BDO HIGH STREET SALES TRACKER

AUGUST MONTHLY REVIEW 4 weeks until 29 Aug 2010

3 Sept 2010

TOTAL
+3.6%
August 2009: -1.4%

Growth across the board

- Spending on the high street continued to grow during August despite sustained speculation about a double-dip recession. **Overall, medium-sized retailers reported like-for-like sales up by 3.6 per cent, with sales holding-up in most categories.**
- Despite these results being flattered by the soft prior year comparisons, they are still nevertheless stronger than expected.
- Although the wider consumer outlook is uncertain, it would seem that the prevailing mood across the high street is still relatively upbeat. There continues to be little firm evidence on the ground that consumers are cutting spending.

FASHION
+2.8%
August 2009: -2.6%

- The positive sales momentum continued with autumn ranges beginning to sell in numbers. Although the poor performance of some mainstream brands held-back results, especially across womenswear, demand continues to hold-up.

NON-FASHION
+5.3%
August 2009: +1.4%

- Non-fashion takings rose well with gains made in most categories. Leisure goods were the strongest performers, while luxury and gifting also outperformed, despite the start of Ramadan knocking sales at the start of the month.

HOMEWARES
+4.5%
August 2009: +0.4%

- Pretty strong results were reported across home-related sectors with cookware and accessories selling strongly. However, demand remains inconsistent and largely promotion driven.

NON-STORE
+32.8%
August 2009: +62.4%

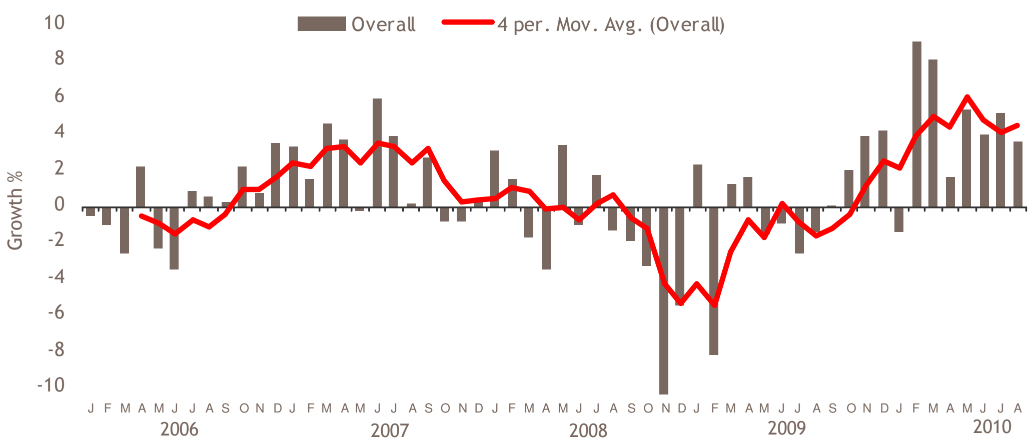
- Non-store channels continued to significantly outperform the high street, but the magnitude of this outperformance is getting less as online retailing matures.

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.

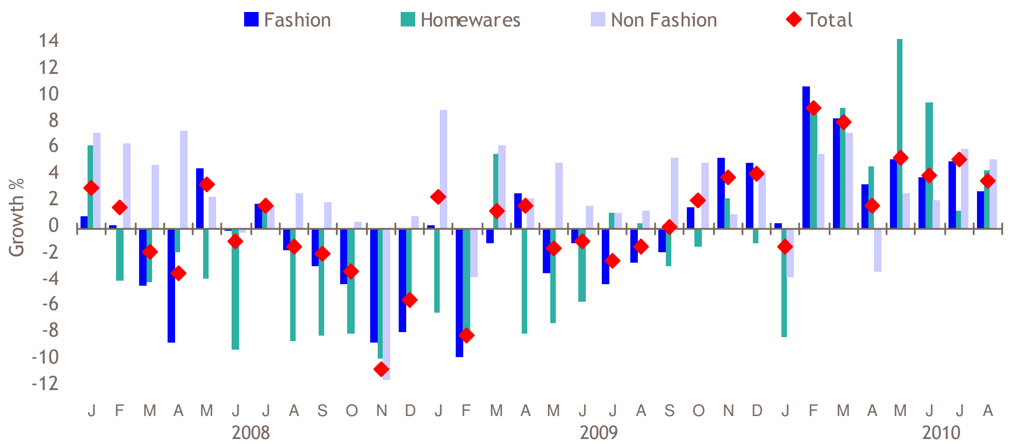
MONTHLY LIKE-FOR-LIKE RESULTS AUGUST 2010

LFL Growth %	Week 1 (we 8/8)	Week 2 (we 15/8)	Week 3 (we 22/8)	Week 4 (we 29/8)	Total August
Fashion	+5.7	+0.5	+1.1	+4.3	+2.8
Non-fashion	+7.5	+2.8	+8.3	+2.9	+5.3
Homewares	-0.6	+3.5	+5.4	+8.4	+4.5
Non-store	+26.9	+37.4	+22.4	+42.7	+32.8
Overall	**+5.8**	**+1.4**	**+3.3**	**+4.2**	**+3.6**

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