

Tuesday, 21 October 2025

ASX/Media Announcement

Super Retail Group appoints Paul Bradshaw as Group Managing Director and Chief Executive Officer and promotes Michael Wassman to Managing Director - BCF

Super Retail Group today announces the appointment of Paul Bradshaw as Group Managing Director and Chief Executive Officer, effective 1 November 2025. The appointment follows a global and local search process and reflects the Company's focus on leadership continuity and strategic consistency.

Mr Bradshaw is currently Managing Director – BCF and brings more than 30 years of retail leadership experience across Australia and the United Kingdom in roles spanning operations, strategy and store development. Since joining Super Retail Group in 2019, he has led the transformation of BCF into a clear category leader, delivering strong operational and financial performance.

In conjunction with this appointment, BCF's current GM Retail Operations, Michael Wassman, has been appointed to the role of Managing Director – BCF, also effective 1 November 2025.

Chair of the Board, Judith Swales, welcomed the appointments:

"The Board is pleased to appoint Paul as our next Group Managing Director and CEO. Paul has an exceptional understanding of retail, leads with a clear focus on the customer, and is highly regarded by his team and peers."

"He has consistently demonstrated strategic clarity, commercial discipline and strong results. Under Paul's leadership since 2019, BCF's sales have grown 85 per cent and profit before tax has increased almost three-fold."

"The Board is confident Paul will lead Super Retail Group into its next phase of growth, providing for continuity of strategy and execution, while remaining true to our vision and values."

"We also congratulate Michael Wassman on his appointment to lead BCF. Michael has been a highly respected member of the BCF team for nearly 20 years, with a deep understanding of retail operations, strategy and merchandising."

"These appointments are a testament to the strength of our internal talent and succession planning processes."

Paul Bradshaw said:

"It's a privilege to lead a business I know so well and believe in so deeply. I'm proud of what we've achieved as a team and excited about the opportunity to lead Super Retail Group through its next chapter. My focus will remain on delivering value for our customers, supporting our team, advancing our culture and driving sustainable returns for shareholders."

Paul Bradshaw succeeds interim CEO David Burns, who will return to his role as Chief Financial Officer on 1 November 2025.

Paul Bradshaw biography

Paul Bradshaw is an experienced retail executive with more than three decades of leadership across leading Australian and UK retailers including Coles, ASDA and Safeway.

After working in various managerial roles at Safeway in the UK, Paul joined ASDA working in operations, property development and strategy positions. Paul spent nearly a decade with the Coles Group, holding several leadership roles including Group General Manager Store Development and Chief Store Operations Officer. Paul joined BCF in 2019.

Originating from the UK, Paul moved to Australia in 2010 and is based in Queensland.

A summary of the material terms of the employment agreement with Mr Paul Bradshaw is set out in Appendix 1.

Investor enquiries:

Mark Christensen, GM, Investor Relations

Ph: 07 3482 7138

E: mark.christensen@superretailgroup.com

Media enquiries:

Kate Carini, GM, Corporate Affairs

Ph: 07 3482 7404

E: media@superretailgroup.com

The release of this announcement has been authorised by the Board of Super Retail Group Limited.

Appendix 1

Summary of material terms of employment contract for Mr Paul Bradshaw

Position	Managing Director & Chief Executive Officer (MD & CEO)
Commencement date	1 November 2025
Term of agreement	No fixed term. Ongoing unless terminated by either party (see below under Notice Period)
Annualised fixed pay	\$1,200,000 gross (inclusive of base salary, superannuation and any benefits or packaged items).
Short Term Incentives (STI)	The MD & CEO's STI Target (100%) will be \$1,200,000 (annualised). For FY26, the STI award for the MD & CEO will be delivered as 50 per cent cash and 50 per cent as restricted shares subject to vesting conditions. Provided the MD & CEO meets all conditions until the respective vesting dates, the restricted share deferral is released 50 per cent in September 2027 and 50 per cent in September 2028. The payment and awarding of any STI is subject to the Super Retail Group's Short Term Incentive Scheme Rules and subject to the MD & CEO's performance as assessed by the Board, having regard to his STI objectives. The STI Target will be reviewed annually by the Board.
Long Term Incentives (LTI)	At the discretion of the Board, and subject to any necessary shareholder approvals, the MD & CEO will be eligible to participate in Super Retail Group's Long Term Incentive (LTI) Plan. The key elements of the Plan are outlined in the Group's 2025 Annual Report. Mr Bradshaw's initial LTI grant will be \$1,600,000 (pro rated for time served in his current role as Managing Director – BCF). The FY26 LTI grant is subject to shareholder approval. Noting that timing precludes the inclusion of this item in the 2025 AGM, approval will be sought at the 2026 AGM. The 2026 Notice of Meeting will seek approval for both the FY26 and FY27 LTI grants. Terms and conditions are per the Super Retail Group's LTI Scheme Rules. Vesting of the award will be assessed by the Board against performance conditions set by the Board.

Minimum Security Holding Requirements	Under the Minimum Security Holding Policy, the CEO must hold SRG shares equal to 150 per cent of Fixed Pay within five years of their appointment. This policy is available on SRG's website.
Notice Period	Either party may terminate the employment by giving six (6) months' written notice.