

BDO High Street Sales Tracker

JUNE MONTHLY REVIEW 5 weeks until 4 July 2010

9 July 2010

High Street 1 World Cup 1

Overview

+4.0%

June 2009: -0.9%

- Spending growth across the high street remained upbeat during June despite distractions from the World Cup and the good weather. **Overall, medium-sized retailers reported like-for-like sales 4 per cent higher, with most categories experiencing growth.**
- Although footfall was negatively impacted by the World Cup, especially on days when England played (badly), overall trade largely held-up with strong gains made before the start of the tournament. Noteworthy gains in particular were achieved across home-related sectors at the start and end of the month.
- Despite mounting speculation concerning the negative impact from the Emergency Budget, actual trading evidence of a slowdown is thin on the ground. With the widely-anticipated VAT increase now deferred until 2011, we feel that trade should remain reasonably strong for the remainder of the year.

Fashion

+3.9%

June 2009: -1.1%

- **Fashion like-for-likes rose by 3.9 per cent.** Summer clearance promotions helped supplement positive trends, with footwear and youth ranges selling strongly. In other areas trade was more subdued.

Non-fashion

+2.1%

June 2009: +1.7%

- **Non-fashion like-for-likes increased by 2.1 per cent.** Trade was varied with health and beauty and leisure below par, offset by solid gains across luxury.

Homewares

+9.5%

June 2009: -5.6%

- **Set against weak comparisons, homeware like-for-likes jumped by 9.5 per cent.** Sales were particularly strong at the start and the end of the month.

Non-store

+40.4%

June 2009: +43.2%

- **The good run across non-store channels continued with the vast majority of stores recording double-digit growth.**

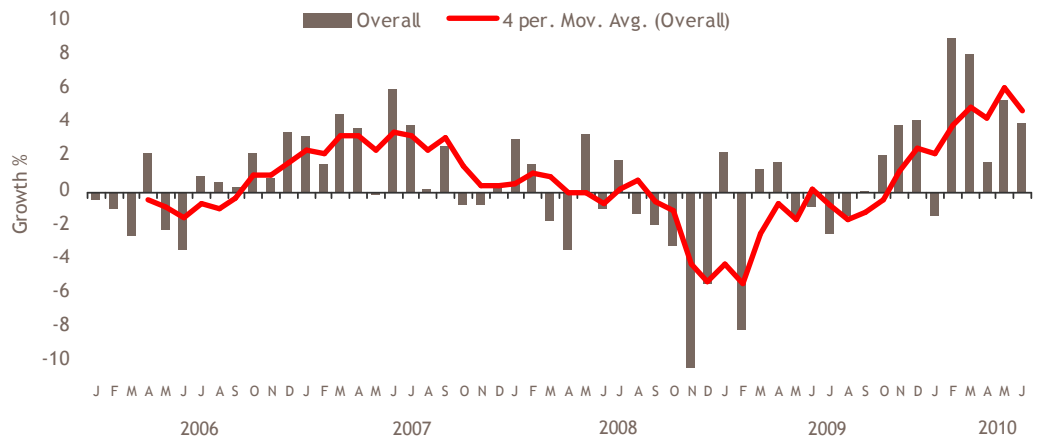
The High Street Sales Tracker outlines weekly like-for-like sales changes of some 70 mid-tier retailers with c10,000 individual stores across **Fashion**: accessories, clothing, footwear. **Non-fashion**: general household goods, gifts, health & beauty, leisure goods. **Homewares**: cookware, furniture & floorcoverings, lighting, linen & textiles. **Non-store**: mail order, online & other non-store channels.



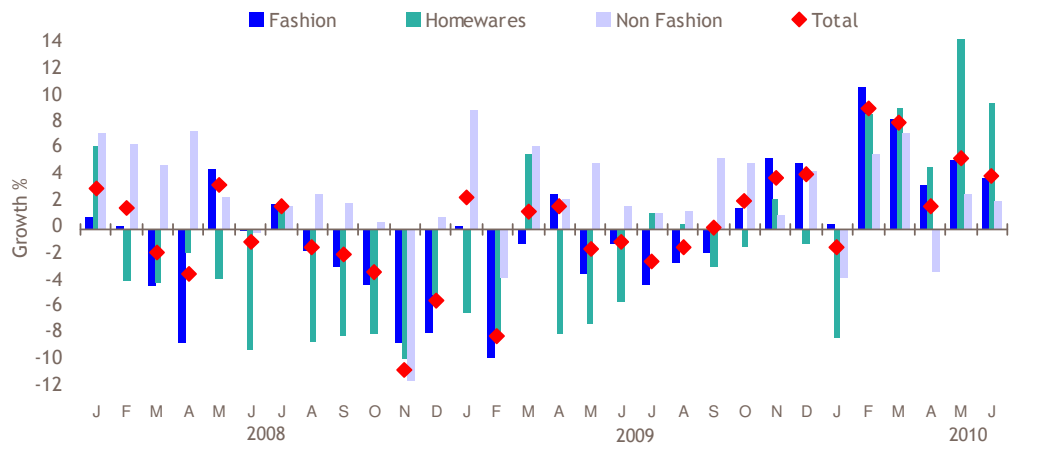
WEEKLY LIKE-FOR-LIKE RESULTS JUNE 2010

LFL Growth %	Week 1 (we 6/6)	Week 2 (we 13/6)	Week 3 (we 20/6)	Week 4 (we 27/6)	Week 5 (we 4/7)	Total June
Fashion	+9.3	+4.3	+2.1	+1.5	+1.7	+3.9
Non-fashion	+7.6	+0.4	+1.9	-1.0	+2.1	+2.1
Homewares	+26.6	+6.8	-1.7	-10.7	+14.4	+9.5
Non-store	+72.0	+32.3	+39.0	+19.5	+33.1	+40.4
Overall	+11.0	+3.6	+1.7	+0.1	+3.1	+4.0

MONTHLY LIKE-FOR-LIKE RESULTS 2006-2010



MONTHLY LIKE-FOR-LIKE RESULTS BY SECTOR 2008-2010



Further Information: Jamie Talmage, jamie.talmage@bdo.co.uk, tel: 0207 893 3129

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