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COMPANY ANNOUNCEMENT **29 October 2026**

FY27 Sales Update

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For the period 1 July 2026 to 30 September 2026 (Q1 FY27):

- Total sales growth for JB HI-FI Australia was -0.4% with comparable sales growth of -1.4%.
- Total sales growth for JB HI-FI New Zealand was 17.3% with comparable sales growth of 10.7%.
- Total sales growth for The Good Guys was -0.1% with comparable sales growth of -0.4%.
- Total sales growth for e&s was -3.7% with comparable sales growth of -4.5%.

The Group continues to see variability in trading and heightened competitive activity, with customers remaining focused on value and increasingly shopping during promotional events.

In October, the Group has seen sales slow ahead of the important Black Friday and Christmas trading periods. As always, the Group will continue to focus on driving demand and growing market share through creating great value offers for its customers and delivering exceptional customer service.

Authorised by the Board.

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