

30 April 2026

ASX/Media Announcement

Appointment of CFO and MDs rebel and Supercheap Auto

Leading Australian retail executive, Sarah Hunter, will join Super Retail Group as Chief Financial Officer, and strategic brand and retail operator, Jenny Child, will take over the leadership of rebel under executive changes announced today.

Super Retail Group has also confirmed the appointment of Ben McConnell as Managing Director of Supercheap Auto.

Ms Hunter, most recently Managing Director of Officeworks and a member of the Wesfarmers Leadership Team, will join Super Retail Group as Chief Financial Officer, Designate from 1 June 2026 and brings more than 15 years of leadership experience in the retail sector.

Ms Child, who led the transformation of Orotan Group as Chief Executive Officer and Executive Director, will join the Group as rebel Managing Director, effective 1 June 2026 and brings 15 years of consulting experience at McKinsey & Company, including 7 years as Partner serving global retail and consumer clients.

The two new appointments follow the retirements of long-serving CFO David Burns and rebel Managing Director Gary Williams.

Paul Bradshaw, Super Retail Group Managing Director and Chief Executive Officer said: "Sarah is an accomplished leader who shares our customer-focused approach to retail management and we are delighted to have her join the Super Retail Group team. Sarah is a strong financial and transformation leader with demonstrated operational depth and she will be a significant asset to our business as we prepare to embark on our new five-year strategy."

At Officeworks, Ms Hunter led a team of more than 9,000 across 173 stores, offices and distribution centres, delivering sustained growth in revenue, profitability and omni-channel sales over several years.

Mr Burns, who joined Super Retail Group as Chief Financial Officer in December 2012, will remain in the role of Chief Financial Officer to 28 August 2026 and will retire in November 2026.

"On behalf of the Board and our team, I would like to sincerely thank David for his contribution and commitment to the Group over the past 13 years. I am grateful for David's leadership and the integral role he has played in helping to grow and transform our business, while delivering value for our customers and sustainable returns for our shareholders. David has been an outstanding executive for our business and I wish him well in his retirement," Mr Bradshaw said.

Ms Hunter said: "Like millions of Australians, I am passionate about Super Retail Group's brands and I am thrilled to be joining the Group to help deliver a new phase of growth with Paul and the leadership team. This is an exciting period for Super Retail Group and I look forward to working with the team to grow its much-loved brands and continue its customer-first approach."

At Orotan, Ms Child led the revitalisation of the fashion brand and a return to sustained profitability during her tenure.

Ms Child said: “rebel is one of Australia’s favourite retail brands, and I am excited to be taking the helm at a time when Australians have never been more invested in their fitness and wellbeing. I look forward to working with Paul, the executive team and the incredible rebel team to help shape its next phase of growth.”

Mr Bradshaw said: “I am delighted to have Jenny on board to lead rebel during what is a challenging and competitive time for the retail sector as a whole. Jenny’s experience shaping customer-led strategy and reviving a heritage brand with a focus on long-term growth and value will ensure rebel is well placed to deliver on our ambitions.”

“I am grateful to Gary for his leadership at rebel over the past seven years. He led rebel through COVID, the rollout of a formidable store network, grew our global partnerships and launched our rebel Active loyalty program. On behalf of the Board and the rebel team, I want to thank him for his passion and wish him well in retirement.”

Ben McConnell has been appointed Managing Director of Supercheap Auto effective immediately, having served in the role in an interim capacity since November 2025. He brings more than 25 years of ecommerce, operations and marketing experience within the Group.

Mr Bradshaw said: “Ben is a passionate, customer-driven leader who will be a strong custodian for our flagship Supercheap Auto business. His strong people-focus, operational and omni-channel experience will ensure Supercheap Auto is well positioned to grow and transform to better serve our customers.”

Mr McConnell said: “Supercheap Auto is Australia’s favourite automotive retailer and it is a privilege to be appointed to lead this fantastic business. Originally starting on the shop floor with Supercheap Auto in 2000, I have spent more than 25 years working across various functions within SRG. I’m excited to now lead this brand and build on our strong culture while delivering a leading customer experience.”

Sarah Hunter biography

Sarah was most recently Managing Director of Officeworks and long-serving member of the Wesfarmers Leadership Team. Prior to leading the Officeworks business, Sarah held several senior positions at Coles Group including State General Manager (Victoria) for Coles Supermarkets and Program Director of the Coles demerger, where Sarah was responsible for the end-to-end separation of Coles from Wesfarmers, delivering the largest corporate demerger in Australia. Sarah also held a series of senior finance and strategy leadership roles at Coles, including Financial Controller of Coles Group. Her experience also includes a number of senior commercial, finance and strategy roles in the UK, including Finance and Strategy Director of Gatwick Airport and Head of Investor Relations for BAA plc (Airport Operator).

Jenny Child biography

As CEO and Executive Director of Orotan Group, Jenny led the revival of the luxury Australian brand between 2021 and 2025. During this time, Jenny undertook a comprehensive turnaround strategy that restored the brand to profitability with a key focus on customer connection and investment in people and technology. Prior to that, Jenny was a partner in McKinsey & Company’s Consumer and Retail Practice, advising CEOs and boards across Australia, New Zealand and North America. During her 15 years with the consultancy firm, Jenny led the design and delivery of a number of growth and transformation strategies for leading retail and consumer companies.

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

Authorised for release by the Board of Super Retail Group Limited.