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Officeworks delivers strong first half results

Officeworks continues to build on its record FY14 performance, delivering a 7.7 per cent rise in revenue to \$803 million for the six months to 31 December 2014.

The retailer is reaping the benefits of its 'every channel strategy', reporting a strong 19 per cent increase in earnings before interest and tax (EBIT) to \$50 million.

Officeworks' investment in store layouts, new merchandise ranges and in its business to business offer, including a mobile sales team, delivered strong results across the 153 store network and online channel.

Continued investment in the online platform to enhance the customer experience has also paid off, with annualised online sales now exceeding \$200 million.

Officeworks Managing Director Mark Ward said a clear focus on delivering convenience, so customers can shop seamlessly anytime, anywhere, anyhow, and inspiring shoppers to achieve their big ideas were integral to the retailer's positive results.

"The strong sales results are testament to the team's hard work over the past few years to find new and innovative ways to improve the customer experience.

"Improved store layouts and the introduction of new categories are also really paying off. Our new art range, for example, has been extremely popular with customers, while ongoing innovation in a range of other categories, including stationery, cabling and tech accessories are proving very successful," he said.

Mr Ward said Officeworks will continue to find fresh ways to keep its 'Lowest Prices, Widest Range, Great Service' promise to customers.

"To achieve our aim of being the one stop shop, Officeworks will keep introducing new ranges and more services to make life easier for customers. We have some exciting projects in store for the remainder of FY15 which I'm confident will help customers achieve their big ideas" he said.

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About Officeworks:

Established in Richmond in 1994, Officeworks is Australia's leading retailer and supplier of office products and solutions for home, business and education needs. With three easy ways to shop - in store, online or by phone, you'll be sure to find exactly what you need with our widest range, when you need, and all

at the lowest prices. Plus, you'll enjoy friendly expert advice and helpful services. Named Power Retail's Top Online Retailer of 2014, Officeworks offers customers more than 20,000 products on its new and improved [website](#), which is its largest trading store, and operates a national call-centre and a team of expert account managers to cater for micro, small and medium business customers. As part of the Wesfarmers' group, Officeworks has an extensive national footprint operating more than 153 retail stores and employing more than 6,000 team members. Together with Bunnings, Officeworks forms the Home Improvement and Office Supplies division within Wesfarmers. Join Officeworks' online communities on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#) as well as at its blog, [The Office Space](#) for inspiration to achieve your big ideas.