BDO HIGH STREET SALES TRACKER

DECEMBER MONTHLY REVIEW 5 weeks until 2 Jan 2011 — 7 Jan 2010

NEW YEAR SURGE MASKS A DISAPOINTING XMAS

TOTAL
-0.5%
December 2009: +4.2%

- Despite seeing a significant improvement in post-Christmas trade, high street spending was largely subdued during December, with sales falling in many categories. Overall, medium sized retailers reported like-for-like sales down 0.5%.
- Trading was heavily impacted by the snow throughout the key pre-Christmas period, with sales dropping by near double-digit levels during the first half of the month. Where shoppers did venture out they mainly focused on the larger department stores rather than smaller mid-market chains.
- Although frenetic activity through the New Year Sales, coupled with outstanding results from online channels, helped trade to recover pretty strongly during the last week of the month, this upturn was not strong enough to make up for poor sales pre-Christmas.

FASHION
-1.0%
December 2009 +5.0%

- Trade was generally weak throughout the pre-Christmas period with only footwear and outdoor specialists able to take advantage of the wintry weather. A strong uplift was witnessed after Christmas, with higher priced aspirational brands leading the way.

NON-FASHION
+0.9%
December 2009: +4.4%

- Trends were mixed but demand was lacklustre. A last minute rush helped some gifting and luxury stores to outperform, while early promotions helped others to post positive results.

HOMEWARES
-1.8%
December 2009: -1.1%

- Pre-Christmas trading was very slow handicapped by the weather. VAT stimulated purchasing, and the usual New Year boost, helped drive sales in the last week of the month.

NON-STORE
+45.4%
December 2009: +73.9%

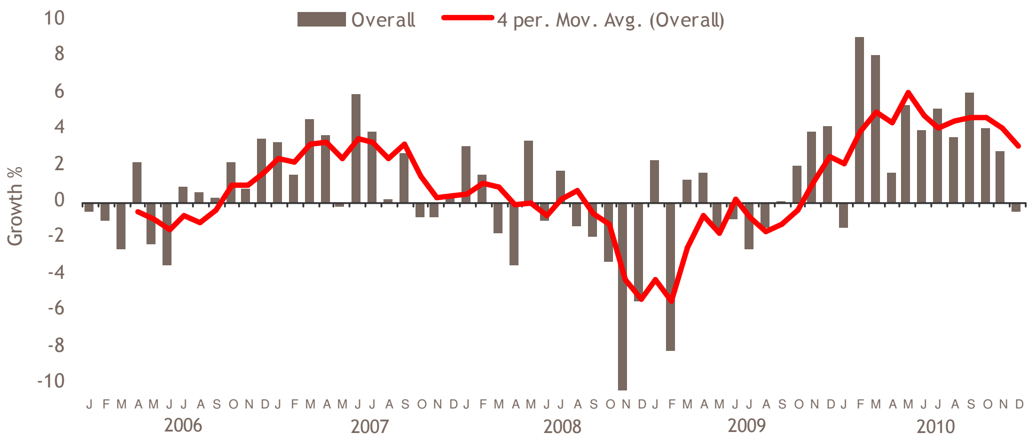
- Outstanding results were achieved across non-store channels with sales soaring in most categories.

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.

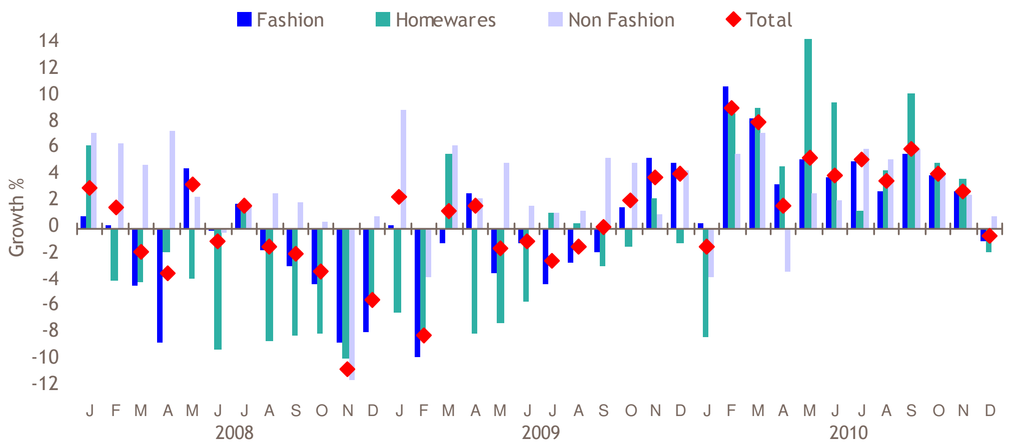
MONTHLY LIKE-FOR-LIKE RESULTS DECEMBER 2010

LFL Growth %	Week 1 (we 5/12)	Week 2 (we 12/12)	Week 3 (we 19/12)	Week 4 (we 26/12)	Week 5 (we 2/1)	Total December
Fashion	-9.9	+0.3	-3.7	-2.1	+11.4	-1.0
Non-fashion	-3.7	+2.4	-2.3	+9.0	+1.9	+0.9
Homewares	-13.9	-3.6	-7.7	+2.9	+15.8	-1.8
Non-store	+50.0	+36.5	+41.6	+35.4	+58.8	+45.4
Overall	**-8.8**	**+0.6**	**-3.5**	**+1.2**	**+8.3**	**-0.5**

MONTHLY LIKE-FOR-LIKE RESULTS 2006-2010



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



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