



ASX Announcement

14 July 2005

Super Cheap Auto pegs different name, direction for CampMart stores

Super Cheap Auto Group Limited (SUL) today announced plans to rebrand its recently acquired CampMart business to BCF, along with plans to open new stores across Australia and New Zealand.

Super Cheap Auto Group Limited Managing Director, Mr Bob Thorn, said the name change from CampMart to BCF – whose initials stand for Boating, Camping and Fishing – was timely and better reflected the complete retail offer for customers.

The Super Cheap Auto Group will be investing around \$27.5 million in BCF during the 2005/06 year, with \$14.5 million in working capital, \$8 million in store fit-out and equipment and \$5 million in set-up and launch costs. The business is expected to generate around \$40 million of sales and a \$1 million contribution, before set up and launch costs, to Group EBIT in the 2005/06 year.

“We are very excited with the next phase in the development of CampMart,” Mr Thorn said. “We have spent two years researching the market and getting our offer right. Now we are ready to start the roll-out of BCF stores across Queensland.”

Stocking everything that the boatie, camper or fisherman requires, BCF stores will follow a larger retail format and cater for everyone from the novice to the passionate customer.

Mr Thorn said four CampMart stores would initially be refitted and rebadged under the BCF banner with six new BCF stores planned for Queensland by Christmas 2005.

“Our long term goal is to have a network of at least 60 BCF stores throughout Australia and New Zealand.

“We don’t expect it to be easy because there’s some good competition out there. But we believe there’s a need for a good one-stop-shop for customers’ boating, camping and fishing needs.”

BCF is being managed separately to Super Cheap Auto to ensure both businesses get the attention they deserve.

“We are proud of the success of Super Cheap Auto and want to ensure that it continues into the future. But we are also very excited about the potential of BCF and we are expecting big things from this great business.”

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