

Supercheap Auto Surpasses \$1 Million in Donations for Mental Health Partner Beyond Blue

Supercheap Auto has announced a \$1 million milestone in donations to its major partner, Beyond Blue, strengthening the automotive retailer's deep commitment to supporting the mental health and wellbeing of its customers, team members, and the wider community.

Since 2021, Supercheap Auto has worked collaboratively with Beyond Blue to help break down the stigma surrounding mental health, encourage meaningful conversations, and provide customers and team members with greater access to support.

Leveraging its network of 310 stores across Australia, Supercheap Auto fundraising initiatives include a combination of corporate donations, in store customer donations, and matching these contributions - highlighted by its annual Mental Health Week fundraising campaign in October.

"Reaching the \$1 million milestone is an incredibly proud moment for our team at Supercheap Auto," said Andre Korte, General Manager, eCommerce and Marketing at Supercheap Auto.

"Mental health affects every community across Australia, and we're grateful to our customers, team members and partners who have helped us support the vital work Beyond Blue does every day.

"Together, we're helping more Australians realise they don't have to face life's challenges alone."

All donations made on behalf of Supercheap Auto help support Beyond Blue's 24/7 Support Service, which provides access to phone, email, webchat, and forum services for those in need.

This helps enable Beyond Blue to provide free mental health information, support, and resources to people across Australia, helping individuals manage anxiety, depression, and challenging life experiences, as early as possible

Georgie Harman AO, Beyond Blue CEO, said the partnership continues to make a meaningful difference.

"Over the past five years, Supercheap Auto has built something truly community driven – where frontline staff connecting with customers over the counter has helped to generate donations that help us support Australia's mental health.

"We're incredibly grateful to Supercheap Auto and their wonderful teams for their ongoing commitment. When someone picks up the phone or goes online to talk to Beyond Blue, it's often their first step towards feeling better, and the Supercheap Auto team is helping more people know support is there when they need it."

Supercheap Auto is a Major Partner of Beyond Blue and has a renewed focus on in store fundraising from 14-20 June 2026, with team members across the nation dressing in blue to raise awareness and funds.

About Supercheap Auto

Supercheap Auto is one of Australia's leading retailers specialising in automotive parts and accessories, tools, outdoor and travel equipment, and automotive services, with stores located across Australia and New Zealand.

About Beyond Blue

Beyond Blue provides mental health information, support and advice to help everyone feel better earlier and stay well. Last year more than 300,000 people contacted Beyond Blue's free, confidential, 24/7 Support Service. Call 1300 22 4636 or visit www.beyondblue.org.au/get-support.