



16 October 2017

STATEMENT REGARDING MYER STRATEGY DAY

Premier notes the announcement by Myer of its investor strategy day on November 1, as well as recent media commentary by the Myer Chairman-elect Mr Garry Hounsell that he is committed to the New Myer strategy and that there is evidence of “green shoots” in Myer’s performance.

Premier believes Myer needs to fully inform the market of its Q1 sales and profit performance at its strategy day so that the market can determine whether there has been any progress made in addressing the sales and profit decline at Myer. Q1 will have closed by the time of the strategy day, so there will be no need for any delay in releasing these numbers.

Premier will also be examining whether there are any changes to the New Myer strategy announced at the strategy day in light of the Chairman-elect’s comments that he is committed to the New Myer strategy.