BDO High Street Sales Tracker

OCTOBER MONTHLY REVIEW 5 weeks until 1/11/2009

6 November 2009

Momentum building

Overview
+2.1%
Oct 2008: -3.2%

- The tentative recovery in high street spending strengthened during October with mid-market retailers reporting a solid (+2.1 per cent) upturn in like-for-like takings.
- Reports of improving sales were widespread on the back of stronger core footfall levels. Big gains were made in a number of non-fashion categories, while homeware trade improved significantly during the second half of the month. Demand for winter clothing was held back by the unseasonably warm weather, but fashion sales still rose modestly.
- Although these results were flattered by the soft prior year comparisons, they are still nevertheless broadly encouraging. With extremely weak comparisons between now and Christmas to come, we expect sales to remain positive in both November and December.

Fashion
+1.6%
Oct 2008: -4.2%

- **Fashion retailers saw takings increase for the first time since April with like-for-likes up 1.6 per cent.** However, there was plenty of evidence of soft underlying demand, with consumers reluctant to purchase higher ticket winter items given the unseasonably warm weather.

Non-fashion
+5.0%
Oct 2008: +0.5%

- **Another strong month was reported by non-fashion retailers with like-for-likes up 5.0 per cent.** Big gains were made in most categories, with luxury and gifting posting the strongest results.

Homewares
-1.3%
Oct 2008: -7.9%

- **Homeware like-for-likes decreased by 1.3 per cent, with takings held back by poor demand during the first half of the month.** During the second half demand improved significantly, with furniture and textiles the most positive.

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.

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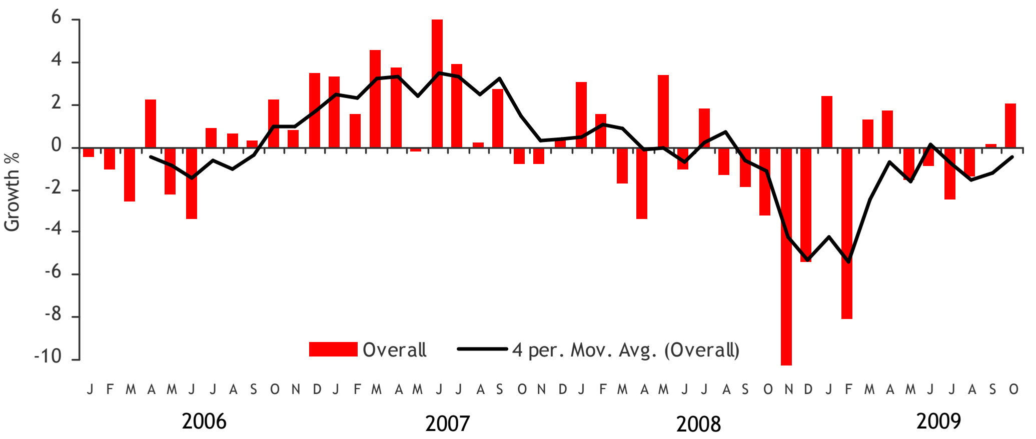
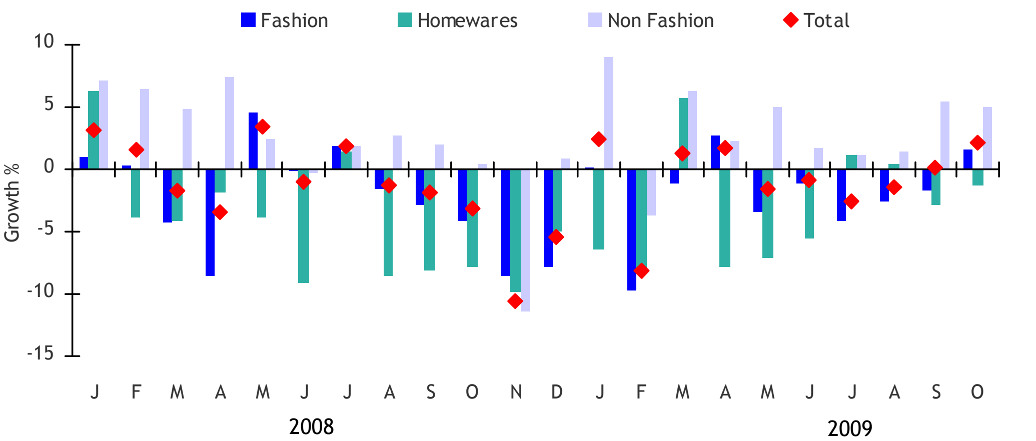
Weekly Like-for-Like Results October 2009

LFL Growth %	Week 1 (w/e 4/10)	Week 2 (w/e 11/10)	Week 3 (w/e 18/10)	Week 4 (w/e 25/10)	Week 5 (w/e 1/11)	Total October
Fashion	-3.2	+1.4	+6.2	+1.7	+2.1	+1.6
Non-Fashion	+3.4	+5.8	+9.1	+4.8	+0.6	+5.0
Homewares	-8.6	-3.7	-5.2	+1.4	+8.3	-1.3
Overall	-2.1	+1.9	+5.7	+2.5	+2.5	+2.1

Monthly Like-for-Like Results 2006-09



Monthly Like-for-Like Results by Sector 2008-09



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