



ASX RELEASE

29 January 2025

Issuance of Consideration Shares

Premier Investments Limited (“Premier”) is pleased to announce that the Consideration Shares (890,500,000 new, fully paid ordinary shares in Myer) resulting from the combination of Premier’s Apparel Brands with Myer Holdings Limited (“Myer”) were issued by Myer to Premier on Wednesday, 29 January 2025 prior to 10:00am. Premier Shares have now commenced trading on the ASX on an ex-In-Specie Distribution basis.

This follows the transaction completion on Sunday, 26 January 2025, as announced to the ASX on Tuesday, 28 January 2025.

As a result of the share issuance, Premier’s relevant interest in Myer Shares has temporarily increased to approximately 67%. However, once Premier undertakes the In-Specie Distribution (including the Sale Agent selling Ineligible Shareholders’ Distribution Shares), Premier’s relevant interest in Myer Shares will be nil.

In-Specie Distribution

Premier will next undertake the In-Specie Distribution, as described in the Explanatory Booklet dated 17 December 2024. Premier expects that Distribution Shares will be issued to Eligible Shareholders or, in the case of Ineligible Shareholders, the Sale Agent, on Thursday, 6 February 2025 (the “Distribution Date”). The first day of normal trading of Distribution Shares on the ASX is expected to be Friday, 7 February 2025.

Eligible Shareholders will automatically receive their Distribution Shares on the Distribution Date.

Ineligible Shareholders will automatically receive their respective Sale Facility Proceeds (as defined in the Explanatory Booklet) once the Sale Agent has sold those Ineligible Shareholders’ Distribution Shares.

Neither Eligible Shareholders nor Ineligible Shareholders are required to contribute any payment to receive their Consideration Shares.

This announcement was authorised for release by the Company Secretary of Premier.

ENDS