



PREMIER INVESTMENTS LTD

2017 Half Year results overview
21 March 2017



dotti.

JACQUI·E

Jay
Jays

Just
Jeans

peteralexander

portmans

Smiggle

Agenda

- 1 Premier Investments 1H17 overview
- 2 Premier Investments 1H17 consolidated financial results
- 3 Premier Retail delivers record sales and EBIT
- 4 1H17 trading overview
- 5 Premier Retail 1H17 EBIT
- 6 Premier Retail investing in growth
- 7 Smiggle global expansion driving growth
- 8 Peter Alexander performing strongly
- 9 Online - delivering a world class platform
- 10 Premier Retail summary
- 11 Ordinary interim dividend
- 12 Premier Retail brand by brand performance



peteralexander



dotti

smiggle.

JACQUIE



portmans

THE **JUST** GROUP

3



TH

BIRTHDAY



PREMIER INVESTMENTS LIMITED
1H17 OVERVIEW

1

Premier Investments 1H17 overview

- Group profit
 - Underlying net profit before tax \$100.6 million, up 9.7% on 1H16^{1,2}
 - Reported net profit after tax \$71.9 million
 - Ordinary Interim Fully Franked Dividend of 26 cps, up 13.0% (1H16: 23 cps)
- Premier consolidated balance sheet remains strong
 - Cash on hand of \$279.2 million at end of 1H17
 - Inventories clean at year end
 - \$58 million property purchase (over 85% debt funded) to become future Melbourne Head Office of Premier Retail to support continued growth. Excluding one-off relocation and make-good costs, the ongoing interest costs on this investment will be less than the current escalating rent expense at the existing head office
 - Balance sheet at end of 1H17 shows investment in associate (Breville) as \$218.4 million. The current market value of this investment \$364.1 million³
 - Franking credit pool of \$206.9 million

Note:

1. Group result in 1H16 excludes non-comparable 27th week which contributed \$15.2m in sales and \$6.6m in EBIT. 1H17 Sales and LFL growth percentage is reported on comparable 26 weeks of 1H16
2. Underlying EBIT and NPBT excludes non-recurring costs incurred during 1H17 regarding the finalisation of the one-off litigation matter (\$3.0m) included within 'Other Expenses' in the statutory accounts.
3. Based on share price of \$10.18 on 17 March 2017.



peteralexander

Jay Jays

dotti

smiggie.

JACQUIE



portmans

THE JUST GROUP

1

Premier Investments 1H17 overview

- Premier Retail contribution to Premier Investments Performance:
 - Record Sales of \$588.6 million, up 7.1% on 1H16¹
 - Record Underlying EBIT of \$93.0 million, up 10.6% on 1H16^{1,2}
 - Record Underlying Profit before tax of \$90.9 million, up 10.8% on 1H16^{1,2}
 - 1H17 LFL sales up 2.1%¹ on a constant currency basis, on top of record 1H16 LFL growth
 - Smiggle sales up 26.4% on a record 1H16¹ and up 81% over 2 years
 - Peter Alexander sales up 13.8% on a record 1H16¹
 - Online sales up 48.0%¹ on a record 1H16¹ and well ahead of market growth
 - Targeted capital investment program continues to drive future growth

Note:

1. Group result in 1H16 excludes non-comparable 27th week which contributed \$15.2m in sales and \$6.6m in EBIT. 1H17 Sales and LFL growth percentage is reported on comparable 26 weeks of 1H16.
2. Underlying EBIT and NPBT excludes non-recurring costs incurred during 1H17 regarding the finalisation of the one-off litigation matter (\$3.0m) included within 'Other Expenses' in the statutory accounts.



peteralexander

Jay
Jays

dotti

smiggle

JACQUIE



portmans

THE JUST GROUP

2

Premier Investments summarised consolidated income statement

\$m	26 Weeks to 28 Jan 2017	27 Weeks to 30 Jan 2016
Premier revenue (ex Premier Retail)	13.2	12.8
Premier expenses (ex Premier Retail)	(3.0)	(2.7)
Premier Retail EBIT – underlying (26 weeks)	93.0	84.1
Finance costs	(2.6)	(2.5)
Underlying net profit before tax (26 weeks)	100.6	91.7
Premier Retail EBIT – non comparable 27 th week in 1H16	-	6.6
Non-recurring costs (before tax)		
– One-off litigation matter	(3.0)	-
Reported net profit before tax	97.6	98.3
Income tax expense	(25.7)	(26.8)
Reported net profit after tax	71.9	71.5

2

Premier Investments summarised consolidated balance sheet

\$m	28 Jan 2017	30 Jul 2016
Assets		
Cash and cash equivalents	279.2	283.2
Inventories	126.9	123.6
Property, plant and equipment	206.4	139.2
Other assets	53.0	48.7
Investment in associates	218.4	213.4
Intangible assets	854.9	854.8
Total assets	1,738.8	1,662.9
Liabilities		
Interest bearing loans and borrowings	135.4	105.8
Trade payables, provisions and other liabilities	228.4	218.5
Total liabilities	363.8	324.3
Equity		
Contributed equity	608.6	608.6
Reserves	1.5	(2.4)
Retained earnings	764.9	732.4
Total equity	1,375.0	1,338.6



PREMIER RETAIL

3

Premier Retail delivers record sales and EBIT

- Underlying EBIT up 10.6% to \$93.0 million^{1,2}
- Underlying EBIT margin up 50 bps to 15.8%^{1,2}
- Underlying profit before tax up 10.8% to \$90.9 million^{1,2}
- Total sales increase of 7.1% on 1H16¹
- All key growth initiatives delivering
 - Smiggle global sales up 26.4%¹;
 - 26 new stores opened in the UK in 1H17
 - 7 new stores opened across Asia in 1H17
 - A total of 63 new Smiggle stores opened in the last 12 months, more than one per week around the globe
 - Peter Alexander delivered a 13.8%¹ lift in sales through very solid LFL growth and the opening of 3 new stores during 1H17
 - Online sales up 48.0%¹, well ahead of the market growth and very profitable, with EBIT margin significantly higher than the group average
- 1H17 LFL sales up 2.1%¹ on a constant currency basis, on top of record 1H16 LFL growth
- Record 1H17 sales and EBIT were delivered notwithstanding significant external headwinds:
 - Unseasonably cold October weather in Australia impacting full price sales of summer apparel products
 - Temporary store closures resulting from November Earthquake in New Zealand, Hobart Cat & Fiddle building collapse and major redevelopment of Chadstone Shopping Centre in Q1
- Investment in Flagship stores for all 7 brands at Chadstone in 1H17 delivering positive results from re-opening dates in Q2
- Targeted capital investment program continues, with 183 capital investment initiatives across all brands and markets during 1H17, including 37 new stores

Note:

1. Group result in 1H16 excludes non-comparable 27th week which contributed \$15.2m in sales and \$6.6m in EBIT. 1H17 Sales and LFL growth percentage is reported on comparable 26 weeks of 1H16.
2. Underlying EBIT and NPBT excludes non-recurring costs incurred during 1H17 regarding the finalisation of the one-off litigation matter (\$3.0m) included within 'Other Expenses' in the statutory accounts.



peteralexander



dotti

smiggle

JACQUIE



portmans

THE JUST GROUP

3

Premier Retail performance

\$000	26 Weeks to 28 Jan 2017	26 Weeks to 30 Jan 2016 ²	Var LY	27 Weeks to 30 Jan 2016
Sales	588,613	549,800	+7.1%	564,951
<i>LFL sales (constant currency)²</i>	+2.1%	+6.3%		+6.3%
Gross Profit	376,863	356,033	+5.9%	366,020
<i>Gross margin (%)</i>	64.0%	64.8%	-73 bps	64.8%
Employee Expenses ¹	(141,151)	(134,446)	+5.0%	(137,255)
<i>% sales</i>	24.0%	24.5%	-47 bps	24.3%
Rent ¹	(108,321)	(103,450)	+4.7%	(103,450)
<i>% sales</i>	18.4%	18.8%	-41 bps	18.3%
Advertising & Direct Marketing ¹	(7,535)	(6,662)	+13.1%	(6,662)
<i>% sales</i>	1.3%	1.2%	+7 bps	1.2%
Depreciation, Amortisation & Impairment ¹	(12,767)	(12,126)	+5.3%	(12,126)
<i>% sales</i>	2.2%	2.2%	-4 bps	2.1%
Other Costs of Doing Business ¹	(15,381)	(16,001)	-3.9%	(16,582)
<i>% sales</i>	2.6%	2.9%	-30 bps	2.9%
Other income	1,309	794		794
Underlying EBIT	93,017	84,143	+10.6%	90,739
<i>% sales</i>	15.8%	15.3%	+50 bps	16.1%
Borrowing costs	(2,072)	(2,090)		(2,090)
Underlying Profit before tax	90,945	82,053	+10.8%	88,649

Note:

- Total cost of doing business equates to 48.4% of sales (1H16² 49.6%) excludes non-recurring costs incurred during 1H17 regarding the finalisation of the one-off litigation matter (\$3.0m) included within 'Other Expenses' in the statutory accounts
- Group result in 1H16 excludes non-comparable 27th week which contributed \$15.2m in sales and \$6.6m in EBIT. 1H17 Sales and LFL growth percentage is reported on comparable 26 weeks of 1H16.

4

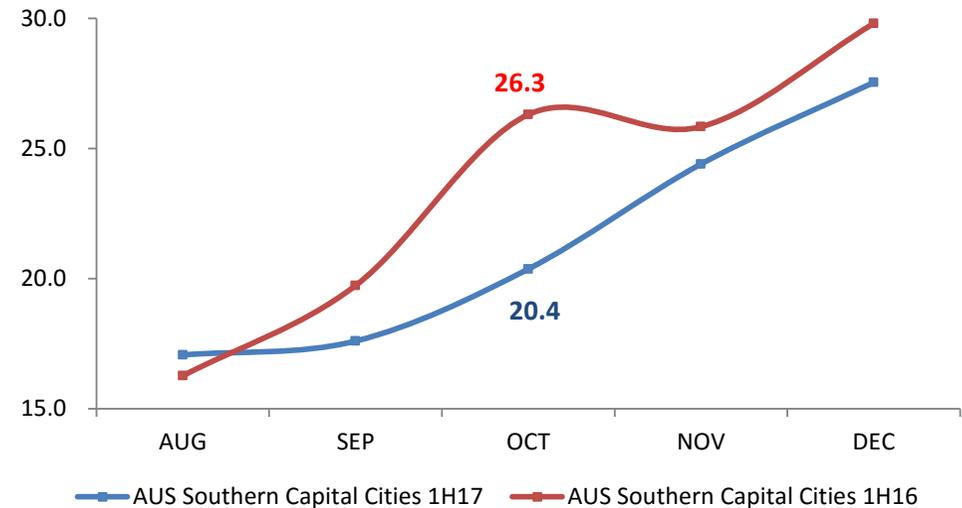
1H17 trading overview – external events

Record 1H17 Sales and EBIT were delivered notwithstanding significant external headwinds:

1. Unseasonably cold October Weather in Australia

- 1H17 October weather was unseasonably cold, on average as much as 6 degrees colder than 1H16 in the southern capital cities
- As a result, Australian LFL store sales in the apparel brands dropped significantly to negative 4.5% for the month of October (and negative 7.2% in the southern capital cities)
- Late start to warmer weather directly led to gross margin decline as all clothing brands were forced to compete on price with all retailers to clear summer inventory across the critical Christmas quarter
- As a result of the action taken to compete in Q2, the group has ended 1H17 with a clean inventory position

Ave Daily Maximum Temperatures



2. Earthquake in New Zealand

(14 November 2016)

- 26 of 44 Premier Retail stores in the earthquake impacted area of New Zealand faced temporary closures of up to 12 days.
- Lower Hutt, Wellington (Top 5 Shopping Centre in New Zealand) was the most significantly impacted, with the centre still only partially re-opened for trade as at March 2017, nearly 4 months after the earthquake. All 7 Premier Retail brands were impacted by temporary closures, and both Peter Alexander and Jay Jays remain closed pending shopping centre clearance to re-open, having missed significant sales through the Christmas and January trading period.
- Consumer sentiment across all of New Zealand was significantly impacted by the earthquake, resulting in a negative step-change in trading momentum felt across all 169 New Zealand stores for the critical Christmas trading period.



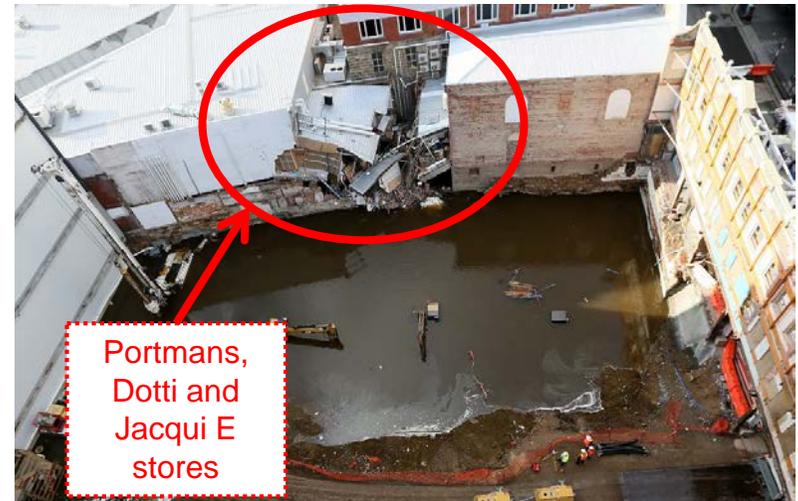
Wellington CBD post-earthquake November 2016

4

1H17 trading overview – external events (continued)

3. Hobart Cat & Fiddle building collapse (27 July 2016)

- 4 Premier Retail brands faced temporary store closures
- Just Jeans lost one month's trade re-opening on 29 August 2016
- Dotti lost over five months trade re-opening on 5 January 2017, and missed critical Christmas trading period
- Portmans and Jacqui E faced significant structural damage and remain closed as at March 2017 as structural repairs to the centre continue



4. Chadstone Redevelopment (Q1 1H17)

- All 7 Premier Retail brands faced temporary closures and were significantly disrupted in Q1 during the major redevelopment at Chadstone Shopping Centre
- Since re-opening in Q2, the investment in 1H17 in Flagship stores for all 7 brands at Chadstone in the prime new shopping precinct is delivering exceptional results, well above the same period last year in the old locations

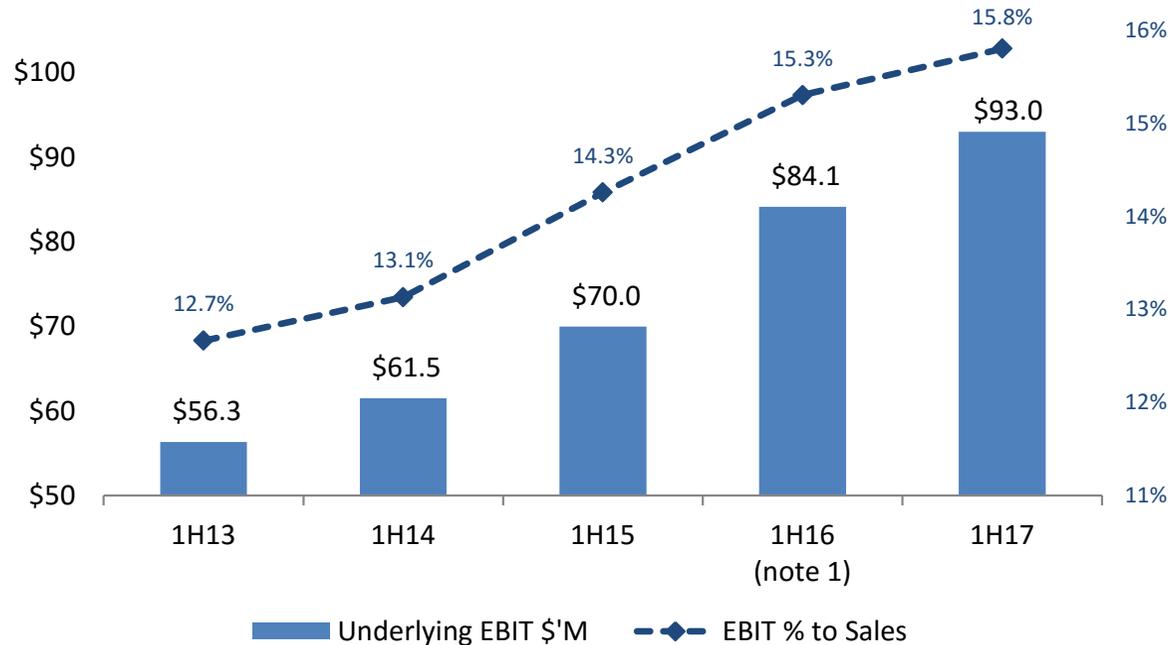


5

Premier Retail 1H17 EBIT: strong growth continues

- EBIT % to Sales up 50 bps
- 5 consecutive years of first half EBIT growth in the critical summer season
- Key Gross Margin and CODB strategies delivering

Underlying EBIT – 5 Year History



Note:

1. Group result in 1H16 excludes non-comparable 27th week which contributed \$15.2m in sales and \$6.6m in EBIT



peteralexander



dotti



JACQUIE



portmans

THE JUST GROUP

5

Premier Retail 1H17 EBIT: strong growth continues

Gross Margin Strategies continue to deliver

- Key long term foreign currency hedging policies allowing for merchandise planning
- Direct sourcing initiatives continued to deliver benefits from new and existing suppliers
- Sourcing from new geographies continues
- Investing in better merchants, delivering better product
- Ongoing focus on disciplined execution of markdown management
- Significant growth from higher margin brands Smiggle and Peter Alexander
- Premier Retail is fully hedged for all Australian, New Zealand and UK offshore purchases for the balance of FY17 and 1H18

CODB Focus continues to deliver

- CODB decreased by 115 bps as a percentage of sales to 48.4% in 1H17¹
- Costs continue to be well controlled despite structural inflationary pressure. Investment will continue in strategic growth initiatives, including Smiggle's international growth markets (UK, Hong Kong, Malaysia), Online and Peter Alexander
- 4 stores closed during 1H17, as part of the ongoing program to close unprofitable stores

Note:

1. Refer page 9 for CODB details



peteralexander



dotti

smiggle.

JACQUIE



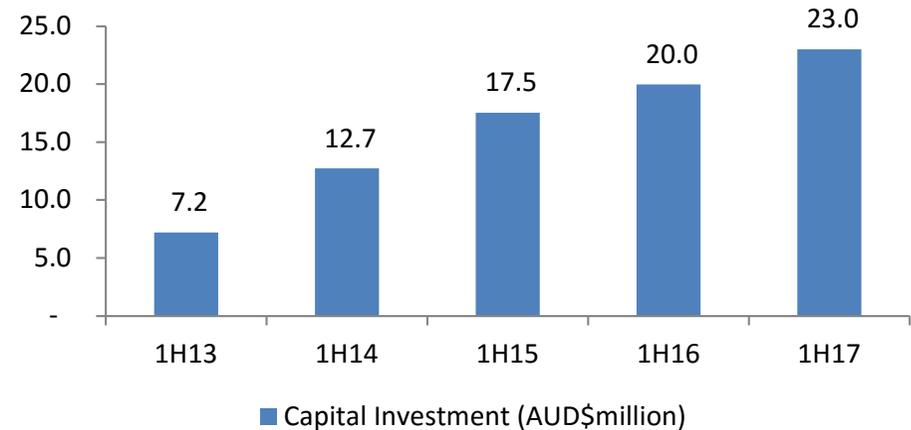
portmans

THE JUST GROUP

6 Premier Retail investing

- Investment in rapid growth of Smiggle continues in international markets
- Investment continues in Peter Alexander new stores, refurbishments, refits, upsizing and back-of-house
- Significant investment continues in all online platforms including the rapid international and local expansion of our online capability
- Targeted store upgrades and refurbishments continue in core brand network, including significant investment in Chadstone Flagship stores in 1H17
- The group will continue to invest to underpin future growth

Capital investment



Note:
Capital invested reflects the total of the group spend including any landlord contributions.

6

Premier Retail investing in growth

Premier Retail continues to invest in new stores, upgrades and refurbishments to deliver sustainable sales growth: 183 stores received capital investment, including 37 new stores in 1H17



- 26 new stores opened in the United Kingdom
- 4 new stores opened in Malaysia
- 2 new stores opened in Hong Kong
- 1 new store opened in Singapore
- 1 full store refit in Australia – Chadstone Flagship
- 1 store refurbished in existing location in Australia
- 4 stores received POS and VM fixture upgrades



- 3 new stores opened in Australia
- 4 stores were upsized and refurbished in Australia, including Chadstone Flagship
- 83 stores received VM fixture upgrades across Australia and New Zealand
- 34 stores received store fixture upgrades across Australia and New Zealand



Smiggle Liverpool (UK) - Opened November 2016



Peter Alexander Noosa - Opened November 2016



peteralexander



dotti



JACQUIE



portmans

THE JUST GROUP

6

Premier Retail investing in growth

portmans

- 2 stores relocated and refurbished in Australia, including Chadstone Flagship
- 3 stores refurbished in existing locations in Australia



- 2 stores relocated and refurbished in Australia, including Chadstone Flagship
- 3 stores refurbished in existing locations across Australia and New Zealand



- 2 stores relocated and refurbished in Australia, including Chadstone Flagship
- 3 stores refurbished in existing locations across Australia and New Zealand

dotti

- 1 new store opened in Australia
- 2 stores relocated and refurbished in Australia, including Chadstone Flagship
- 1 stores refurbished in existing location in Australia

JACQUIE

- 1 store relocated and refurbished in Australia - Chadstone Flagship



Portmans Chadstone – Opened October 2016



Jay Jays Chadstone – Opened October 2016



peteralexander



dotti

smiggie

JACQUIE



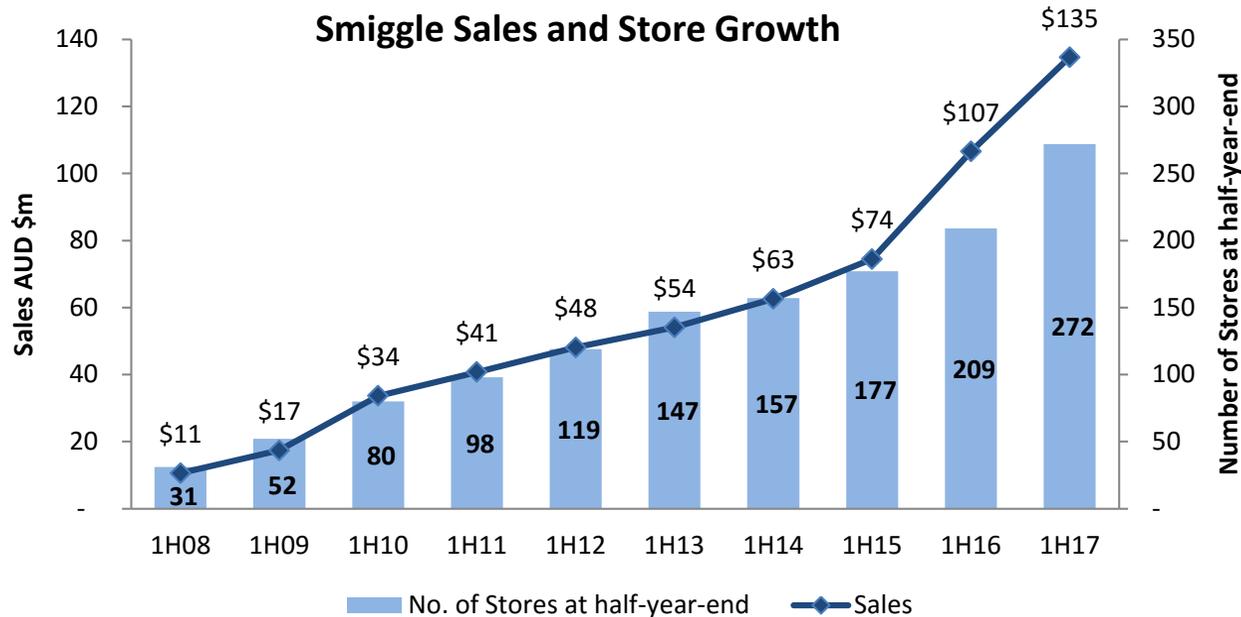
portmans

THE JUST GROUP

7

Smiggle: global expansion driving growth

- 1H17 sales of \$134.7m, up 26.4% (total sales up 81% over 2 years)¹
- Another record season for the brand underpinned by strong global LFL growth
- Sales have more than doubled in under 3 years
- Nearly 60% of total global revenue was generated outside Australia in 1H17
- 33 new stores opened in 1H17 across 4 markets (vs 22 stores opened 1H16)



Notes:

1. 1H16 excludes non-comparable 27th week of sales. 1H17 Sales growth percentage is reported on comparable 26 weeks of 1H16

7

Smiggle: Australia and New Zealand

- Another strong performance in 1H17
- Exceptional growth in online sales
- Significant growth in gifting categories - Smiggle is now a key Christmas shopping destination
- Growth also continues in key back-to-school product categories
- Smiggle continues to delight fans with ever more innovative product and ranges
- A major focus on targeted store relocations and refurbishments in key flagship destinations such as Chadstone, Highpoint & Werribee has been highly successful, with all performing exceptionally
- 2H17 has started very strongly



7

Smiggle: UK remains on track to deliver annual sales of \$200m by 2019

- 90 stores trading in the UK prior to the key Christmas period, at the top end of previous guidance
- Strong LFL sales growth in 1H17
- 26 new stores opened during 1H17, including the key locations of London Kings Road, Liverpool One and Edinburgh Princes Street (Scotland)
- 48 stores opened in the past 12 months
- Investment in the UK transactional website continues to deliver with significant momentum
- Smiggle UK awarded the prestigious Retailer of the Year 2016 (British Council of Shopping Centres) and Fastest Growing Shopping Centre Retailer for 2016 (Retail Week)
- Brand contagion continues to spread across the country via both stores and online as Smiggle continues to delight and embrace new and existing fans
- Continued investment in people, technology infrastructure and marketing driving sales in both bricks & mortar and online channels
- Smiggle UK remains on track to open a further 30-40 stores in calendar year 2017



Enfield Palace Gardens
opened December 2016

Singapore

- Business in Singapore remains buoyant with strong demand from both locals and regional tourists
- Reopened 1 store, Compass One, in 1H17 following the full centre redevelopment in 2015-16
- One new store at Jurong Point to open in March 2017 due to the high demand in this centre from Smiggle fans
- The opportunity exists for a further 2-3 store openings across FY18 and FY19 in Singapore

Hong Kong

- Successfully launched Smiggle into the market in May 2016
- Now trading from 6 stores having opened a further 2 stores in 1H17
- The brand has been well received by locals and tourists, including mainland Chinese, with very encouraging sales results and strong momentum building
- 3 confirmed sites to open in 2H17, including first store on Hong Kong Island, the Flagship Times Square Mall situated in Causeway Bay. Advanced negotiations on a further 2 sites are underway
- Strong operational team in Hong Kong now established and performing well
- 9-10 stores to be trading by end 2H17, and reaffirm potential for 25-35 stores over the next five years in Hong Kong



Malaysia

- Successfully launched Smiggle into the market in April 2016
- Now trading from 5 stores having opened 4 stores in 1H17
- The brand has been well received by locals and tourists, with very encouraging sales results and strong momentum building
- 6 stores confirmed to open in 2H17 for a total of 11 stores by end FY17, ahead of previous guidance of 8-10
- First store outside of Kuala Lumpur opened in Penang in December 2016 with encouraging results to date
- Strong operational team in market, capably managed and lead by the Smiggle Singapore team
- 11 stores to be trading by end 2H17, and reaffirm potential for 15-25 stores over the next five years in Malaysia



7

Smiggle to enter the Eurozone

- New market to open in 2H17, Republic of Ireland, our first Eurozone country
- Comprehensive deep dive and in market due diligence has been completed, identifying substantial synergies with the existing UK business
- The market has potential for 15-20 stores within 3 years

Why the Republic of Ireland?

- Personal stationery market of US\$360m
- The brand's presence in the UK with a highly successful online business has given valuable insight into interest from other European countries, and the Republic of Ireland has been the #1 market outside of the UK for online orders
- Exciting opportunity exists to grow into a new market whilst leveraging the high calibre people management and infrastructure already in place in the UK, as the brand has successfully done in Asia rapidly growing Malaysia with direct support from Singapore. This is a highly profitable strategy
- Landlords know the brand proposition and are enthusiastic to facilitate this growth strategy
- An entry into the brand's first Eurozone market will provide important insight for further European expansion plans
- Two sites have already been signed off to open in 2H17 and advanced discussions taking place on a further 2-3 sites for opening prior to Christmas
- Key in-market management role has been recruited well ahead of opening the first store to ensure an immediately successful launch into this exciting new market



**source: Conlumino report, Nov 2015, Stationery & Cards Retailing in Ireland, Actual 2014*

8

Peter Alexander performing strongly

- Sales up 13.8% with strong total and LFL sales in both Australia and New Zealand¹
- Excellent results from Christmas trading period continuing to cement brand as a key gifting destination
- 3 new stores opened: Greenwood Plaza, Macarthur Square and Noosa all trading ahead of expectations
- Chadstone, Pacific Fair, Spencer Street and Warringah stores relocated and refurbished to a larger format store with significantly more revenue
- Success of Brisbane airport store heralds opportunities in more airport locations
- Strong performance from Myer concessions with significant growth from improved customer awareness of brand
- Online continues to be a key driver of growth
- Investment in key product categories and continued trial of new categories providing strong results for the brand – e.g. *Plus Size*

Notes:

1. 1H17 Sales growth percentage is reported on comparable 26 weeks of 1H16



8

Peter Alexander future growth

The brand sees future growth opportunities including:

- 3 new stores confirmed in 2H17: Woden, Watergardens and Hurstville
- 1 store confirmed to be refurbished and upsized in 2H17: Chermside
- 5-7 new stores per year in calendar years 2017, 2018 and 2019
- 3-5 store upgrades, upsizing or refurbishments per year in calendar years 2017, 2018 and 2019
- Online investment and growth to continue
- Innovation with new product categories continues – growth in Plus Size, Footwear and climatic ranging a focus for 2017
- 30th Anniversary major celebration and focus for 2017, commencing Mar-17



9

Online – delivering a world class platform

- Investment continues in technology, people and new marketing initiatives to deliver both:
 - a world class platform
 - annual online sales of \$100m by 2020
- Online sales up 48.0% in 1H17¹ – well ahead of market growth of 7.1%² for the 12 months ended January 2017
- Online channel continues to deliver significantly higher EBIT margin than the Group average
- Strong performance continues from international sites:
 - Smiggle.co.uk for UK/Europe customers, fulfilled from UK
 - PeterAlexander.co.nz and Dotti.co.nz for New Zealand customers, fulfilled from NZ
- Australian sites continuing to deliver strong growth with all brands outperforming the market

Online sales growth ahead of market



Note:

1. 1H15, 1H16 and 1H17 Sales growth percentages are reported on comparable 26 week periods
2. NAB Online Retail Sales Index – January 2017, published 3 March 2017, reported Australian online retail sales in the fashion category grew by 7.1% in the 12 months to January 2017



peteralexander



dotti

smiggle.

JACQUIE



portmans

THE JUST GROUP

Smiggle achieves significant growth

- 33 new stores opened in 1H17 across 4 countries - more than one new Smiggle store opened around the globe per week
- Another record half for Smiggle in sales, with sales up 26.4% (total sales up 81% over 2 years)¹
- Nearly 60% of total global revenue generated outside Australia in 1H17 - the international expansion of the business is delivering significant returns
- The company reaffirms the UK expansion plans to generate annual sales of \$200m by 2019
- Asian expansion successfully executed with 11 stores now trading across Hong Kong and Malaysia on top of the 19 in Singapore, a further 9-11 to open across the region in 2H17, totalling 39-41 by end FY17
- The company reaffirms the Hong Kong and Malaysian expansion plans to have 50 stores within 5 years
- Entry into our first Eurozone country, the Republic of Ireland, to open in May 2017 with 2 stores confirmed for 2H17 and a pipeline already established that will deliver 15-20 stores within 3 years
- Smiggle plans to open a further 50-60 stores during calendar year 2017 across Asia and Europe
- Advanced investigations are continuing in potential new high value countries of size and scale with an update to market in due course
- John Cheston (Managing Director: Smiggle) continues to lead a strong and focused management team growing a truly unique global brand

Notes:

1. 1H17 Sales growth percentage is reported on comparable 26 weeks of 1H16

Peter Alexander performing strongly

- Peter Alexander sales up 13.8% with strong total and LFL sales growth in Australia and New Zealand¹
- New store roll out program in Australia and New Zealand delivering profitable growth
- Key investments continue in marketing and online to sustain growth
- Targeting 5-7 new stores per calendar year 2017 to 2019; 3 new stores confirmed in 2H17
- Targeting 3-5 store upgrades, upsizing or refurbishments per calendar year 2017 to 2019 to improve LFL growth; 1 refurbishment confirmed in 2H17
- Strong and focused management team led by Judy Coomber (Managing Director: Peter Alexander) and Peter Alexander (Creative Director: Peter Alexander)

Online strategy delivering

- Investment continuing in technology, people and marketing to deliver both a world class platform and annual Online sales of \$100m by 2020
- Strong sales growth of 48.0%, well ahead of market growth at 7.1%^{1,2}
- Significant investment continues in technology, people and marketing to maximise growth
- Multi channel initiatives delivering incremental sales and EBIT
- Online channel extremely profitable with EBIT margin well above group average
- Strong and focused management team led by Georgia Chewing (Group General Manager: Internet and Marketing) continuing to grow the business.

Note:

1. 1H17 Sales growth percentage is reported on comparable 26 weeks of 1H16
2. NAB Online Retail Sales Index – January 2017, published 3 March 2017, reported Australian online retail sales in the fashion category grew by 7.1% in the 12 months to January 2017



peteralexander



dotti



JACQUIE



portmans

THE JUST GROUP



ORDINARY INTERIM DIVIDEND

11

Ordinary Interim Dividend

- The Premier Board has declared an increased interim dividend fully franked of 26 cps, up 13.0% (1H16: ordinary 23 cps)
- The Board's decision to pay ordinary dividends is always shaped by:
 - Assessment of the result
 - Outlook for the market
 - Confidence in the operational performance of Premier's people, brands and processes
 - Maintaining cash reserves for growth opportunities
- The Board will continue to consider capital management initiatives in the future



**PREMIER RETAIL
BRAND BY BRAND PERFORMANCE**

Highlights

- Record half with sales growth of 26.4%¹ (total sales up 81% over 2 years) to \$134.7m
- Record season underpinned by strong global LFL growth
- 33 stores opened across UK and Asia with more than 50% of stores outside of Australia for the first time
- Online success in both Australia and UK is ahead of expectations and through ongoing targeted investment will become a significant driver of revenue and profit
- Smiggle reaffirms UK expansion plan to have annual sales of \$200m by 2019
- Smiggle reaffirms Hong Kong and Malaysian expansion plan to have 50 stores trading within 5 years

Overview of Results

Sales	\$134.7m			
Var LY	+26.4% ¹			
Store movements	Jul 16	Open	Close²	Jan 17
Australia	129	-	-	129
New Zealand	23	-	-	23
Singapore	18	1	-	19
UK	64	26	-	90
Malaysia	1	4	-	5
Hong Kong	4	2	-	6
	239	33	-	272



Notes:

1. 1H17 Sales growth percentage is reported on comparable 26 weeks of 1H16
2. Store movements table reflects permanent store closures only, and does not include temporary store closures impacting trading results during 1H17

Highlights

- Sales growth of 13.8%¹ to \$99.4m
- Strong LFL sales growth in both Australia and New Zealand
- 1H17 Sales were negatively impacted by one-off temporary store closures including the relocation at Chadstone and earthquake impacted Lower Hutt (NZ)
- Online continues to be a driver for growth in both markets
- Strong gross margins maintained
- Concession stores continue to deliver growth
- Continued growth in 'plus size' range and womens footwear
- All new stores delivering, with 3 new stores confirmed in 2H17
- Targeting 5-7 new stores and 3-5 store upgrades, upsizing or refurbishments per calendars years 2017 to 2019

Overview of Results

Sales	\$99.4m			
Var LY	+13.8% ¹			
Store movements	Jul 16	Open	Close²	Jan 17
Australia	74	3	-	77
New Zealand	15	-	1	14
Myer Concession	10	-	-	10
	99	3	1	101



Notes:

1. 1H17 Sales growth percentage is reported on comparable 26 weeks of 1H16
2. Store movements table reflects permanent store closures only, and does not include temporary store closures impacting trading results during 1H17

Highlights

- Strong sales growth of 4.7%¹ in a highly competitive market
- Investment in flagship store at Chadstone which opened in October-16 delivering positive results
- 1H17 Sales were negatively impacted by one-off temporary store closures including the relocation at Chadstone, earthquake impacted Lower Hutt (NZ) and building collapse at Cat & Fiddle (Hobart).
- Investment in new retail store format continues to deliver positive results
- Differentiation through the international branded denim business where investment in width of range, instock of sizes and personal service continues to deliver a great competitive advantage
- Investment in Ashley Hart & Stenmark twins as brand ambassadors continues
- Clean inventory position at the end of 1H17

Overview of Results

Sales	\$114.3m
Var LY	+4.7% ¹

Store movements	Jul 16	Open	Close ²	Jan 17
Australia	200	-	-	200
New Zealand	45	-	1	44
	245	-	1	244



Notes:

1. 1H17 Sales growth percentage is reported on comparable 26 weeks of 1H16
2. Store movements table reflects permanent store closures only, and does not include temporary store closures impacting trading results during 1H17

Highlights

- Investment in flagship store at Chadstone which opened in October-16 delivering positive results
- New store format continuing to perform well, delivering improved profitability and customer experience
- 1H17 Sales were negatively impacted by one-off temporary store closures including the relocation at Chadstone and earthquake impacted Lower Hutt (NZ)
- 1H17 LFL Sales adjusted for these one-off events were stronger than total sales growth
- After a challenging Q1 with the unseasonably cold October weather, Q2 delivered a shift in momentum with LFL Sales up 3.0%, leaving a clean inventory position at the end of 1H17. The positive sales momentum has since strengthened further, with LFL sales up 3.3% for the first 6 weeks of 2H17

Overview of Results

Sales	\$88.0m			
Var LY	-1.2% ¹			
Store movements	Jul 16	Open	Close²	Jan 17
Australia	176	-	1	175
New Zealand	35	-	1	34
	211	-	2	209

Notes:

1. 1H17 Sales growth percentage is reported on comparable 26 weeks of 1H16
2. Store movements table reflects permanent store closures only, and does not include temporary store closures impacting trading results during 1H17



Highlights

- Dotti delivered positive sales growth of 0.5%¹ in 1H17, after excluding the negative impact of one-off temporary store closures including the relocation at Chadstone, earthquake impacted Lower Hutt (NZ) and building collapse at Cat & Fiddle (Hobart)
- Investment in flagship store at Chadstone which opened in October-16 delivering positive results
- Strong Online sales growth continues, with high customer engagement driving database growth of 20.7% during 1H17
- Successful implementation of new direct sourcing channel continues to enhance margin
- Focus on disciplined execution of markdown management in a highly competitive market leaving a clean inventory position at end of 1H17

Overview of Results

Sales	\$57.6m			
Var LY	-0.4% ¹			
Store movements	Jul 16	Open	Close²	Jan 17
Australia	95	1	-	96
New Zealand	21	-	-	21
	116	1	-	117

Notes:

1. 1H17 Sales growth percentage is reported on comparable 26 weeks of 1H16
2. Store movements table reflects permanent store closures only, and does not include temporary store closures impacting trading results during 1H17



12 | JACQUI·E

Highlights

- Jacqui E delivered a sales decline of 2.5%¹ in 1H17, after excluding the negative impact of one-off temporary store closures including the relocation at Chadstone, earthquake impacted Lower Hutt (NZ) and building collapse at Cat & Fiddle (Hobart)
- Investment in flagship store at Chadstone which opened in November-16 is delivering positive results
- Focus on disciplined execution of markdown management in a highly competitive market leaving a clean inventory position at end of 1H17
- Nicole Naccarella appointed as the new Group General Manager of Jacqui E and will join the business in June 2017. Nicole has deep Womenswear product development experience which will be of significant benefit to Jacqui E in a highly competitive market

Overview of Results

Sales	\$35.7m			
Var LY	-4.1% ¹			
Store movements	Jul 16	Open	Close²	Jan 17
Australia	77	-	-	77
New Zealand	20	-	-	20
	97	-	-	97

Notes:

1. 1H17 Sales growth percentage is reported on comparable 26 weeks of 1H16
2. Store movements table reflects permanent store closures only, and does not include temporary store closures impacting trading results during 1H17



Highlights

- After delivering exceptionally strong 15.3% growth in 1H16, sales in 1H17 were down 5.8%¹ in a challenging half
- 1H17 Sales were negatively impacted by one-off temporary store closures including the relocation at Chadstone, earthquake impacted Lower Hutt (NZ) and building collapse at Cat & Fiddle (Hobart)
- Georgia Fowler announced as the new brand ambassador
- Focus on disciplined execution of markdown management in a highly competitive market leaving a clean inventory position at end of 1H17
- Portmans leadership team has been completely revitalised and renewed
 - Linda Levy appointed as the new Group General Manager of Portmans effective April 2017
 - Vicky Kordatou and Joanne Simmonds both recently appointed to key Merchandise Manager roles

Overview of Results

Sales	\$58.9m			
Var LY	-5.8% ¹			
Store movements	Jul 16	Open	Close²	Jan 17
Australia	91	-	-	91
New Zealand	13	-	-	13
	104	-	-	104



Notes:

1. 1H17 Sales growth percentage is reported on comparable 26 weeks of 1H16
2. Store movements table reflects permanent store closures only, and does not include temporary store closures impacting trading results during 1H17

Overview of Premier's non-IFRS financial information

- IFRS financial information is financial information that is presented in accordance with all relevant accounting standards.
- Non-IFRS financial information is financial information that is presented other than in accordance with all relevant accounting standards. EBIT, underlying, 27th week, like for like sales, cash generated, one-off, non-recurring
- Any non-IFRS financial information is clearly labelled to differentiate it from reported/IFRS financial information.
- Premier provides reconciliations on the face of the slides and in the footnotes of the presentation in order to allow the reader of the presentations to clearly reconcile between the IFRS and non-IFRS financial information.
- Premier management believes that the presentation of additional non-IFRS information in its results presentations provides readers of these documents with a greater understanding into the way in which management analyses the business as well as meaningful insights into the financial condition or Premier's overall performance.
- The Australian Securities and Investments Commission (ASIC) acknowledges the relevance of non-IFRS financial information in providing "meaningful insight" as long as it does not mislead the reader.