

Sales performance by business

\$ MILLION	Q3'24	Q3'23	CHANGE	ADJ CHANGE ¹
BIG W (store-originated)	916	955	(4.0)%	(5.0)%
eCommerce	86	91	(5.8)%	(4.6)%
Total BIG W sales	1,002	1,046	(4.1)%	(4.9)%

Operating metrics

	Q3'24	Q3'23
Customer metrics²		
VOC NPS (Store and Online)	61	64
Store-controllable VOC (%)	82	83
Sales metrics	Adjusted¹	
Total sales growth	(4.9)%	5.7%
Comparable sales growth	(5.1)%	5.5%
Volume productivity metrics	Adjusted¹	
Comparable transactions growth	(2.3)%	6.8%
Comparable items per basket growth	(1.8)%	(5.8)%
Comparable item growth	(4.1)%	0.6%

BIG W X

	Q3'24	Q3'23
Customer metrics		
Online VOC NPS (eCom and Digital)	63	67
eCommerce sales metrics		
eCommerce penetration	8.5%	8.7%
Loyalty		
Everyday Rewards scan rate (% of transactions)	57.0	53.9

¹ Adjusted for the non-comparable timing of New Year's Day and Easter

² Customer metrics represent the final month of the quarter

Trading performance

BIG W's VOC NPS (Store and Online) ended the quarter at 61, up one point on Q2 F24; however, down three points on the prior year, largely driven by a decline in eCommerce metrics. Store-controllable VOC was largely stable increasing two points compared to Q2 F24 and declining one point compared to the prior year.

BIG W total sales for the quarter declined 4.1% to \$1,002 million reflecting a reduction in discretionary spending. On an adjusted basis total sales declined 4.9%. Across the four key trading segments, sales in Play were broadly flat with growth in Books, Toys and Gaming. In Everyday categories, a strong performance in Beauty, Celebrations and Events more than offset lower sales in Petcare and Baby/Nursery. Sales growth in Clothing and Home were most impacted in the quarter with Clothing sales impacted by a slow start to Autumn/ Winter, and Home sales impacted by ranging changes that resulted in availability challenges. There remains more to do in these segments.

BIG W GMV (including 1P eCommerce sales and BIG W Market) increased by 7.6% compared to the prior year with BIG W Market GMV sales of \$14 million. Traffic to the BIG W website increased by 10.5% supported by

range expansion and the launch of the 'More for Less' value campaign. BIG W X's 1P eCommerce sales declined 5.8% to \$86 million and eCommerce penetration decreased to 8.5% after cycling the back to school online-only vouchers in the prior year. BIG W app usage continued to grow with one million downloads to date and the layby feature enabled in the app during the quarter. Everyday Rewards scan rates increased to 57% supported by Member Price events, BIG W app offers and seasonal campaigns.

Despite the challenging trading environment, BIG W continued to make progress on its transformation agenda including the roll out of strategic stock loss initiatives, and the implementation of Group capabilities and tools in space management, promotional planning and mark-down optimisation.

BIG W's total store network remained unchanged at 177 BIG W stores at the end of the quarter.

BIG W continued to make a real difference for families through a donation of \$158,000 to Perth Children's Hospital Foundation supporting the development of an interactive nature space, which provided much needed respite for frequent and long-term patients and families, as well as opportunities for play, learning and discovery. The Bunnyville fundraising campaign raised over \$234,000 with \$100,000 donated to the Breakfast Library program in partnership with the Australian Literacy and Numeracy Foundation.