F27 AGM Trading Update

Sales for the 14 weeks from 29 June 2026 to 4 October 2026

Sydney: 30 October 2026

Endeavour Group Limited will provide the following update on its Q1 trading performance at today's Annual General Meeting (AGM).

Key financial metrics ($ million)	Q1 F27 (14 WEEKS) WEEKS 1 - 14	Q1 F26 (14 WEEKS) WEEKS 1 - 14	Q1 CHANGE (14 WEEKS) WEEKS 1 - 14
Retail	2,575	2,499	**3.0%**
Hotels	603	592	**1.9%**
Total Group Sales	**3,178**	**3,091**	**2.8%**

Retail

- Sales growth momentum in Retail continued in Q1, driven by transaction growth in Dan Murphy's
- Promotional intensity remains elevated, particularly in the online channel
- Dan Murphy's added 3 (net) new stores and BWS added 2 (net) new stores
- At the end of Q1, Retail began cycling higher sales in the prior year, following the introduction of lower shelf prices and an uplift in industry-wide promotional activity

Hotels

- Food & beverage sales were supported by a record 38% scan rate for members of our pub+ loyalty program
- Gaming activity moderated, reflecting overall market trends. Gaming revenue in Q1 F27 was flat compared to Q1 F26
- Hotel refurbishments and renewals are progressing to plan, with 34 expected to be completed by the end of H1

Endeavour Group Managing Director and CEO, Jayne Hrdlicka said:

"In a challenging macro-economic environment, our Retail business continued to outpace the overall liquor market, delivering 3.0 per cent sales growth in Q1, reflecting a very strong July and more moderate consumer spending since. Our Retail business has now achieved four consecutive quarters of sales growth[1].

Sales growth in Hotels moderated in Q1 as growing cost of living pressure, including higher fuel prices, impacted discretionary spending. We continue to execute against our Hotels strategy, delivering initiatives designed to simplify our operating model and improve our Hotel network to competitively upgrade venues and enhance our guests' experience.

Looking ahead, we expect customers to continue to manage their spending carefully and prioritise value for money in their purchasing behaviour. As we approach the end-of-year holiday season, we have clear plans in place across the Group to ensure our range, value-driven offers and quality of service mean that we are the destination of choice for both retail liquor and hospitality."

[1] Normalised for the timing of Easter, which fell in Q3 in F26 compared to Q4 in F25.

The release of this announcement has been authorised by the Board.

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