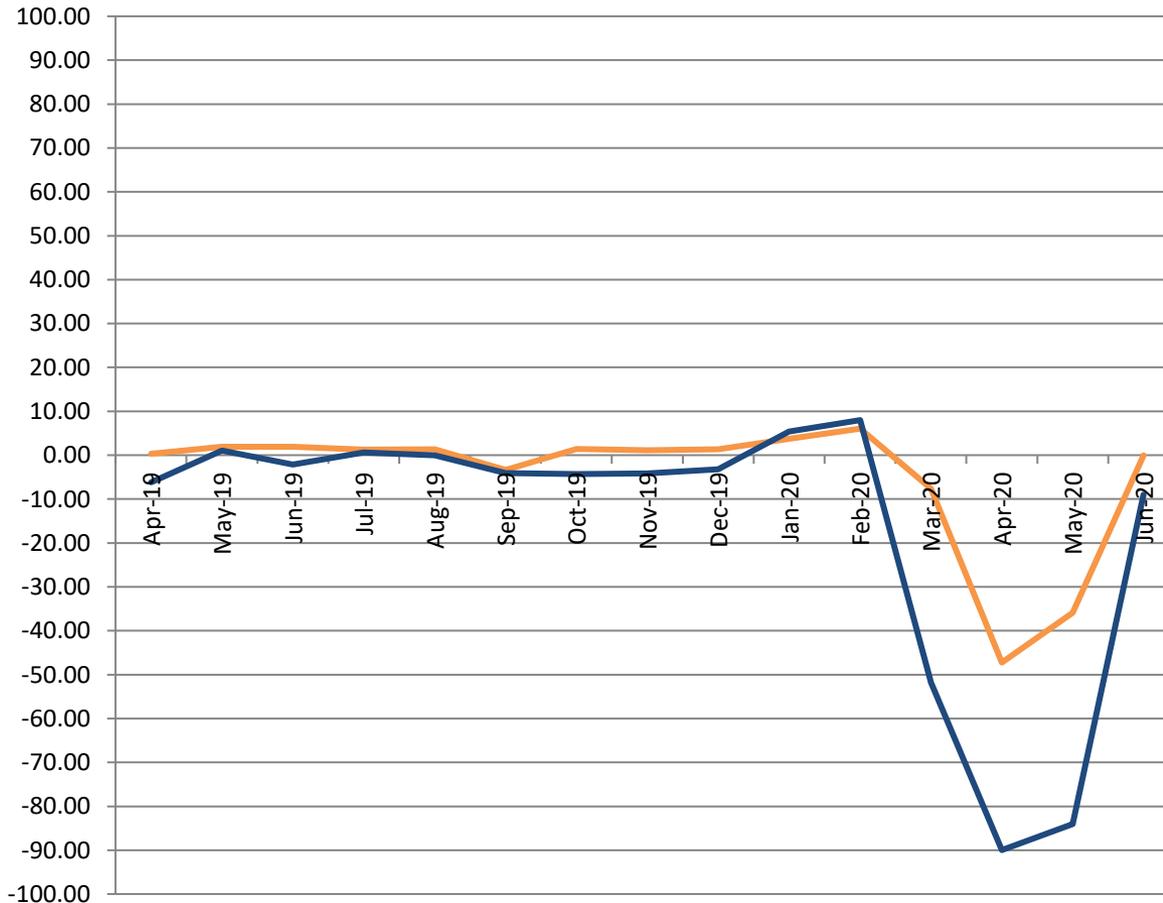
Comparable with Retail Industry Average



Q2 2020	HOT BEVERAGE SALES	LIKE FOR LIKE SALES vs Q2 2019 (INDUSTRY AVERAGE)
April	-91.0%	-47.26%
May	-85.0%	-35.89%
June	-67.0%	-0.03%
Q2	-82.0%	-29.2%

Jewellery Sales - Q2 2020

Comparable with Retail Industry Average

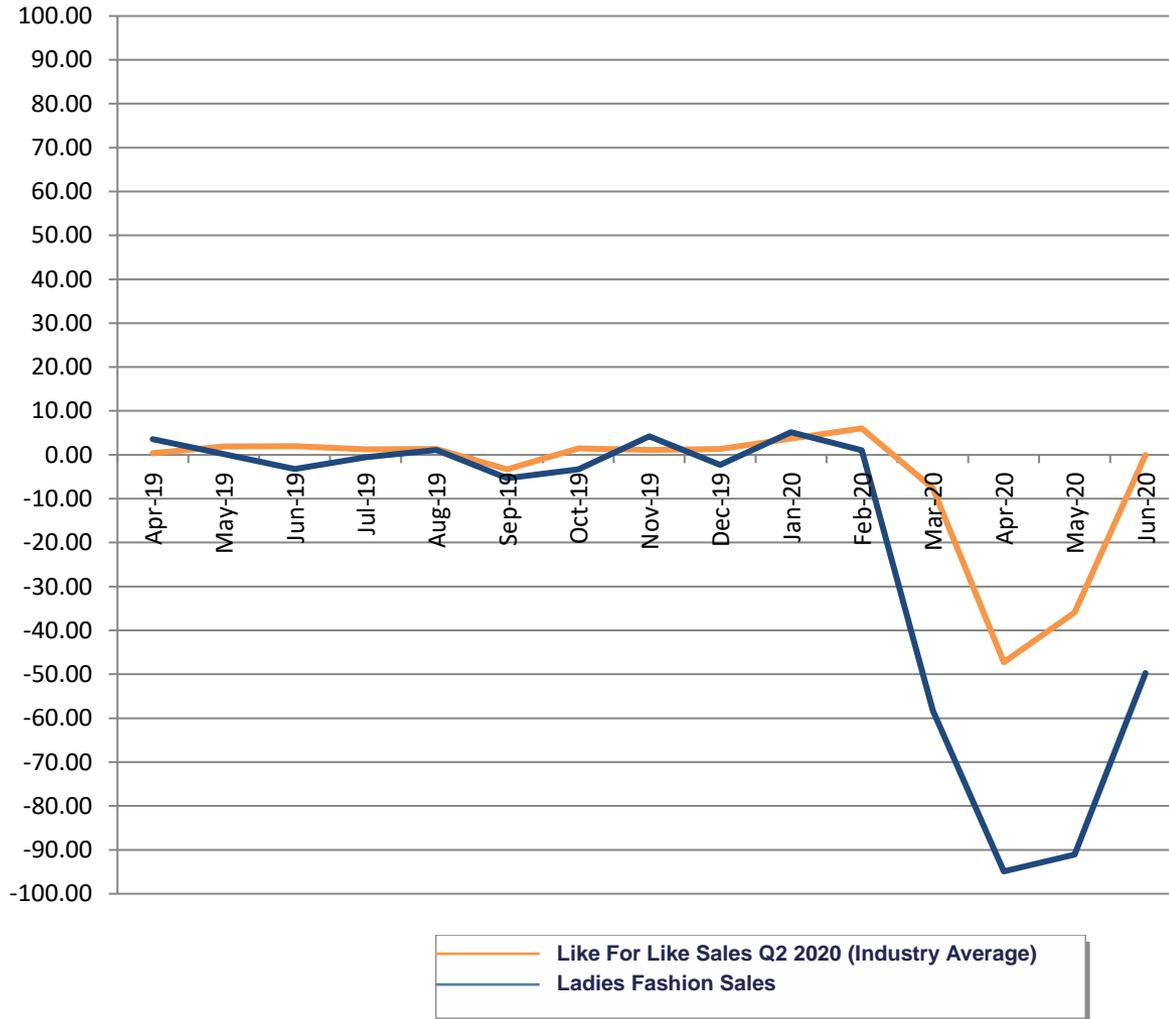


— Like For Like Sales Q2 2020 (Industry Average)
— Jewellery Sales

Q2 2020	JEWELLERY SALES	LIKE FOR LIKE SALES vs Q2 2019 (INDUSTRY AVERAGE)
April	-90.0%	-47.26%
May	-84.0%	-35.89%
June	-9.0%	-0.03%
Q2	-64.0%	-29.2%

Ladies Fashion Sales - Q2 2020

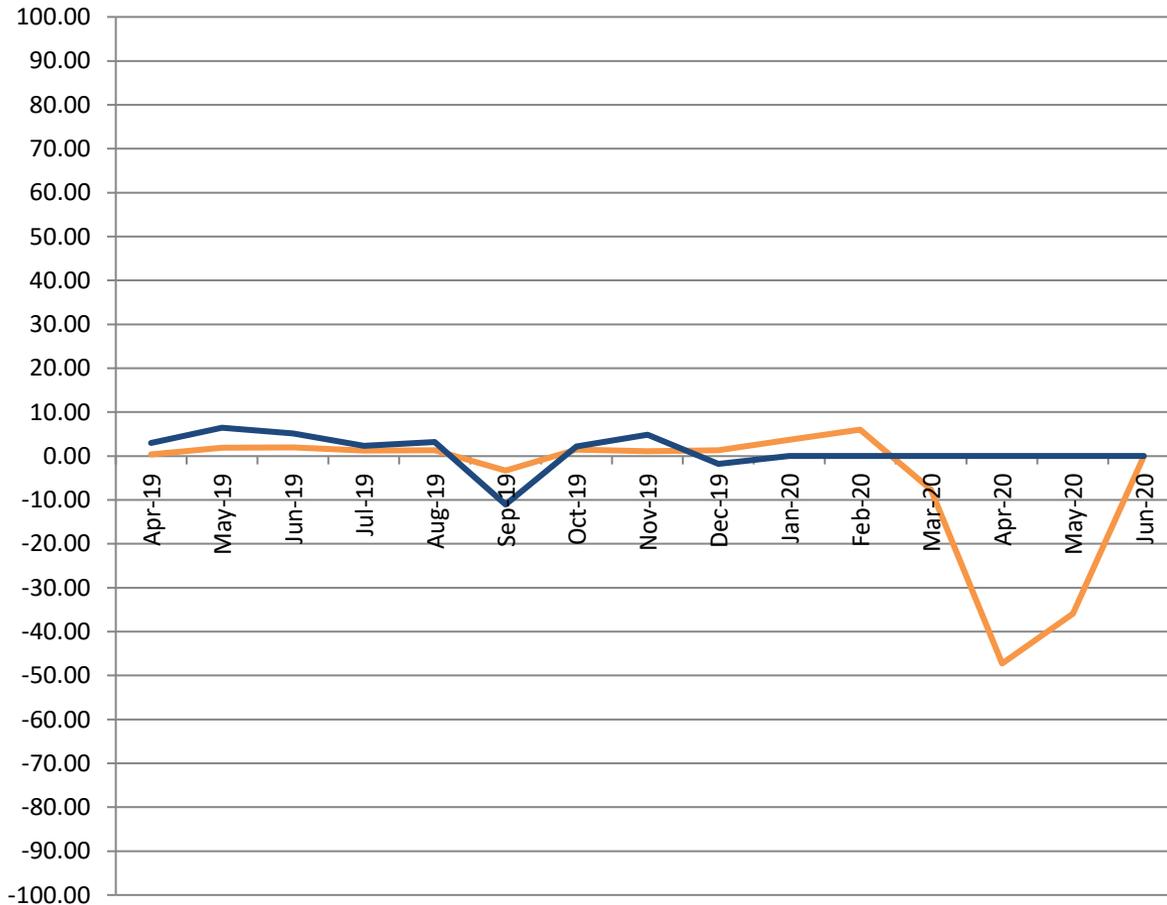
Comparable with Retail Industry Average



Q2 2020	LADIES FASHION SALES	LIKE FOR LIKE SALES vs Q1 2019 (INDUSTRY AVERAGE)
April	-94.9%	-47.26%
May	-91.10%	-35.89%
June	-49.7%	-0.03%
Q2	-76.6%	-29.2%

Menswear Sales - Q2 2020

Comparable with Retail Industry Average

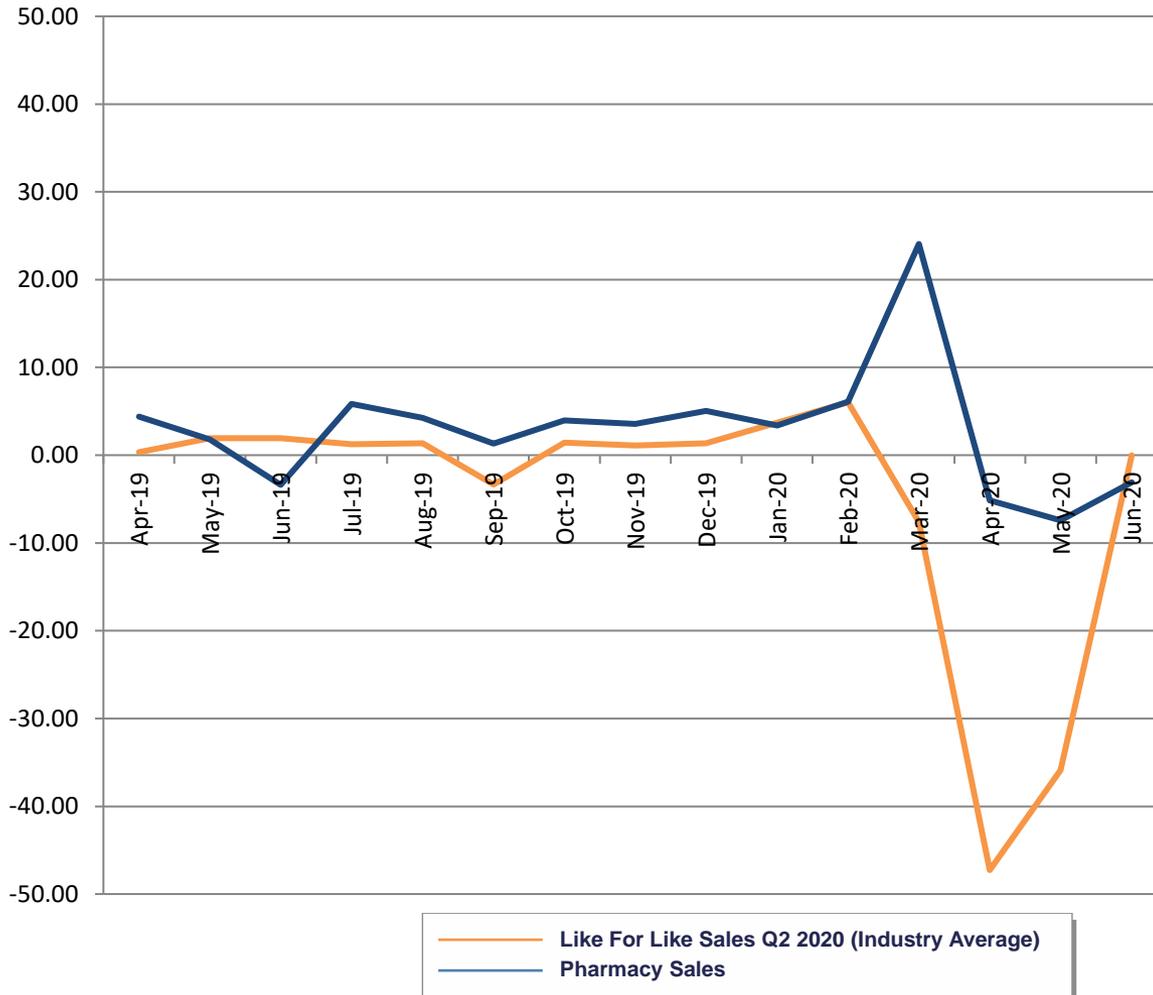


— Like For Like Sales Q2 2020 (Industry Average)
— Menswear Sales

Q2 2020	MENSWEAR SALES	LIKE FOR LIKE SALES vs Q1 2019 (INDUSTRY AVERAGE)
April	-97.4%	-47.26%
May	-95.5%	-35.89%
June	-52.2%	-0.03%
Q2	-78.6%	-29.2%

Pharmacy Sales - Q2 2020

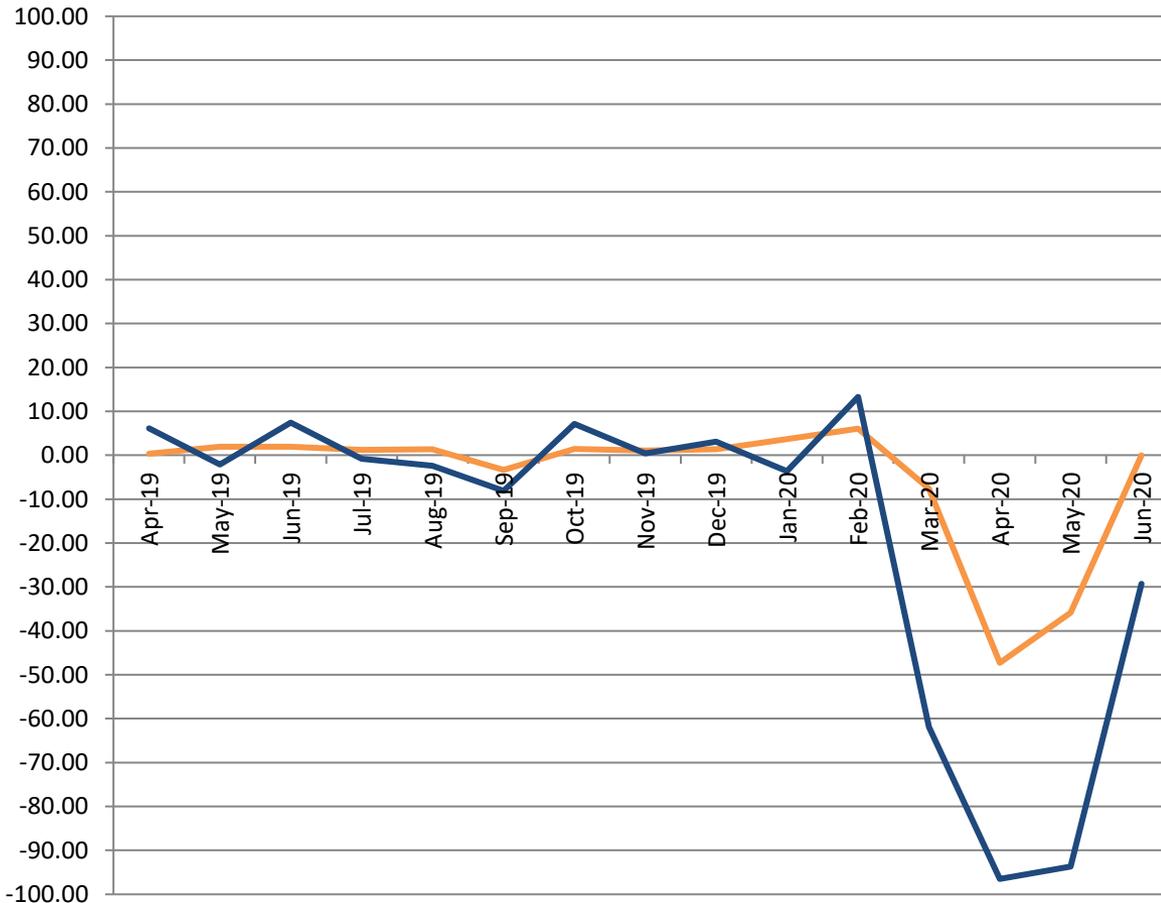
Comparable with Retail Industry Average



Q2 2020	PHARMACY SALES	LIKE FOR LIKE SALES vs Q1 2019 (INDUSTRY AVERAGE)
April	-5.15%	-47.26%
May	-7.42%	-35.89%
June	-3.1%	-0.03%
Q2	-5.88%	-29.2%

Childrenswear Sales - Q2 2020

Comparable with Retail Industry Average

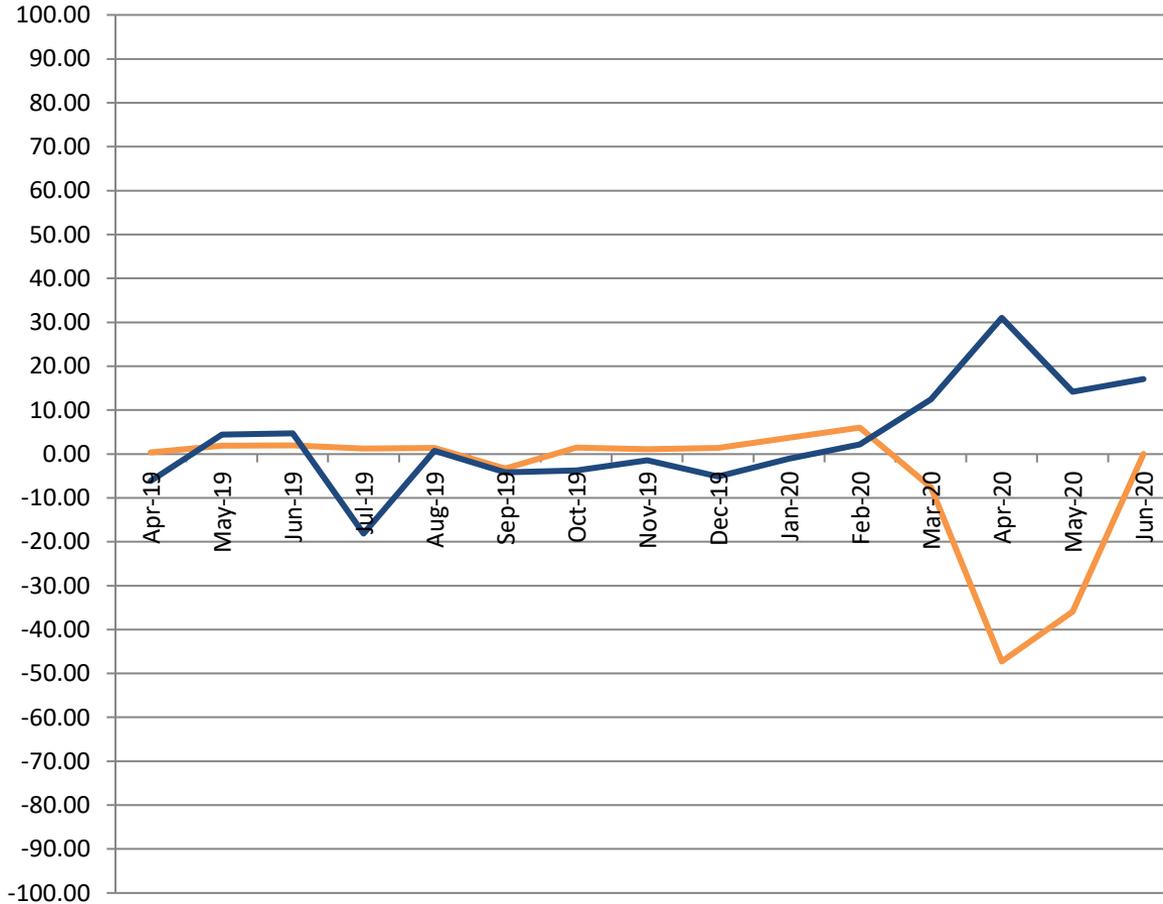


— Like For Like Sales Q2 2020 (Industry Average)
— Childrenswear Sales

Q2 2020	CHILDRENSWEAR SALES	LIKE FOR LIKE SALES vs Q1 2019 (INDUSTRY AVERAGE)
April	-96.5%	-47.26%
May	-93.7%	-35.89%
June	-29.3%	-0.03%
Q2	-72.6%	-29.2%

Agri Retail Sales - Q2 2020

Comparable with Retail Industry Average

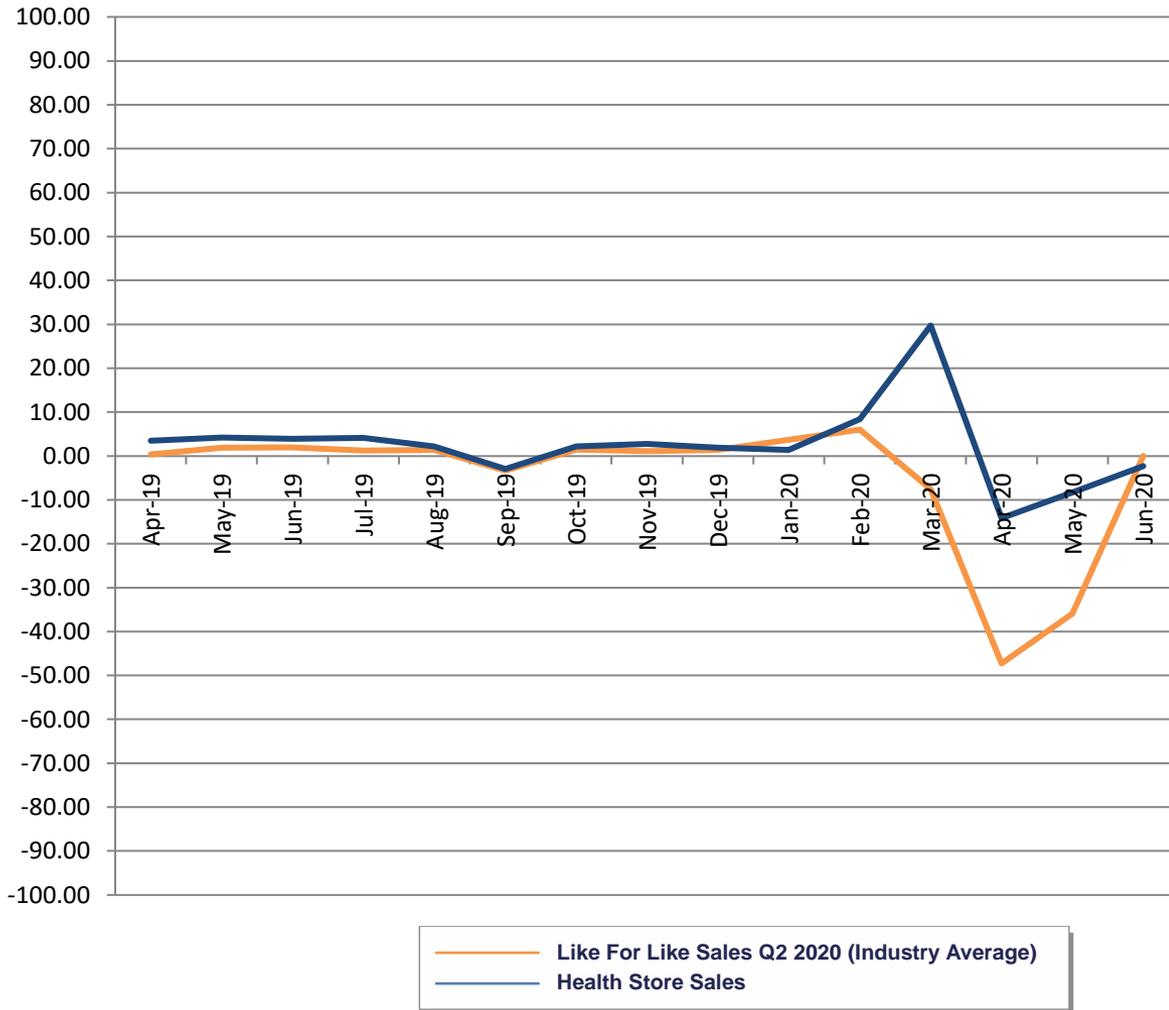


— Like For Like Sales Q2 2020 (Industry Average)
— Agri Retail Sales

Q2 2020	AGRI RETAIL SALES	LIKE FOR LIKE SALES vs Q1 2019 (INDUSTRY AVERAGE)
April	+31.0%	-47.26%
May	+14.2%	-35.89%
June	+17.1%	-0.03%
Q2	+20.9%	-29.2%

Health Store Sales - Q2 2020

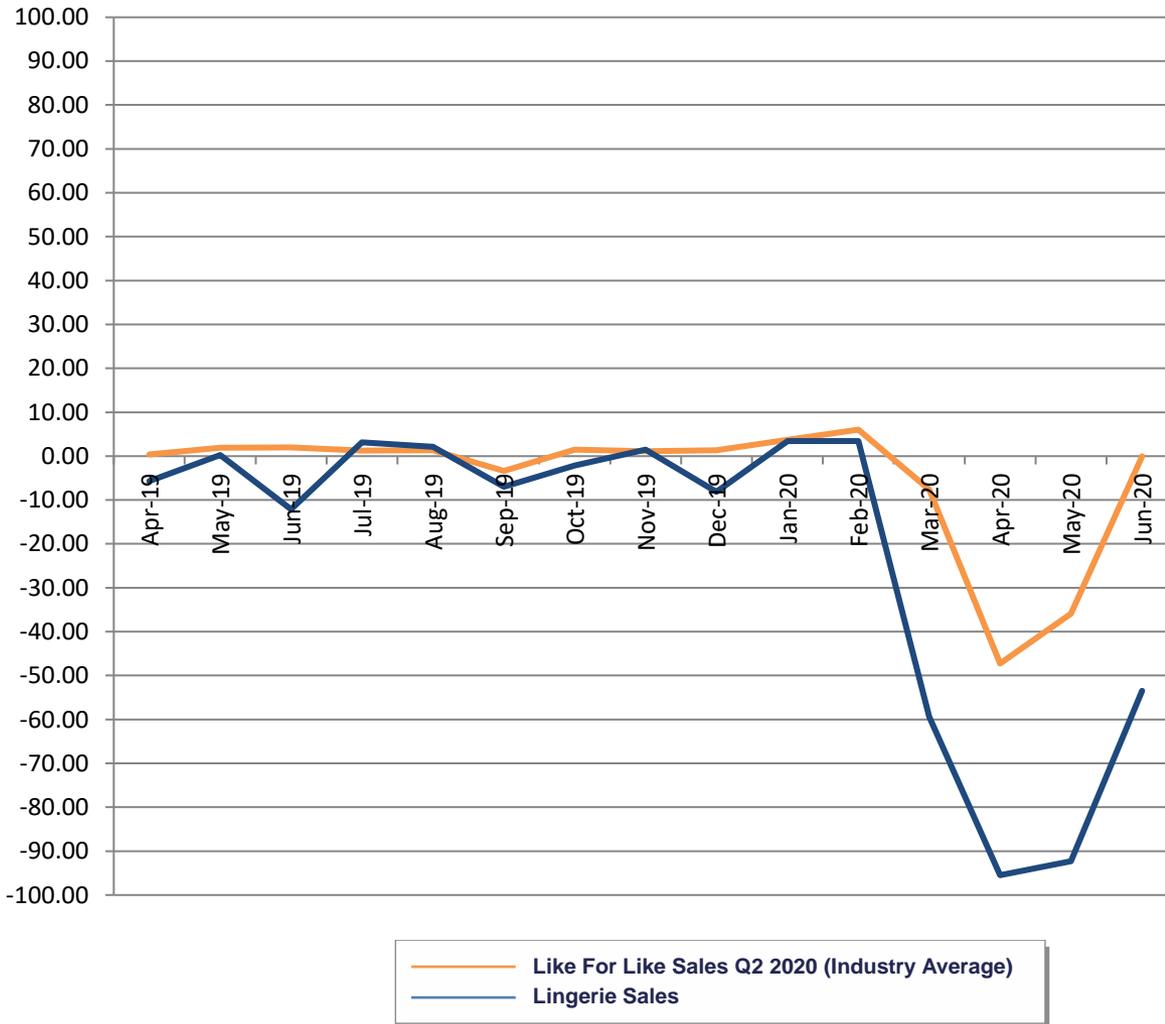
Comparable with Retail Industry Average



Q2 2020	HEALTH STORE SALES	LIKE FOR LIKE SALES vs Q1 2019 (INDUSTRY AVERAGE)
April	-14.2%	-47.26%
May	-8.30%	-35.89%
June	-2.30%	-0.03%
Q2	-8.70%	-29.2%

Lingerie Sales - Q2 2020

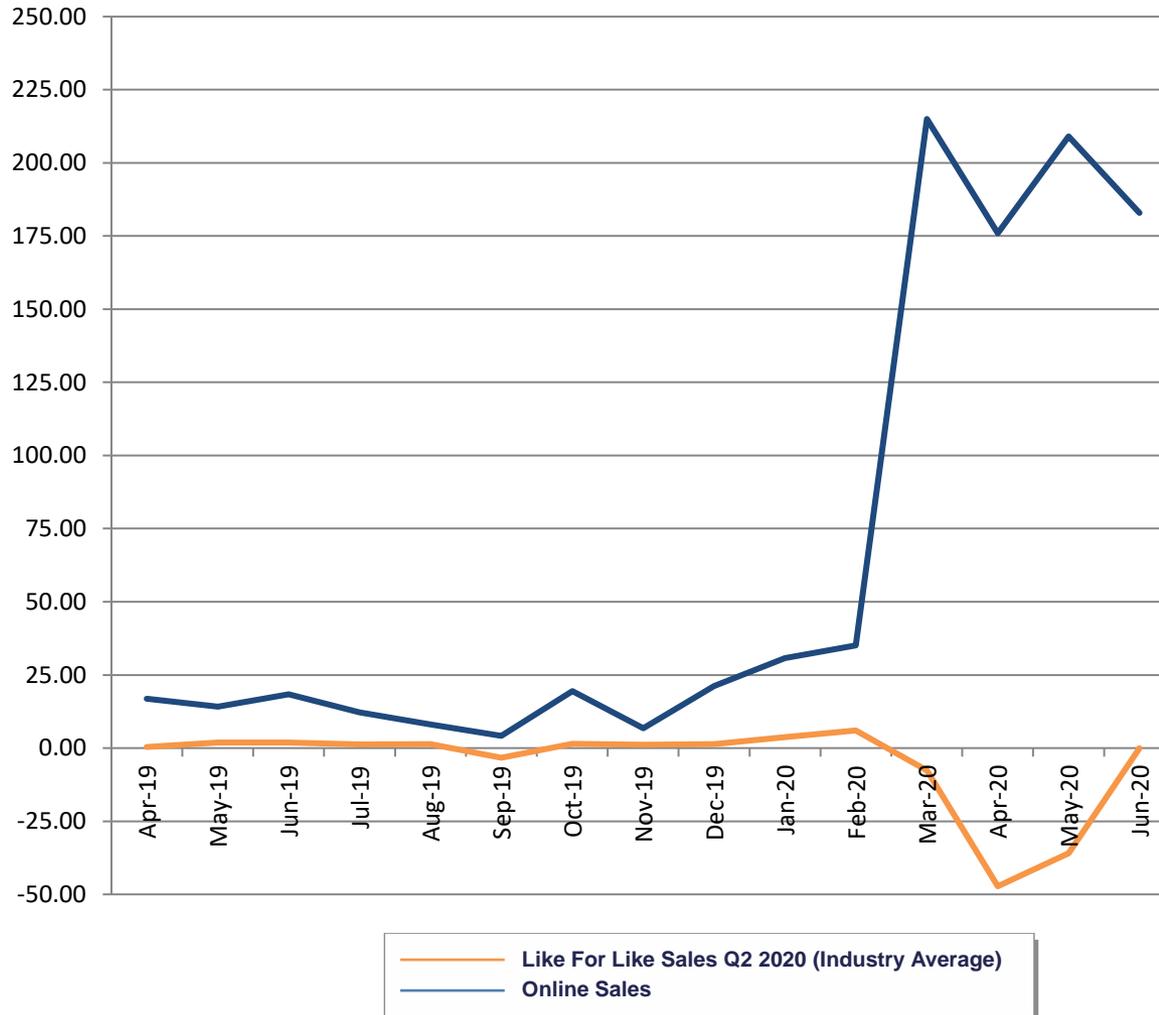
Comparable with Retail Industry Average



Q2 2020	LINGERIE SALES	LIKE FOR LIKE SALES vs Q1 2019 (INDUSTRY AVERAGE)
April	-95.5%	-47.26%
May	-92.3%	-35.89%
June	-53.5%	0.03%
Q2	-79.3%	-29.2%

Online Sales - Q2 2020

Comparable with Retail Industry Average



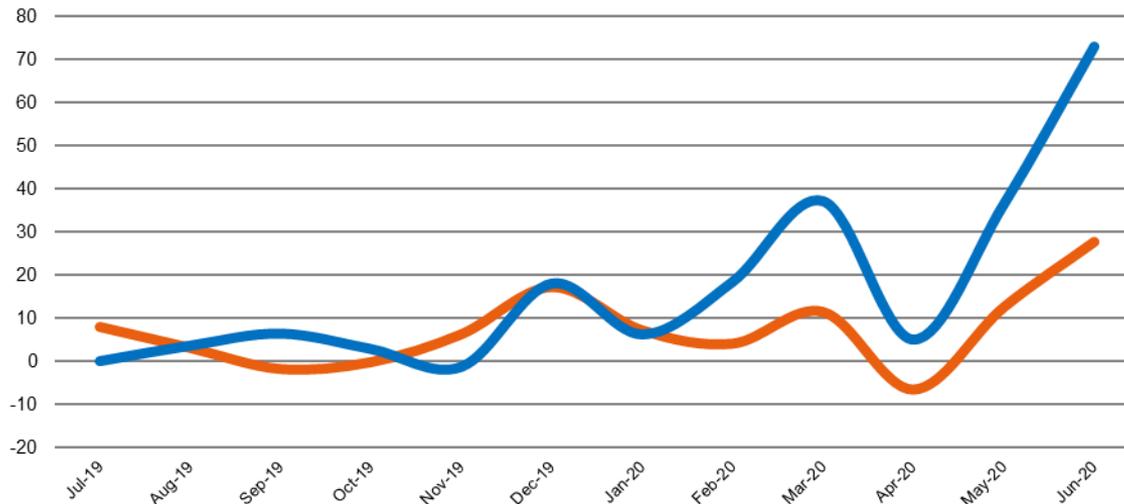
Q2 2020	ONLINE SALES	LIKE FOR LIKE SALES vs Q1 2019 (INDUSTRY AVERAGE)
April	+176.2%	-47.26%
May	+209.0%	-35.89%
June	+182.9%	-0.03%
Q2	+200.7%	-29.2%

Consumer Electronics (Brown Goods) Sales - Q2 2020

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 Insight Director, GfK:

Despite the Covid 19 pandemic, the CE market seemed relatively robust, as consumers appeared to significantly increase their Home Entertainment options to survive lockdown. This growth was still in evidence in June as consumers returned to stores. There was a significant increase in TV sales with cheaper smaller screens initially finding favour ahead of larger models in April and May before there was a general boom for all screens and technologies in June, giving value growth for Q2 of 41%. Soundbars in particular benefitted from this (up 16%). The audio end of the market also flourished with growth for Headphones/Headsets (+46%), Audio Systems (+32%) and Mini Bluetooth Speakers (+26%). Radio Devices broke even against Q2 2019, with the only disappointment coming from the DVD/Blu-ray market, down 28%..



Q2 2020	Value Performance (Vs. Q2 2019)	Volume Performance (Vs. Q122019)
April	+5.0%	-47.26%
May	+36.4%	-35.89%
June	+72.9%	-0.03%
Q2	+38.5%	-29.2%

Includes Online Sales

Home Appliances (Major Appliances) Sales - Q2 2020

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

Commentary from **Bethan Fleming, Client Insight Manager, GfK** :

Major appliances was the worst hit area of electrical goods in Q2, suffering most from store closures as consumers like to touch and feel these product before purchasing. Value saw a drop of almost 14%, seeing large declines in April and May, but some recovery in June as stores reopened. Freezers was the only category to grow this quarter, up 8% as consumers prepared for stockpiling food. Hobs and Hoods were the most impacted, falling 24% and 32% respectively. Across most areas freestanding performed better than built-in, which is understandable given the reduced options for installation in recent months. Early in the quarter were more likely to be distress purchases, with a lower ASP. Average selling prices declined by 2% with varied performance across categories The average appliance now costs the consumer €334.



Q2 2020	Value Performance (Vs. Q2 2019)	Volume Performance (Vs. Q2 2019)
April	-42.5%	-47.26%
May	-16.1%	-35.89%
June	-16.6%	-0.03%
Q2	-13.6%	-29.2%

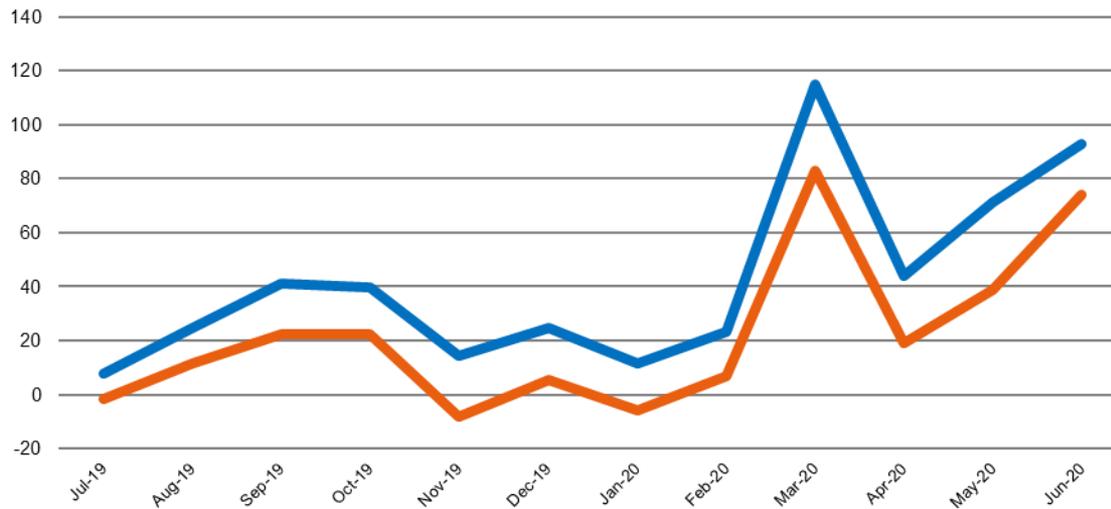
Includes Online Sales

Information Technology (IT) Sales - Q2 2020

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

Commentary from Greg Allen, Senior Client Insights Director, GfK :

Whilst March 20 saw the highest levels of growth this year, Q2 has seen a continued rise in sales of key computing categories after the initial surge of Lockdown. Entertaining, educating and enabling working from home have driven the IT sector in Ireland and many other countries over these last 4 months, with all computer segments observing growth: Mobile Computing (laptops primarily) are up 87% in value for the quarter, Desktop PCs up 61%, and Media Tablets by 44%. Consumers have also invested in the technology, as the average selling price increased in all three areas – Desktop up to €899 from €731, Mobile Computing to €581 from €527 and Media Tablets up to €250 from €210 when compared to Q2 19.



Q2 2020	Value Performance (Vs. Q2 2019)	Volume Performance (Vs. Q2 2019)
April	+44.00%	+19.00%
May	+71.00%	+39.00%
June	+93.00%	+74.00%
Q2	+70.00%	+44.00%

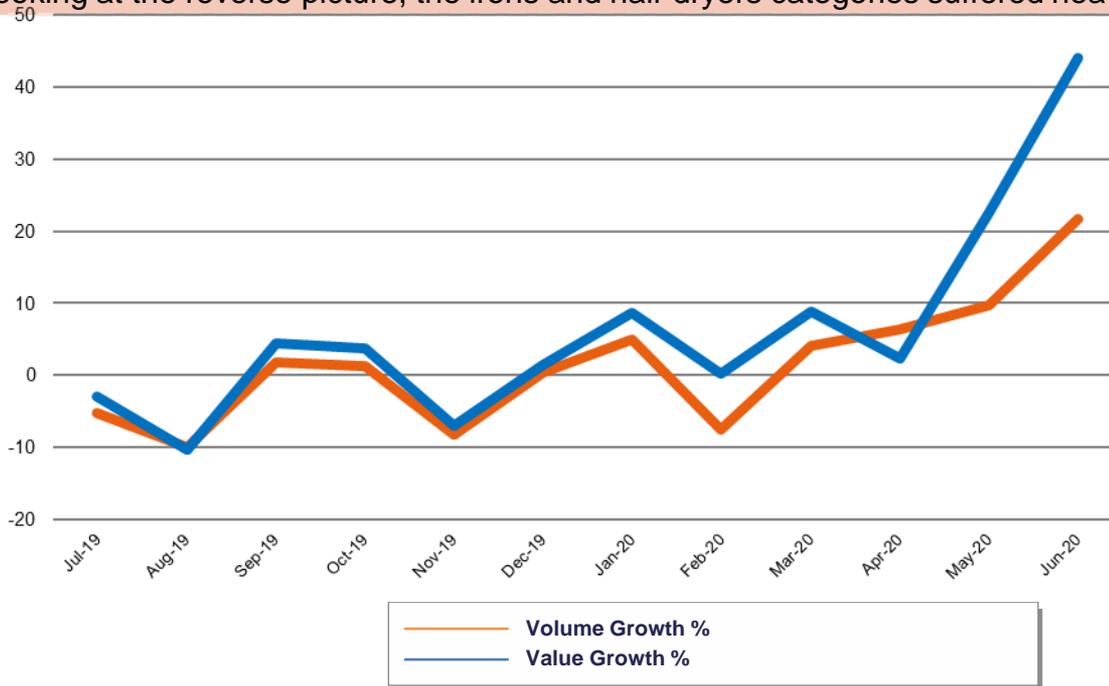
Includes Online Sales

Home Appliances (Small Appliances) Sales - Q2 2020

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 Alex Hall, Senior Client Insight Manager, GfK:

After the recovery into Q1 2020, SDA growth accelerated further through April, May and June. A 9% increase in average selling price meant value outgrew volume, yet both measures recorded double digit increases for the period as a whole. Unsurprisingly lockdown has had a huge impact on trends. As the population spent more time at home and in their kitchens, categories such as coffee machines (+84%), liquidisers (+100%) and stand mixers (+190%) stood out, with more limited growth elsewhere in kettles & toasters, and vacuum cleaners, which both saw value uplifts of 8%. With the closure of barbers and beauty salons for most of the quarter, personal care categories also strongly contributed to the topline SDA increase. Beard trimmers and multigrooming kits achieved 138% and 220% increases respectively, whilst on the female side, IPL devices (+79%) and epilators (+42%) rose sharply. Looking at the reverse picture, the irons and hair dryers categories suffered heavy declines especially over April and May.



Q2 2020	Value Performance (Vs. Q2 2019)	Volume Performance (Vs. Q2 2019)
April	+2.30%	-47.26%
May	+22.6%	-35.89%
June	+44.1%	-0.03%
Q2	+23.3%	-29.2%

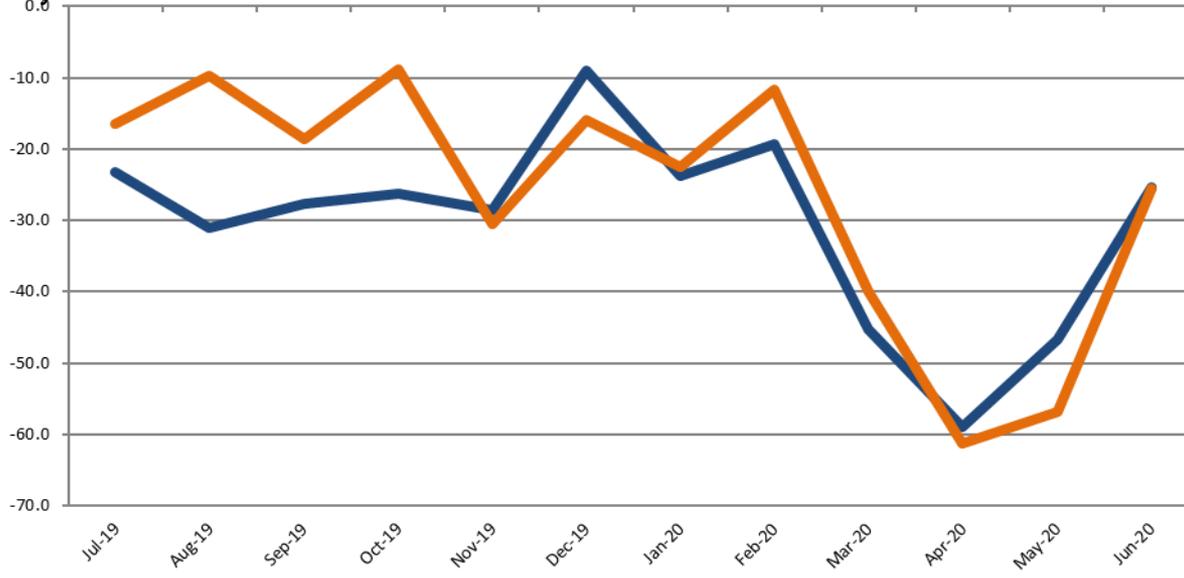
Includes Online Sales

Digital Camera Sales - Q2 2020

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

Commentary from Anas Muhi-Eldin, Photo, GfK:

The digital camera market exhibited a further decline of 45% in terms of value and 42% in volume compared to Q2 19. The market dipped significantly from March as the coronavirus pandemic began to have an effect on shop openings and consumers focused more on essential items during periods of lockdown. April lows of -61% value and -59% volume continued into May with all camera types declining. In June both CSC and Fixed lens fared better at -21.9% and -22.3%. June has seen a 0.9% decline in prices for SLR, with a 7.6% & 3.2% increase in price for CSC and Fixed lens respectively. Overall Q2 2020 has been difficult for the Digital Camera segment with continued decline in comparison to the previous year.



	Q2 2020	Value Performance (Vs. Q2 2019)	Volume Performance (Vs. Q2 2019)
April		-61.0%	-47.26%
May		-57.0%	-35.89%
June		-26.0%	-0.03%
Q2		-45.0%	-29.2%

Includes Online Sales



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 2,200 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 investing 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