KMD Brands Limited
ASX / NZX / Media announcement

25 November 2026
(All amounts in NZ$ unless otherwise stated)

KMD Brands First Quarter Trading Update

KMD Brands Limited (**NZX/ASX: KMD**, **"KMD"** or the **"Group"**) provides the following update on trading performance for the first quarter of the financial year ending 31 July 2027 ("Q1 FY27") and progress against the Next Level Strategy.

TOTAL SALES CHANGE YOY[1] (unaudited)	**Q1 FY27** *Aug 26 to Oct 26*
Rip Curl	**+0.8%**
Kathmandu	**+10.2%**
Oboz	**-19.5%**
Group	**+1.6%**

[1] Total sales for Q1 FY27 benefit by approximately +5% from the year-on-year movement in exchange rates used to convert Rip Curl AUD and Oboz USD results to the Group NZD reporting currency.

Direct-to-consumer ("DTC") same store sales (including online)[2] +3.1% for the 14 full weeks ended 1 November 2026:

- Rip Curl +2.5% YoY (excluding Ozmosis). Ozmosis same store sales were -11.1% YoY.
- Kathmandu +5.8% YoY.

DTC Retail continues to be impacted by an Australian consumer focused on value.

Group digital revenue growth of 25.5% heading into the key trading period.

Kathmandu sales momentum continued, supported by the enablement of ship from store and a strong NZ marketplace.

Rip Curl 'Next Gen' product is progressively available in Q2 in support of peak sales trade period.

Oboz wholesale sales were down as planned due to the relocation of the distribution centre. Q2 is anticipated to return to growth.

Group gross margin of 57.3% has expanded (+140bps YoY) as anticipated. Kathmandu was impacted by new season product delays, an ongoing focus on inventory optimisation and clearance access enabled by the roll out of ship from store. Rip Curl margin growth across all channels including Ozmosis.

Oboz and Rip Curl wholesale order books remain in-line with prior year.

Depreciation of the New Zealand dollar continues to create headwinds impacting operating costs, finance costs and net debt, which the Group continues to manage.

Brent Scrimshaw, Group CEO and Managing Director, KMD Brands, said:

"Group sales remained resilient through the first quarter, in line with our expectations."

"We are pleased to see the early returns of our group digital strategy investment, with revenue growth of 25.5%, heading into the key trading period."

[2] At constant exchange rates.

“Early financial year sales and margin have been promising despite challenging macro-economic conditions and points to continued momentum within the group ahead of our key upcoming trading quarters. We remain positive about our ‘Next Level’ progress whilst conscious of the challenging economic environment, predominantly in Australia.”

ENDS

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