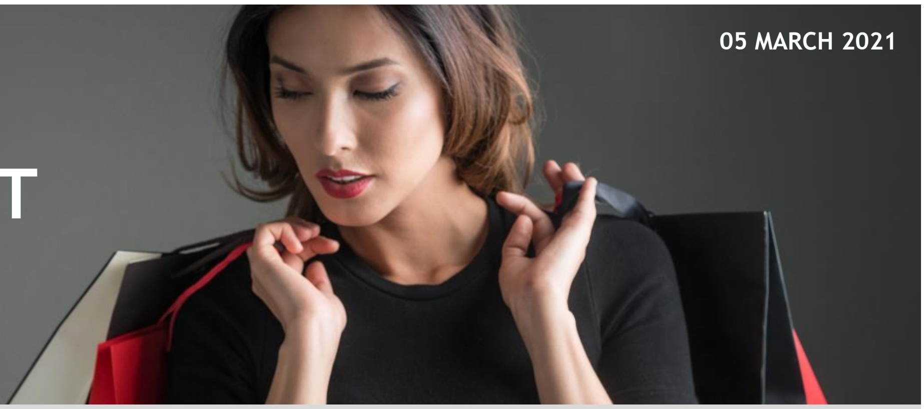
05 MARCH 2021

BDO HIGH STREET SALES TRACKER



FEBRUARY MONTHLY REVIEW

Four weeks to 28 February 2021

STORE

-80.5%

FEBRUARY 2020: -0.9%

NON-STORE

+167.3%

FEBRUARY 2020: +6.0%

TOTAL

-3.1%

FEBRUARY 2020: -0.5%

Acceleration online as retailers assess the route out of lockdown

- Total like-for-like (LFL) sales fell by –3.1% in February from a base of -0.5% for the equivalent month last year. Total in-store LFLs declined by –80.5% this month from a base of -0.9% for February last year. Total non-store LFLs, on the other hand, increased by +167.3% this month from a low base of +6.0% last year. Non-store LFLs climbed to new heights in February, overriding last month's record for the HSST. Even more significantly than in January, online sales propped up total LFLs while in-store revenues continue to languish amidst lockdown. Nonetheless, February is now the third straight month of negative total LFL sales, also marking the second worst LFL since August last year (behind only January 2021).

- Total LFLs decreased by -7.52% in the first week of February from a base of -0.82% for the same week last year. The second week of the month saw total LFLs increase marginally by +0.76% from a negative base of -3.90% last year. Total LFLs were relatively flat in week three (-0.26%) compared to an equally slight base of +0.39% for the same week last year. The final week of February saw total LFLs decline by -7.11% from a base of -0.88% for the same week last year, as HM Government announced that non-essential retail would be able to re-open its bricks-and-mortar operations from 12th April barring any backsliding of COVID transmission rates.

- Overall footfall continued to sit well below 'normal' levels in February. Footfall did improve across all venues in the final week of the month, however, following the Prime Minister's roadmap announcement and as sunny conditions spread across many parts of the UK. Shopping centres saw footfall decline by the largest amount in each week of February, concluding on a fall of -68.5%. Footfall on the high street began the month with a fall of -71.0% and ended on a drop of -62.6%. Retail parks saw footfall decline by more than a third in each of the first three weeks of February, finishing the month on a decline of -30.4%.

- Online sales climbed yet further in February eclipsing the record figures previously posted in the first month of 2021. Though confidence remains depressed amongst consumers, anticipation of a late spring loosening of social distancing measures may be providing fuel for online sales through the final months and weeks of this lockdown. Moreover, the extension of the furlough scheme to September should help sustain consumer spending as restrictions ease. For retailers, it is clear that cash-flow supportive measures, including £5bn of cash grants, will form an important part of the Chancellor's spring budget, and the government has bought itself time when it comes to the review of business rates. That time should be spent laying the groundwork for a more equitable system that can help safeguard the future of the high street. The fact is that the horizon remains uncertain as consumers begin to plot their emergence from hibernation and caution will be necessary as the economy begins to re-open. The need for limited restrictions could remain, prolonging the need for relief for those hardest hit by the pandemic. Fundamentally, as sentiment begins to improve it will be important to remember that a sustained recovery will need broad foundations.

TOTAL LIKE-FOR-LIKE RESULTS FROM 2020-2021

LFL Growth %	Week 1 (we 07/02)	Week 2 (we 14/02)	Week 3 (we 21/02)	Week 4 (we 28/02)	Total February
Lifestyle	-4.58	-21.99	-16.17	-19.34	-15.6
Fashion	-15.49	8.75	1.98	-9.81	-3.6
Homeware	17.72	33.88	40.23	38.46	32.2
STORE	**-81.28**	**-79.56**	**-80.80**	**-80.57**	**-80.5**
NON-STORE	**179.93**	**169.71**	**178.39**	**141.19**	**167.3**
TOTAL	**-7.52**	**0.76**	**-0.26**	**-7.11**	**-3.1**

As of September 2018, fashion, homewares and lifestyle figures represent combined in-store and non-store totals for that category.

LIFESTYLE

-15.6%

FEBRUARY 2020: -2.5%

- Lifestyle total LFLs shrank by -15.6% in February from a negative base of -2.5% for the same month last year. The result means that total LFLs for lifestyle have been negative for three months in a row. In-store LFLs for lifestyle tumbled by -73.9% this month from a base of -2.9% last year. The category has recorded negative LFLs in each of the last thirteen months, beginning with February 2020.

FASHION

-3.6%

FEBRUARY 2020: +0.4%

- Fashion total LFLs declined by -3.6% this month from a flat base of +0.4% for February last year. Total LFLs for fashion shrank for the twelfth straight month, though this month's result is the highest during that run having recorded two weeks of growth mid-February. In-store LFLs for fashion dropped by -90.2% in February from a base of +0.3% last year. This month's LFL for in-store fashion marks the twelfth month in a row of negative LFL sales.

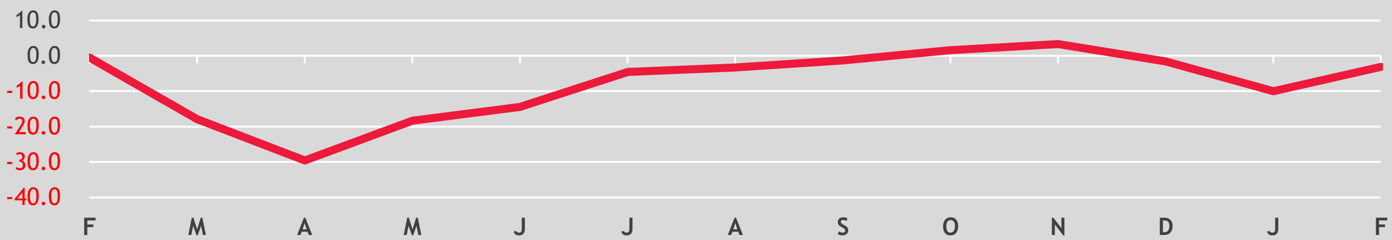
HOMEWARES

+32.2%

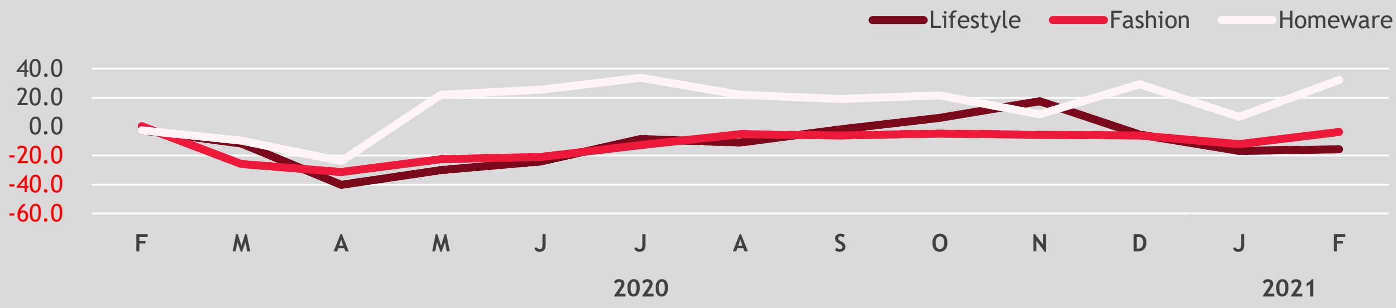
FEBRUARY 2020: -2.5%

- Homeware total LFLs increased by +32.2% in February, but from a base of -2.5% for the equivalent month last year. The result marks ten consecutive months of positive LFL sales for total homewares after the category recorded strong results in each week of February. In-store LFLs for homeware, on the other hand, fell by -51.2% this month from a base of -3.6% last year. February's result is the sixth month of no growth for in-store homeware LFLs.

MONTHLY LIKE-FOR-LIKE RESULTS 2020-2021



MONTHLY LIKE-FOR-LIKE RESULTS BY SECTOR 2020-2021



FOR MORE INFORMATION

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The High Street Sales Tracker outlines weekly like-for-like sales changes of some 80 mid-tier retailers with c10,000 individual stores across **Fashion:** accessories, clothing, footwear. **Lifestyle:** general household goods, gifts, health and beauty, leisure goods. **Homewares:** cookware, furniture and floor coverings, lighting, linen and textiles. **Non-store:** mail order, online and other non-store channels. Total like-for-likes include store and non-store sales. Any footfall figures quoted are provided by Springboard who are a leading provider of automated visitor counting and retail sales analysis.