

# OC&C CHRISTMAS 2011 TRADING INDEX – STORES

Retailer	% change in like-for-like sales 2011	Weeks of period	Period end	% change in like-for-like sales 2010	Movement 2011 on 2010
Mulberry <sup>1,3</sup>	35.0%	6	January 14	-	-
The Garden Centre Group <sup>1,3</sup>	17.0%	6	December 25	-	-
Burberry Group (retail)	13.0%	13	December 31	14.0%	▼
House of Fraser <sup>4</sup>	11.1%	5	December 31	8.5%	▲
Matalan <sup>3</sup>	9.9%	5	December 31	-	-
SuperGroup <sup>1,3</sup>	9.3%	4	December 31	-	-
Blue Inc Stores (Blue Inc Ltd) <sup>1</sup>	9.0%	4	December 31	1.7%	▲
Robert Dyas <sup>1,3,4</sup>	7.4%	4	December 25	-	-
Booker	6.5%	16	December 30	5.4%	▲
Debenhams <sup>1,4</sup>	6.5%	4	January 31	-1.3%	▲
John Lewis (John Lewis Partnership)	6.2%	5	December 31	7.6%	▼
Poundland <sup>3</sup>	5.9%	5	December 31	-	-
QD (Buyright, Lathams, Cherry Lane) <sup>1,3</sup>	5.7%	5	December 24	-	-
Greggs	5.1%	5	January 7	0.6%	▲
JJB Sports (retail) <sup>3</sup>	5.0%	4	December 26	-	-
Pets at Home <sup>3</sup>	4.9%	6	January 12	-	-
The Entertainer (stores only) <sup>1,3</sup>	4.7%	5	December 31	-	-
The Perfume Shop <sup>3</sup>	4.5%	4	December 24	-	-
Original Factory Shop <sup>1</sup>	4.2%	5	January 8	5.0%	▼
Alliance Boots (UK retail) <sup>1,4</sup>	4.1%	5	December 31	3.8%	▲
Majestic Wine	4.0%	9	January 2	3.7%	▲
Dunelm Group	3.8%	13	January 31	-4.2%	▲
Waitrose (John Lewis Partnership) <sup>1</sup>	3.8%	4	December 31	5.4%	▼
New Look <sup>1,4</sup>	3.6%	5	December 31	-9.1%	▲
Co-operative Group (food stores) <sup>1,2,4</sup>	3.1%	4	December 31	5.0%	▼
Marks & Spencer (food)	3.0%	13	December 31	1.8%	▲
Ernest Jones (Signet)	2.3%	9	December 31	-5.9%	▲
JD Sports (sports fascias) <sup>3</sup>	2.3%	5	January 7	-	-
British Retail Consortium Average	2.2%	4	December 31	-0.3%	▲
J Sainsbury <sup>4</sup>	2.1%	14	January 7	3.6%	▼
Marks & Spencer (general merchandise)	1.8%	13	December 31	3.8%	▼
JD Sports (Group)	1.6%	5	January 7	2.5%	▼
H Samuel (Signet)	1.4%	9	December 31	-2.8%	▲
Maplin Electronics <sup>3</sup>	1.4%	4	December 31	-	-
Clinton Cards (Clinton brand)	0.8%	5	January 1	-2.0%	▲
Morrisons Group	0.7%	6	January 1	1.0%	▼
Marks & Spencer (all categories)	0.5%	13	December 31	2.8%	▼
Officers Club (Blue Inc Ltd) <sup>3</sup>	-	4	December 31	-	-
OC&C Store Weighted Average	-0.4%	n/a	n/a	4.1%	▼
JD Sports (fashion fascias) <sup>3</sup>	-0.7%	5	January 7	-	-
Tesco (UK) <sup>4</sup>	-1.3%	6	January 7	0.6%	▼
Homebase (Home Retail Group)	-2.6%	18	December 31	-1.2%	▼
Clinton Cards (Birthdays UK)	-2.7%	5	January 1	-1.5%	▼
Next Retail (Next)	-2.7%	21	December 24	-6.1%	▲
Mothercare <sup>1</sup>	-3.0%	13	January 7	-5.8%	▲
Thorntons (own shops)	-4.2%	14	January 7	-5.9%	▲
Topps Tiles (UK)	-4.2%	13	December 31	2.2%	▼
Carphone Warehouse (Best Buy Europe)	-4.7%	13	December 31	2.3%	▼
Halfords (retail)	-4.8%	13	December 30	-6.6%	▲
Dixons Retail <sup>4</sup>	-5.0%	12	January 7	-4.0%	▼
WHSmith (retail) <sup>3</sup>	-5.0%	21	January 21	-	-
HMV (UK & Ireland)	-8.2%	5	December 31	-13.6%	▲
Argos (Home Retail Group)	-8.8%	18	December 31	-4.9%	▼
Theo Fennell <sup>1</sup>	-11.0%	5	December 31	-7.0%	▼
Comet (Kesa) <sup>3</sup>	-14.5%	10	January 8	-	-
Game (UK & Ireland stores) <sup>1</sup>	-15.2%	8	January 7	-0.5%	▼

Methodology OC&C has used the shortest reported period of like-for-like sales during the Christmas period. Excludes results where the shortest reported period is greater than 26 weeks. Periods vary significantly between retailers therefore care should be taken in interpreting the results. Definitions of like-for-like may vary between retailers but principally refer to same-store sales. Where possible figures relate to trading in UK/UK&Ireland. Figures are stated as reported – no decimal place indicates rounding at the reporting stage. Figures are for like-for-like growth in sales excluding VAT unless indicated otherwise.

Notes 1 2011 period length differs from 2010 2 Excludes petrol 3 No 2010 like-for-like available 4 Like-for-like change in sales including VAT 5 Company reported approximate figures 6 Weighted by most recent reported annual revenue