

ersonal use only

Accent Group

Glue.
STORE

TREND
IMPORTS 

Accent Group Limited is the leading digitally integrated retail and distribution business in the Apparel and Footwear performance and lifestyle market in Australia and New Zealand

Accent Group

Retail and Wholesale Distribution Channels

Owned Multibrand Retail Banners



Retail & Wholesale Distribution

Accent has the exclusive rights to distribute these brands in Australia



Strong Brand and Product Relationships

Third-party Global Brands



Exclusively Distributed Global Brands



Vertical Products



Omnichannel Platforms and Customer Access

Virtual and Digital

Digital sales accounted for **22.3%** of total sales in H1 FY21

21 websites across all brands

VIP and Loyalty

8m contactable customers

Loyalty programs to rolled out starting H2 FY21

Stores

Approaching 600 stores enabling omnichannel distribution with key presence in both metropolitan and regional areas

Next Athleisure Acquisition

The Next Athleisure business has a strong alignment to Accent's growth strategy, including Glue Store, a leading Australian youth retailer and vertical brand owner and a strong group of global distributed brands



- A\$13m purchase price
- Annual sales of around \$90m, including \$16.6m online sales
- Leading Australian youth apparel, shoe and accessory retailer
- Aspirational range spanning global street, fashion and sport cultures
- Product range includes leading domestic and global brands and growing owned vertical brands
- Network of 21 physical stores and an integrated digital store
- c. 500k loyalty program members
- A strong portfolio of global distributed brands, including Superga, Ellesse, le coq sportif, Kappa, K-Way, Sebago and Napapijri (still subject to brand owner consent)



Strategic Rationale

- ✓ Established multi-brand retail banner that is complimentary to Accent's existing banners
- ✓ Provides a platform to accelerate Accent's growing apparel and owned vertical brands business
- ✓ Fragmented youth apparel market with significant opportunity to grow stores and capture share
- ✓ Full ownership of exciting owned vertical brands, including Nude Lucy and Beyond Her
- ✓ Ability to leverage Accent's retail expertise to improve the Glue merchandise offer and customer experience
- ✓ Attractive acquisition price and significant opportunity to improve profitability

Glue – Store Network

Glue operates an integrated network of 21 stores and an online store, with significant opportunity to grow the store network over time.

Store network

2 Brisbane Stores

Integrated online store

14 New South Wales
Stores

5 Victorian Stores



Store Layout



Next Athleisure – Exclusive Owned Vertical Brands

Next Athleisure owns a number of exciting exclusive vertical brands, including Nude Lucy and Beyond Her.



NUDELUCY

Minimal & timeless. Nude Lucy create versatile pieces for everyday, for her (16-36) everyday life.

BEYOND HER

Beyond Her is the street-inspired design brand for the bold woman who knows edge (18-24).

ARTICLE / ONE

Creating classic staples for the modern man (16-36) Article One forms the core of every wardrobe.

LULU&ROSE

Romance, nostalgia and femininity. Welcome to fashion for women (24-35) made with quality.

Immediate Focus and Strategic Roadmap

Accent has identified a number of near-term initiatives to accelerate the profitability of Glue and drive growth.

1 Stores

- Strengthen brand partnerships
- Team aligned to Accent values and culture
- Introduce significantly upsized footwear and accessories ranges
- Introduce upweighted range of Accent's exclusive distributed brands
- Enhance store layout, design and feel
- Improve store profitability and growth
- Optimise store rents

Accelerate store roll-out once the above initiatives are in place

2 Digital

- Leverage Accent's capabilities to accelerate

3 Vertical & Product

- Drive & grow Next Athleisure owned vertical brands
- Introduce Accent-owned vertical brands

4 Shared Services

- Leverage Accent's shared services functions