



ASX RELEASE

1 December 2023

ASX Market Announcements Office
Australian Securities Exchange

ANNUAL GENERAL MEETING – PRESENTATIONS

Please refer to the attached Chairman's address to be delivered to shareholders at today's Annual General Meeting, together with the AGM presentation.

This announcement has been approved for release by the Board of Premier Investments Limited.

Yours faithfully,

Marinda Meyer
Company Secretary
Premier Investments Limited

Premier Investments Limited

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1 December 2023

CHAIRMAN'S ADDRESS

On behalf of the Premier Investments Limited ("Premier" or "the Group") Board, I would like to warmly welcome you to our Annual General Meeting for the 2023 financial year ("FY23").

It is both my pleasure and privilege to address Premier shareholders, the owners of the company, and report on the performance of your company during the year. I speak on behalf of the whole Premier Board when I say we value and respect your ongoing support and trust in the Board and management team over the years.

Reflecting on the reports I have provided to our AGM in past years, there has been a recurring and consistent theme. Premier's continued strong performance and growth, with year on year record results enabling consistently strong returns for our shareholders. FY23, I am pleased to report, continues this track record with another strong result for the Group notwithstanding the many challenges stemming from the macro-economic environment, cost of living pressures and the uncertain broader geopolitical environment.

We have a very experienced Board, a retail management team with depth and experience, widely regarded as best in class, and dedicated team members throughout the business who we work hard to imbue with a culture of striving for excellence in execution and customer first.

Outstanding financial performance

For the 52 week financial year ended 29 July 2023, Premier reported a statutory Net Profit after Tax ("NPAT") of \$271.1 million. This year's statutory result includes the accounting impact of equity accounting for Premier's 25.79% investment in Myer Holdings Limited, partway through the financial year. Premier's adjusted NPAT (non-IFRS), excluding the accounting effects of equity accounting for the Group's investments, and excluding a non-cash impairment of intangible assets, was \$278.6 million for the year, up 6.43% on FY22¹.

Premier Retail, our portfolio of seven iconic retail brands, contributed record Earnings before Interest and Tax ("EBIT") of \$356.5 million², up 6.4% on FY22 and up 113% on 'pre-COVID' FY19.

¹ Refer to page 6 of the Directors' Report, contained in the FY23 Annual Report, for an explanation of Premier's Adjusted NPAT, including a reconciliation to statutory NPAT. Due to the complexities of equity accounting and considering that equity accounting for Myer commenced partway through the year, the Group has presented an adjusted NPAT to better explain the impact of AASB 128 *Investment in Associates and Joint Ventures* on this year's profit result.

² Premier Retail EBIT of \$356.5 million excludes significant items. Refer to page 11 of the Directors' Report, contained in the FY23 Annual Report, for a reconciliation of Premier Retail EBIT and statutory reported PBT for the Retail Segment.

The strong Premier Retail profit contribution was delivered off a record \$1.644 billion in global sales for FY23 - up 9.7% on FY22. We are particularly pleased with this year's Premier Retail result, as it reflects yet another record sales result for Peter Alexander, a record sales contribution from the apparel brands, and a record Smiggle global sales result, all delivered within FY23.

Peter Alexander continues to be at the top of our customers' gift list, as a leading lifestyle and gifting destination for the entire family. The brand delivered full year sales of \$478.9 million, an increase of 11.8% on FY22. This exceptional sales result was driven across all product categories and all channels.

Smiggle remains the ultimate destination for school essentials and innovative and fun products for our younger customers. The brand delivered a record global sales result of \$319.8 million in FY23, up 22.4% on last year. It was particularly pleasing to see Smiggle perform well in all existing markets of Australia, New Zealand, Europe and Asia during FY23, as well as across our wholesale sales markets, reflecting the strong appeal of the Smiggle brand across the globe.

Smiggle's continued successful collaborations with major international studios such as Disney, and collaborations with popular sporting associations like the AFL, continues to deliver innovative and fresh product offerings for the brand's loyal customer base.

Our five apparel brands, consisting of Just Jeans, Jay Jays, Portmans, Dotti and Jacqui E, delivered a collective record sales result of \$844.8 million during the year, an increase of 17.9% on 'pre-COVID' FY19, whilst trading as a more efficient business through 37 less stores than at the end of FY19.

Leading omni-channel offering

Our omni-channel retail offering seeks to provide our customers with an exceptional shopping experience, in whichever way they choose to shop with us. We continue to invest in people and technology to support our world-class platforms and customer experiences.

Premier Retail delivered online sales of \$324.7 million during the year, representing 19.8% of the year's total Group sales. For each of our brands, the most viewed store window remains to be our online channels. Our online channel and over 1,100 bricks and mortar store network across six countries, work together seamlessly to provide our customers with a range of options to support their preferred shopping experience.

With the appropriate landlord support, opportunities exist to refresh, upgrade and expand stores across all of our brands, as we simultaneously continue to invest in our online presence.

Strong balance sheet, supporting shareholder returns

Premier maintains a strong balance sheet with cash on hand of \$417.6 million at the end of FY23.

Premier's associate Breville Group Limited continues its strong performance in the global small appliance industry. At the end of FY23, Premier's 25.6% investment in Breville had a market value of \$829.3 million. Premier received a total of \$10.9 million in fully franked dividends from Breville during the year.

As I have mentioned, Premier commenced equity accounting for its 25.79% investment in Myer Holdings Limited partway through this financial year. At the end of FY23, the market value of Premier's investment in Myer was \$137.7 million, while Premier received a total of \$21.6 million in fully franked dividends from this investment during the year. In relation to our now 28.8% investment in Myer, we are very pleased with Myer's recent efforts to refresh the Board, with the addition of Dr Gary Weiss AM and Ms Olivia Wirth to the Myer Board as Independent Non-Executive Directors.

Premier's strong financial performance and stable balance sheet has allowed the payment of \$237.2 million in fully franked dividends to its shareholders during FY23. Over the past three years, Premier is proud to have returned over half a billion dollars in fully franked dividends to its shareholders.

This year marks 15 years since Premier's acquisition of The Just Group. When we acquired the business annual sales were \$800 million and EBIT was \$92 million. Over the 15 years, sales have more than doubled and EBIT has almost quadrupled. Reflecting on the past 15 years, I am delighted with Premier's continued growth and development as a formidable retail and investment Group. The continued strong Premier Retail performance, the increased scale of the various businesses within Premier Retail, and the exciting and substantial growth opportunities for each, have led the Premier Board to announce the commencement of a formal strategic review in late August 2023. The focus of the formal review will be to assess the Group's corporate, operating and capital structure. We owe it to our shareholders to fully evaluate a range of options as part of this review, exploring the future growth avenues available to the Group.

Our formal review commenced in late August 2023. Significant progress has been made through our first phase of the review process. Our focus during this first phase has been on assessing the respective future growth plans for each of Smiggle, Peter Alexander and the Apparel Brands, and challenging the businesses on their optimal operating structures, including the possibility of demerging Smiggle and Peter Alexander. The initial phase has confirmed the significant future growth opportunities available to each of the businesses. This is a project of a significant nature, and a project that will take some time to complete. The Board remains committed to conducting a thorough review, challenging the businesses to ensure each is best positioned to take advantage of future opportunities in the best interest of our shareholders. Given the range of issues still to be considered, there is no certainty that the review will result in a change to Premier's current corporate, operating or capital structure. We will provide further updates as the review progresses through the next phase over the coming months.

Looking ahead

Turning now to current trading. The first half of FY24 commenced against a backdrop of a challenging general discretionary retail environment. Consumers are facing increased cost-of-living pressures with rising interest rates and inflation. Pleasingly, Premier Retail delivered a record sales result during this year's 'Black Friday' trading week. Premier expects Premier Retail 1H24 EBIT for the 26-week period ending 27 January 2024 (pre-AASB 16) to be circa \$200 million³. As we have always said around this time of year, the all-important Christmas, Boxing Day and 'Back-to-school' trading periods are still ahead, which are all significant drivers for the first half results. The Group is well prepared for this critical trade period, through delivering wanted product and value for our customers across all channels and markets.

³ The estimated 1H24 Premier Retail EBIT is stated pre-AASB 16, excludes the results from the investment division and will be subject to finalisation and audit review.

Leadership and Acknowledgements

Premier has continued to deliver for shareholders through responsible and focused management, both at a Board and executive level. Numerous challenges presented over the past years – a once in a lifetime global pandemic, challenging macroeconomic environments, including Brexit, have at times required swift action by your Board and leadership team. Our directors have all played important roles in initiating the strategic review and will continue to play a significant role throughout the conduct of the review, through their detailed knowledge of the Group and the environment in which we operate.

On a personal note, I am grateful to have the counsel and insight of such an experienced and cohesive group of fellow Directors.

In September 2023, we were pleased to announce that Ms Andrea Weiss will be joining the Premier Board as a Non-Executive Director, following this AGM. Andrea, who joins us here today, will be Premier's first overseas Director, bringing a wealth of retail, e-commerce and overseas experience to the Premier board table. We are delighted that Andrea has decided to join the Premier Board, and we look forward to her contribution.

Turning now to executive leadership matters, in August 2023 the Board announced that John Bryce, Premier Retail's long-standing Chief Financial Officer, will step into the role of interim Chief Executive Officer, following the resignation of Richard Murray as Premier Retail CEO. John Bryce is leading a highly experienced executive team through the all-important strategic review, whilst also focusing on "business as usual" for the Group. I would like to take the opportunity to thank John for stepping into the role of interim CEO, in addition to his responsibilities as Premier Retail CFO, during such an important phase for the Group.

Premier's outstanding executive leadership team have executed the Group's growth strategies over the years with great success. I'd like to thank each of the executive leadership team for their hard work and best-in-class retail execution, which have resulted in sustained growth for all of our shareholders.

Premier's continued performance would not be possible without our 9,000-plus dedicated team members. Our exceptional team delivers day after day for our customers, our communities, and our shareholders, whether on the shop floor, in one of our support offices, or in one of our distribution centres. On behalf of the Board and all of our shareholders, I would like to say thank you to our remarkable Premier team.

I would like to conclude by saying that, as we continue to work our way through an ever evolving retail landscape, Premier remains committed to delivering sustainable and long-term growth for our shareholders. I'd like to thank each and every Premier shareholder, for your ongoing support.

Thank you.



THE **JUST** GROUP
peteralexander

smiggle



portmans

dotti.

JACQUIE



ANNUAL GENERAL MEETING - 1 DECEMBER 2023

portmans



AGENDA

1. Chairman's address
2. Resolutions



1. Chairman's Address



FY23 Financial highlights

Group Adjusted NPAT *(non-IFRS)*

\$278.6 million

+6.43% on LY

Group Statutory NPAT

\$271.1 million

+6.4% on LY

+113% on 'pre-COVID' FY19

Premier Retail

EBIT*

\$356.5 million

* Excl significant items

+9.7% on LY

+ 29.3% on 'pre-COVID' FY19

Premier Retail Sales

\$1,643.5 million



Just
Jeans

FY23 Financial highlights – Premier Retail



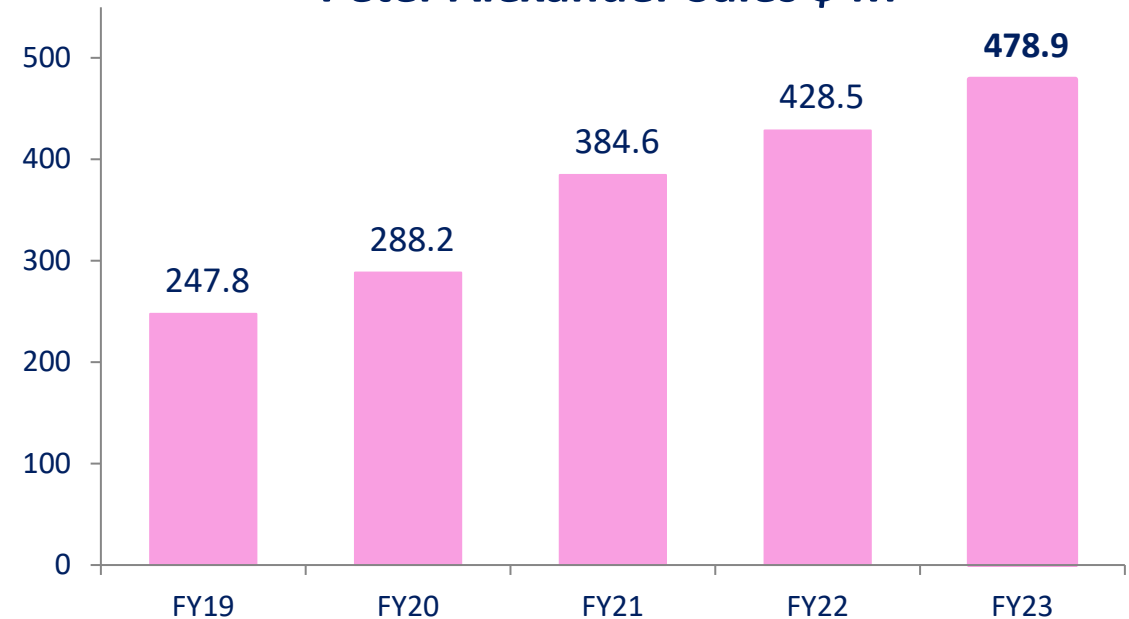
PETER ALEXANDER

RECORD FY23 SALES

\$478.9 million

+11.8% on LY

Peter Alexander Sales \$'M



FY23 Financial highlights – Premier Retail



RECORD GLOBAL SMIGGLE SALES

All markets performing well -
Australia, New Zealand, Europe,
Asia and wholesale channel.

+22.4% on LY

SMIGGLE Global
Sales

\$319.8 million



FY23 Financial highlights – Premier Retail



+17.9% on
'Pre-COVID'
FY19

Record Collective
Apparel Brand Sales
\$844.8 million

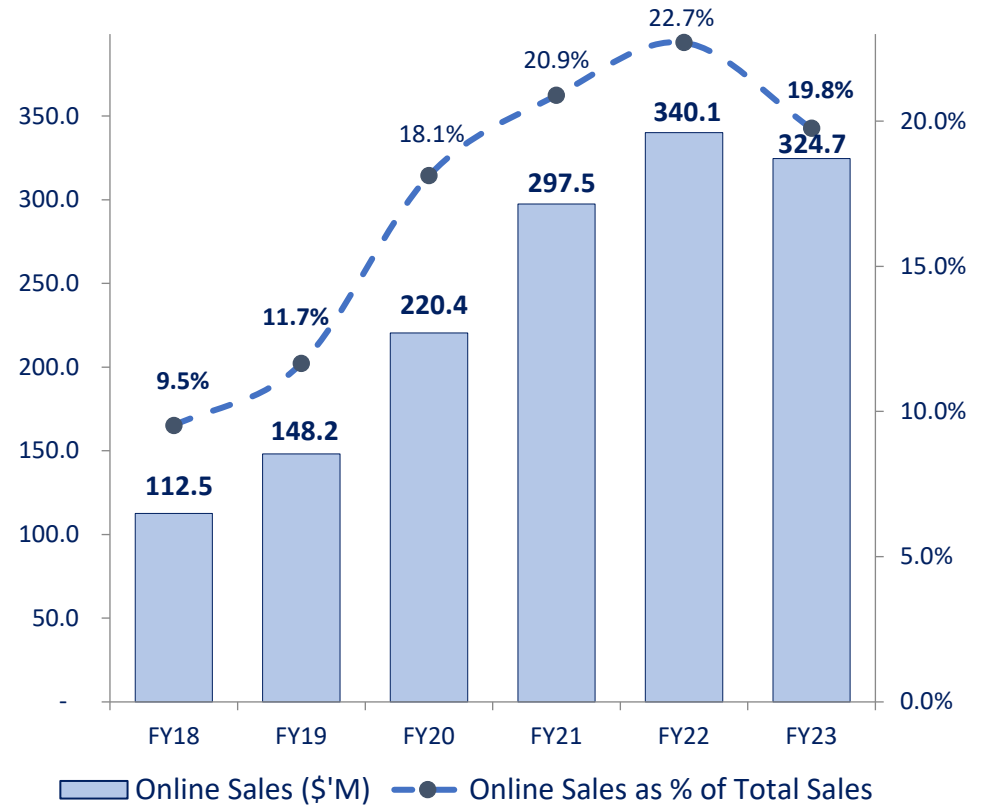


FY23 Financial highlights – Premier Retail

Omni-channel retail offering – delighting customers however they choose to shop with us.



Online Channel Sales \$'m



Balance sheet and shareholder returns

Cash on Hand at
end FY23

\$417.6
million

Market value of 25.6%
Breville Investment at
end FY23

\$829.3 million

Accounting value of investment at
29 July 2023 - \$333.7 million

Market value of 25.8%
Myer Investment at
end FY23

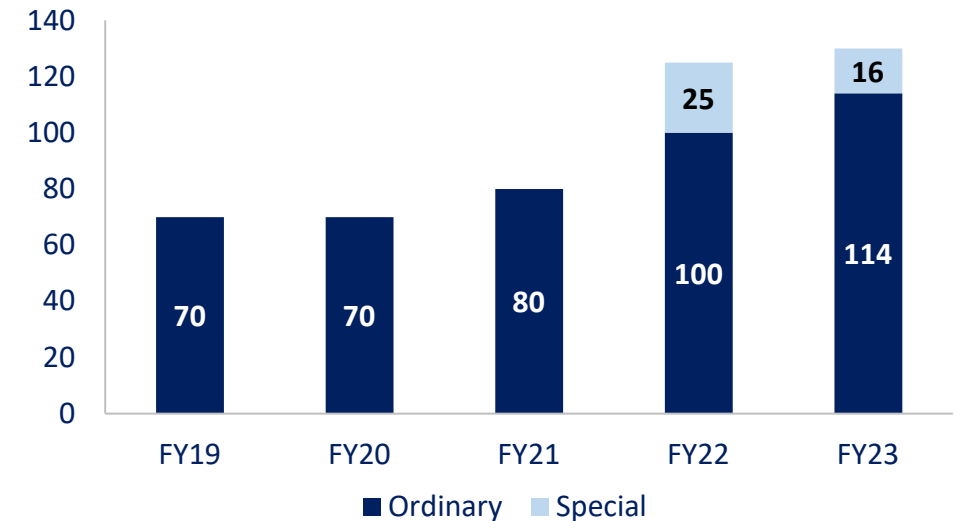
\$137.7 million

Accounting value of investment at
29 July 2023 - \$125.1 million

Record FY23 ordinary
and special dividends

130 cps fully
franked.

Full year ordinary and special dividends
(cents per share, fully franked)



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portmans

Smiggle



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2. Resolutions



JACQUI-E



JACQUI·E





Thank you for attending

Appendix

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. For example: Adjusted NPAT, Pre AASB 16, significant, one-off items, non-recurring costs, like for like sales and EBIT.
- Any non-IFRS financial information is clearly labelled to differentiate it from reported/IFRS financial information. Premier Investments provides reconciliations in the footnotes and appendix in order to allow the reader to clearly reconcile between the IFRS and non-IFRS financial information.
- Premier Investments' 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.
- Like for like sales growth is calculated on a store by store daily basis in each market, including online stores. Only stores open on the same day in each corresponding period have been included in the LFL percentage growth calculation.
- 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.

Notes regarding adjusted NPAT and significant and other one-off items excluded from Premier Retail EBIT

- Please refer to the 2023 Premier Investments Limited Annual Report (page 6 and page 11 of the Director's Report respectively) for an explanation of Premier's adjusted NPAT, including a reconciliation to statutory NPAT, as well as a reconciliation of Premier Retail EBIT and statutory profit before tax for the Retail Segment.

Forward looking statements

- Any forward looking statements contained in this document have been based on expectations at the date of preparation. The forward looking statements included in this document may generally be identified by use of forward looking words such as believe, target, aim, expect, planned or other similar words. Similarly, statements that describe Premier's objectives, plans, goals or expectations are, or may be, forward looking statements. Forward looking statements involve known and unknown risks, uncertainties, assumptions and other important factors that could cause actual results to differ materially from the expectations. In particular the dynamic nature and continuing uncertainty surrounding COVID-19 means it is impossible to predict or forecast the COVID-19 impact on future global consumption, supply chains and therefore Premier's business. Nothing contained in this document is, or may be relied on as, a promise or representation as to the accuracy or likelihood of fulfilment of any forward looking statements, except to the extent required by law. You are therefore cautioned not to place undue reliance on any such forward looking statements.
- Subject to any obligations under the Corporations Act or the ASX Listing Rules, Premier does not give any undertaking to update or revise any forward looking statements after the date of this document to reflect any change in expectations in relation thereto or any change in events, conditions or circumstances on which any such statement is based.