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RNS Number:8708A
John David Group (The) PLC
26 July 2007

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THE JOHN DAVID GROUP Plc

AGM TRADING UPDATE

At the AGM of The John David Group Plc (the "Group"), a leading retailer of sport and athletic inspired fashion apparel and footwear, the following trading update will be provided to shareholders at 1pm today:

On 26 April 2007 in the Preliminary Announcement of the Group's results for the 52 week period ended 27 January 2007, we reported Group like for like sales growth of 7.5% (Sports Fascias +8.1%; Fashion Fascias -2.1%) for the 12 weeks ended 21 April 2007.

After a further 13 weeks of trading, Group like for like sales growth for the 25 weeks ended 21 July 2007 has improved to 9.4%. The Sports Fascia stores are now up by 9.9% cumulatively, having benefited from an earlier sale clearance period, the sale having started only on the weekend of 22/23 July last year. The Fashion Fascia stores are now also up by 1.7% cumulatively. Overall gross margins continue to reflect our recent improving trend, aided by dollar weakness and further gradual growth in own brand merchandise sales. Overheads are broadly in line with expectations although we are continuing to spend more heavily on IT systems and merchandising support. We believe these costs will bring future bottom line benefit.

The Board therefore remains confident of at least achieving current market expectations, whilst continuing to anticipate more challenging second half trading conditions, given rising interest rates, strong prior year comparatives and the continuing extension of distribution channels by core sports brands.

Progress also continues to be made with the rationalisation of the legacy store portfolio from which a further 18 stores (14 Sport; 4 Fashion) have been closed since the year end and 3 stores have been opened in the Sports Fascias.

The Board expects to announce its interim results on 26 September 2007.

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The John David Group Plc

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The company news service from the London Stock Exchange

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