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PREMIER INVESTMENTS LIMITED
A.C.N. 006 727 966

Premier Investments Limited
2021 Half Year Results Overview
24 March 2021

THE JUST GROUP dotti JACQUI·E Jay Jays Just Jeans peteralexander portmans Smiggle

Agenda

1. Premier Investments Limited 1H21 overview
2. Premier Investments Limited 1H21 consolidated financial results
3. Premier Retail – delivers record result
4. Premier Retail 1H21 EBIT and record gross margins
5. Peter Alexander – delivers record growth
6. Apparel Brands – well positioned for future growth
7. Online – contributes 20% of group sales
8. Industry restructure accelerating
9. COVID-19 impacts on 1H21
10. Smiggle – strong global brand flourishing where children are back to school

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PREMIER INVESTMENTS LIMITED

1H21 OVERVIEW

1 Premier Investments Limited 1H21 overview

Group result[1, 2]

- Statutory net profit after tax of $188.2 million, up 88.9% on 1H20
- Record Premier Retail sales of $784.6 million, up 7.2% on 1H20
  - Global LFL sales up 18.2% on 1H20 on a constant currency basis
  - Record Peter Alexander sales of $207.7 million, up $62.9 million or 43.4% on previous record 1H20
  - Record Online sales of $156.7 million, up $59.5 million or 61.3% on previous record 1H20 and contributing 20.0% of Premier Retail's total 1H21 sales
  - Apparel Brands 1H21 LFL sales growth of 18.5%
- Record Premier Retail Gross Margin up 286 bps to 65.4%
- Premier Retail EBIT (Pre AASB 16) of $237.8 million, up 88.5% on 1H20
- Premier Retail EBIT % to sales (Pre AASB 16) of 30.3%, up 1,308 bps on 1H20

Note:

1. The Statutory results for 1H21 and 1H20 reflect the adoption of the new Accounting Standard AASB 16 Leases. To allow for historical comparison, 1H21 and 1H20 results disclosed in this presentation unless otherwise stated are pre adoption of AASB 16 ("Pre AASB 16") and therefore exclude the impact of AASB16. Refer Appendix B for reconciliations of Statutory and Pre AASB 16 results.

2. 1H21 includes a 27th week which contributed $21.5 million in sales and $9.1 million in EBIT. All 1H21 sales, margin and profit information contained in this release (except LFL sales, or where otherwise stated) are for the period of 27 weeks ended 30 January 2021 (1H20: 26 weeks ended 25 January 2020).

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1 Premier Investments Limited 1H21 overview

Strong balance sheet

- Strong balance sheet at end of 1H21 shows:
  - Investment in associate (Breville Group Limited) of $268.1 million. The market value of this investment is $1.0 billion (*as at 30 January 2021*)
  - Cash on hand of $497.2 million (up $297.5 million on 1H20)
  - Investment in strategically-owned properties at St Kilda Road Melbourne (Premier Retail's global head office) and Premier Retail's Australian Distribution Centre of $70.1 million, reflected at historical cost less accumulated depreciation, not their current market value
  - Investment in Myer Holdings Limited of $27.4 million
- Franking credit pool of $224.9 million
- The Premier Board has approved an Interim 1H21 dividend of 34 cents per share fully franked, in line with 1H20. The Interim dividend will be payable on 29 July 2021 with a record date of 24 June 2021.

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2 Premier Investments Limited summarised consolidated income statement

$'M	1H21	1H20
Premier Retail EBIT[1]	237.8	126.1
Premier Investments income from Associate (BRG)	16.9	13.9
Premier Investments other revenue (Interest, Rent & Other)	2.5	3.4
Premier Investments expenses (ex Premier Retail)	(4.6)	(3.4)
Finance costs[1]	(2.6)	(3.1)
AASB16 Impact on net profit before tax[1]	3.0	(0.1)
Net profit before tax	**253.0**	**136.8**
One-off gain from the equity accounting impact of BRG share issue	9.1	-
Reported net profit before tax	**262.1**	**136.8**
Income tax expense	(73.9)	(37.2)
Net profit after tax	**188.2**	**99.6**

Note:
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2 Premier Investments Limited summarised consolidated balance sheet

Balance Sheet

$'M	30 Jan 2021	25 Jul 2020
Assets		
Cash and cash equivalents	497.2	448.8
Inventories	180.2	156.6
Property, plant and equipment	148.5	155.1
Right of Use assets	213.1	231.8
Other assets	22.5	40.9
Deferred tax assets	62.9	66.9
Listed equity investment at fair value	27.4	18.1
Investment in associate	268.1	257.4
Intangible assets	827.0	826.9
Total assets	**2,246.9**	**2,202.5**
Liabilities		
Interest bearing liabilities	146.7	146.7
Lease liabilities	268.4	303.9
Trade payables and other liabilities	183.1	169.9
Provisions	56.1	48.9
Income tax payable	54.1	66.2
Interim dividend payable	-	54.0
Deferred tax liabilities	66.6	65.4
Total liabilities	**775.0**	**855.0**
Total equity	**1,471.9**	**1,347.5**

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PREMIER RETAIL

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3 Premier Retail – Delivers record result

- Premier Retail EBIT (Pre AASB 16) of $237.8 million, up 88.5% on 1H20[1]
- Premier Retail EBIT % to sales (Pre AASB 16) of 30.3%, up 1,308 bps on 1H20[1]
- Premier Retail Profit before tax (Pre AASB 16) of $236.7 million, up 90.1% on 1H20[1]
- Premier Retail sales of $784.6 million, up 7.2% on 1H20
  - Global LFL sales up 18.2% on 1H20 on a constant currency basis
  - Record Peter Alexander sales of $207.7 million, up $62.9 million or 43.4% on previous record 1H20
  - Record Online sales of $156.7 million, up $59.5 million or 61.3% on previous record 1H20 and contributing 20.0% of Premier Retail's total 1H21 sales
  - Apparel Brands 1H21 LFL sales growth of 18.5%
- Record Premier Retail Gross Margin up 286 bps to 65.4%
- In the midst of a global pandemic, in mid-2020 Premier Retail made the strategic decision to significantly invest in inventory and build the supply chain to be in stock for the critical summer trading period including Black Friday, Christmas and January sales period.
- This strategy has and continues to provide the foundation for the significant sales and margin momentum currently being experienced with Global LFL Sales up 32.1% and Gross Margin up 379 bps after the first 7 weeks of 2H21

Note:
1. The Statutory results for 1H21 and 1H20 reflect the adoption of the new Accounting Standard AASB 16 Leases. To allow for historical comparison, 1H21 and 1H20 results disclosed in this presentation unless otherwise stated are pre adoption of AASB 16 ("Pre AASB 16") and therefore exclude the impact of AASB16. Refer Appendix B for reconciliations of Statutory and Pre AASB 16 results

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3 Premier Retail performance

$'000	Pre AASB16[2] 27 weeks to 30 Jan 2021	Pre AASB16[2] 26 weeks to 25 Jan 2020	Var LY
Sales	**784,614**	**732,074**	**+7.2%**
LFL sales (constant currency)	***18.2%***	*4.3%*	
Gross Profit	**513,120**	457,834	+12.1%
Gross margin (%)	***65.4%***	*62.5%*	*286bps*
Employee Expenses	**(158,161)**	(163,231)	-3.1%
% sales	***20.2%***	*22.3%*	*-214bps*
Rent	**(71,022)**	(116,400)	-39.0%
% sales	***9.1%***	*15.9%*	*-685bps*
Advertising & Direct Marketing	**(9,915)**	(8,928)	+11.1%
% sales	***1.3%***	*1.2%*	*4bps*
Depreciation & Amortisation	**(11,361)**	(16,049)	-29.2%
% sales	***1.4%***	*2.2%*	*-74bps*
Impairment	**-**	(5,025)	-100.0%
% sales	***0.0%***	*0.7%*	*-69bps*
Other Cost of Doing Business	**(26,392)**	(22,634)	+16.6%
% sales	***3.4%***	*3.1%*	*27bps*
Other income	**1,526**	559	
EBIT	**237,795**	**126,126**	**+88.5%**
	30.3%	*17.2%*	*1,308bps*
Borrowing Costs	**(1,128)**	(1,625)	-30.6%
PBT	**236,667**	**124,501**	**+90.1%**
	30.2%	*17.0%*	*1,316bps*

1H21 Rent Expense rebased to 12.7% of Sales

As a result of the accelerating retail industry restructure underway, during 1H21 Premier Retail was able to reach mutual agreement with key landlords that has appropriately rebased the Group's first half normalised rent at 12.7% of sales on a 26 week period (down 318 bps on 1H20) recognising the long term financial strength of Premier Investments and its seven iconic brands.

In addition to the benefits of rebasing the rent, during 1H21 Premier Retail also reached mutual agreement with key landlords on $13.2 million worth of COVID-19 abatements and $9.2 million in benefits in relation to stores previously in hold over.

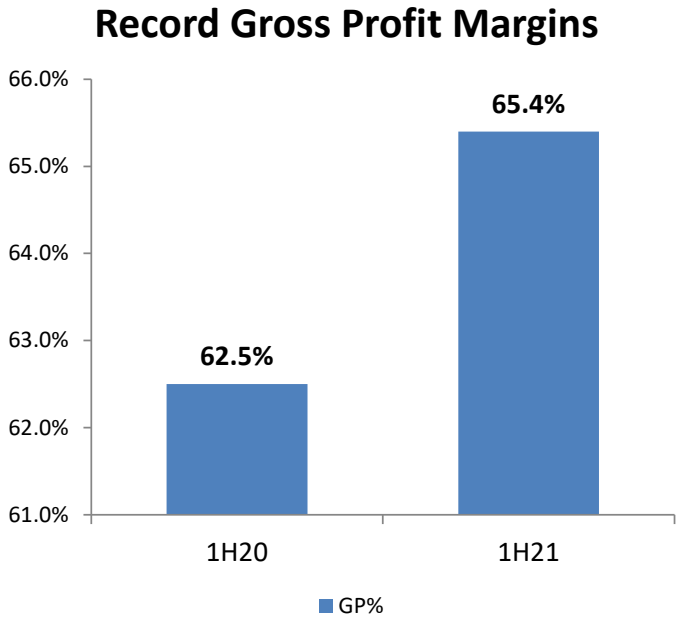
The rent expense in 1H21 was further decreased by $3.7 million due to the UK government providing temporary relief from business rates compared to 1H20. The UK government recently announced the current relief would continue until June 2021. Post June 2021, further relief to March 2022 continues at a lower level

Note:
1. 1H21 result includes 27th week which contributed $21.5 million in sales and $9.1 million in EBIT
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4 Premier Retail – Record Gross Margin up 286 bps

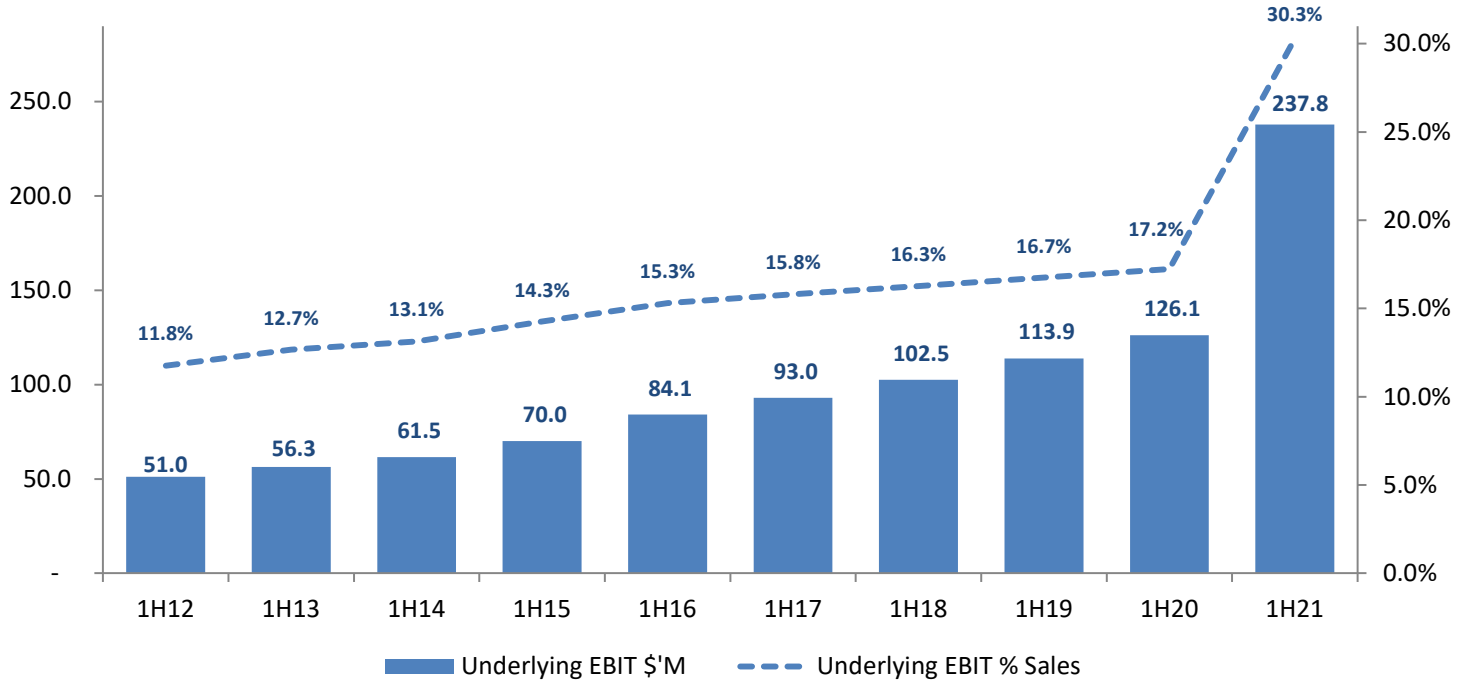
- Premier Retail has seven iconic brands each with a strong, distinctive and competitive market position
- Record Premier Retail Gross Margin up 286 bps to 65.4% in 1H21
- In the midst of a global pandemic and despite the significant uncertainty at the time, in mid-2020 Premier Retail made the critical strategic decision to invest in increased inventory and build the supply chain to be in stock for the critical summer trading period including Black Friday, Christmas and January sales period
- Long term gross margin strategies continue to deliver
  - Better merchants developing better products
  - High quality inventory delivering more full-priced sales with less promotional activity
  - Long term foreign currency hedging strategies allowing for long term merchandise planning
  - Long term relationships with key suppliers and direct sourcing initiatives providing incremental benefits
- Strong gross margin growth has continued in the first 7 weeks of 2H21, up 379 bps on the prior comparable period



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4 Premier Retail – Delivers nine consecutive years of growth

- Nine consecutive years of underlying EBIT growth in the critical summer season
- 1H21 EBIT margin to sales (Pre AASB 16) up 1,308 bps on 1H20 to 30.3%
- The Group's long term strategies delivered significant operating leverage in 1H21
- Premier Retail best positioned for an accelerating industry restructure



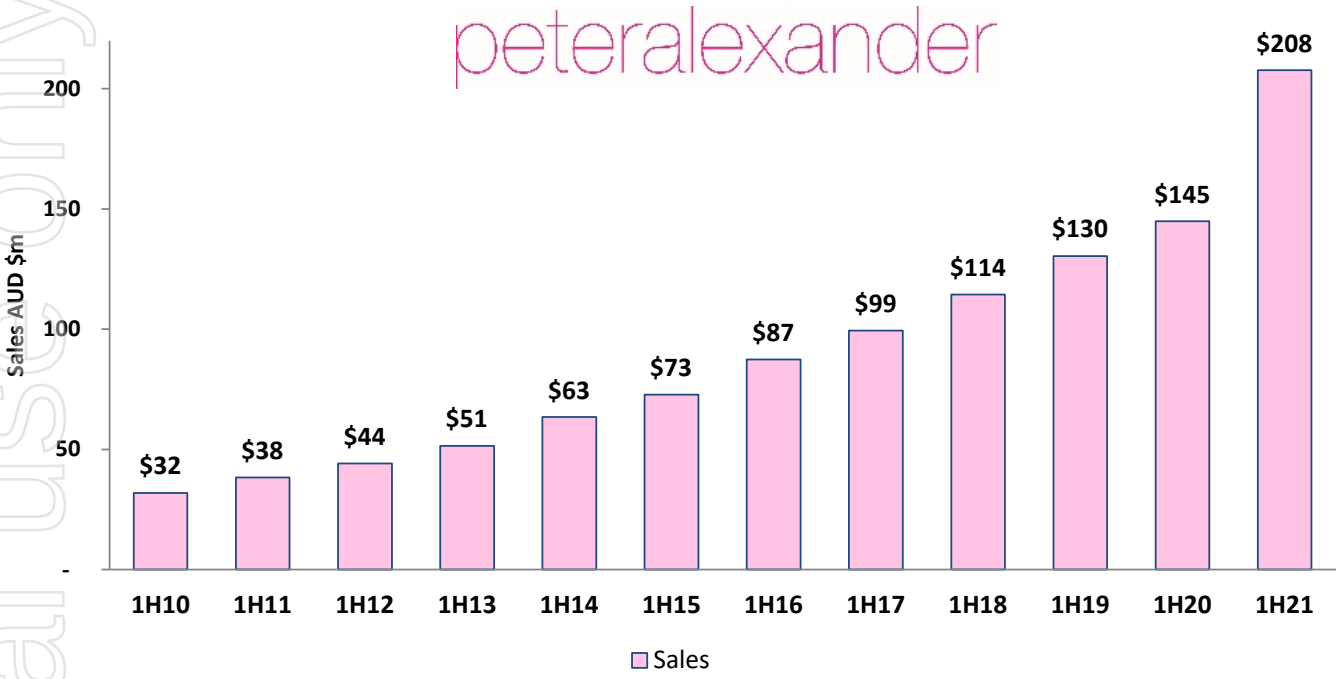
Notes.

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5 Peter Alexander – Delivers record growth





Peter Alexander - a unique and much loved designer brand

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5 Peter Alexander – Powerful designer brand delivering record results

- Peter Alexander is a unique and much loved designer brand
- Record 1H21 sales of $207.7 million, up a record $62.9 million or 43.4% on 1H20, underpinned by strong LFL growth both in stores and online
- Peter Alexander's unique design led product, combined with the Group's strategic decision to be in stock for the critical Q2 and Christmas trading period has enabled the brand to deliver increased full priced sales with much less promotional activity delivering significantly higher gross margins in 1H21
- The online channel continued to deliver exceptional sales and EBIT growth well ahead of the market, with the strategy to offer online exclusive styles delivering outstanding growth
- P.A. Plus continued to deliver outstanding growth. 1H21 sales up 67% on a LFL basis, with 60% of all P.A. Plus sales delivered through the online channel
- Children's sleepwear continued to deliver outstanding growth. 1H21 sales up 51% on a LFL basis, with 30% of all Children's sleepwear sales delivered through the online channel
- Record Christmas sales and gross margin again reinforced the brand's unique position as a premium gift destination
- Sales and margin growth momentum has continued into the first 7 weeks of 2H21, with total sales growth up 46.0% on the comparable period last year



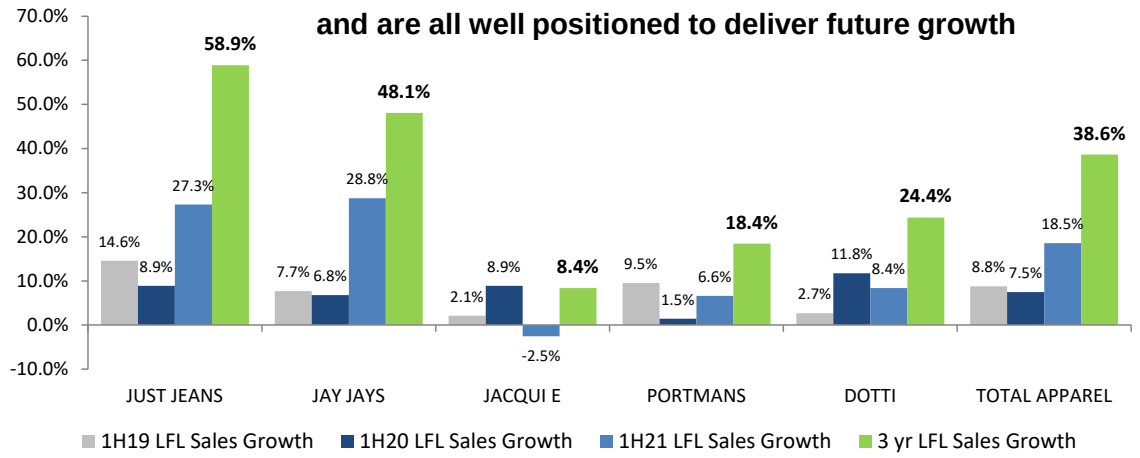
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6 Apparel Brands – well positioned to deliver future growth

- Apparel Brands 1H21 sales up 10.4% on 1H20 to $434.5 million
- Apparel Brands 1H21 LFL sales growth of 18.5% was stronger than overall sales growth
- Apparel Brands delivered three year LFL sales growth of 38.6% from 1H18 to 1H21
- Significant sales growth and gross margin improvement delivered through
  - Better merchants delivering better products
  - High quality inventory delivering more full priced sales with less promotional activity
  - Long term foreign currency hedging strategies allowing for merchandise planning
  - Long term relationships with key suppliers and direct sourcing initiatives continue to deliver incremental benefits
- Inventory investment has continued into 2H21 to maximise sales and EBIT growth
- Sales growth momentum has continued into the first 7 weeks of 2H21 with LFL sales growth up 27.6% on the comparable period last year



All Apparel Brands have a distinct and competitive market position and are all well positioned to deliver future growth



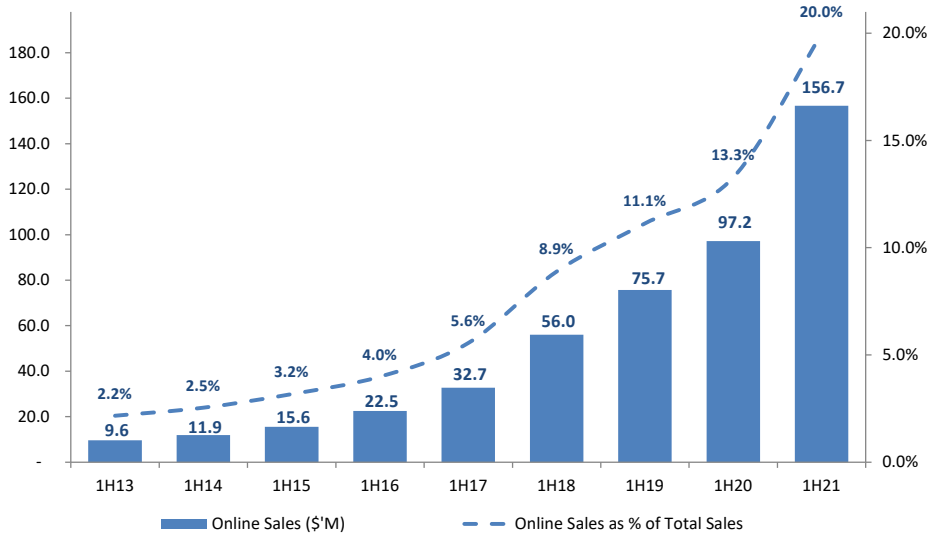
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7 Online – Contributes 20% of Group Sales

- Record online sales of $156.7 million, up $59.5 million or 61.3% on a previous record 1H20 and contributed 20.0% of total 1H21 sales (1H20: 13.3%)
- 2013 investment in centralised and specifically customised Australian Distribution Centre servicing 100% order fulfilment of 100% of Premier Retail products in Australia has enabled the business to be agile and scale up operations in response to unprecedented customer demand providing the group with significant operating leverage
- Plans have commenced to expand the 100% owned Australian Distribution Centre in calendar 2022 to meet ongoing demand resulting from the accelerating industry restructure as customers increasingly choose to shop online
- Online channel continues to deliver significantly higher EBIT margin than the retail store network providing significant operating leverage for future growth
- Major investment continues in people, technology, digital marketing and distribution centres whilst continuing to deliver a world class platform and customer experience

Online Sales Growth



- Strong online sales growth has continued into the first 7 weeks of 2H21 with sales growth up 61.9% on the comparable period last year.

Record online sales contributed 20.0% of total 1H21 sales at a significantly higher EBIT margin than the retail store network

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8 Industry Restructure Accelerating – Online growth accelerating

- COVID-19 has accelerated the retail industry restructure already underway
- Globally, the ongoing government mandated rolling temporary closures of stores and implementation of social distancing measures for instore shopping has significantly impacted customer shopping behaviour. As a direct result, consumers are increasingly choosing to shop online in this highly uncertain macro-environment.
- Premier has made significant investment in its fully integrated online channel over the past nine years
- Today, Premier Retail is best placed to take advantage of the accelerating industry restructure underway with:
  - Seven iconic owned brands each with a strong, distinctive and competitive market position
  - World class customer facing website platforms trading in three countries
  - A fully integrated and owned Australian distribution centre with significant expansion opportunities
  - Significant investment in digital capability
  - Significant investment in online technology and infrastructure
  - Significant investment in dedicated teams focused on online growth
  - Delivered 1H21 online sales growth up 61.3% on 1H20 and contributing 20.0% of total 1H21 sales

The Online channel continues to deliver significantly higher EBIT margin than the retail store network providing significant operating leverage for future growth

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8 Industry Restructure Accelerating – Maximising channel profitability

- The accelerated swing in customer preference to shopping online has further increased Premier Retail's focus on each store's profitability. Premier Retail has closed 162 stores over the past seven years, including 51 stores in the last 12 months, demonstrating its willingness to walk away from stores with unrealistic rents that deliver unprofitable sales.
- While it is not Premier Retail's objective to close any stores, should landlords not accept the major shift in consumer shopping behaviour and adjust their rents according to customer shopping preferences, store closures will be inevitable.
- Pleasingly many landlords recognise the long term financial strength of Premier and its seven iconic brands. During 1H21 Premier Retail was able to reach mutual agreement with key landlords that appropriately rebased the Group's first half normalised rent to 12.7% of sales (on a 26 week basis), a reduction of 318 bps on 1H20.
- Premier Retail maintains maximum flexibility in reviewing each stores' profitability, with over 70% of its global store network either in holdover or with leases expiring in less than 12 months.

The group remains best placed to maximise channel profitability through the accelerating retail industry restructure

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9 COVID-19 impacts on 1H21 results

- Premier Retail's priority has been to support team members, keep them in jobs and connected to the business during this once in a century health crisis
- At various times during the half, it was government mandated that Premier Retail temporarily close stores in Melbourne, Regional Victoria, Auckland, Adelaide, Sydney's Northern Beaches and Brisbane
- In addition, stores in England, Scotland, Wales, Northern Ireland and the Republic of Ireland faced multiple government mandated shutdowns during 1H21, including key trading periods across Black Friday and Christmas
- During all of these temporary store closures, Premier Retail's focus has been on the health and safety of our teams and the communities in which we operate
- At the start of 1H21, the Victorian Government mandated the closure of 216 Premier Retail stores for most of August, September and October. As a result of this government mandate, Premier Retail suddenly lost $44.0 million in store sales and corresponding gross profit of $28.5 million on the same period last year. The loss of gross profit ($28.5 million) more than offset wage subsidy support recognised in the half
- Over and above any obligations, and despite not being eligible for "JobKeeper 2" from 28 September 2020 onwards, Premier has continued to pay more than 1,500 of its full time and part time Australian team members their contracted hours whilst those teams were unable to work due to various state government mandated temporary store closures in October, November, December 2020, January and February 2021
- Consistent with the Australian Federal Government's policy of keeping people in jobs and connected to their employers during this once in a century health crisis, Premier is committed to the $15.6 million net benefit of "JobKeeper 1" recognised in 1H21 being used to continue to pay its full time and part time workforce their contracted hours, should they potentially be stood down and unable to work due to any further state government mandated snap COVID-19 lockdowns
- In addition, Premier confirms that the "JobKeeper 1" benefit recognised in 1H21 will not be used in the calculation nor the funding, of dividends or management bonuses

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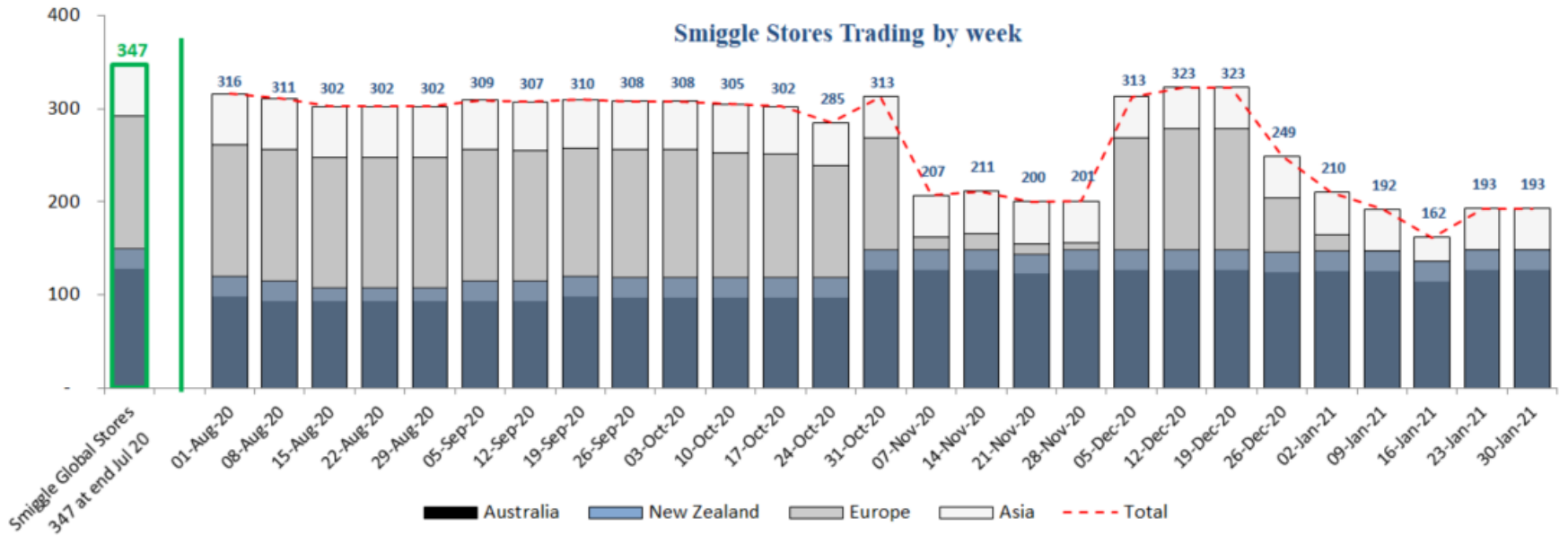
9 COVID-19 impacts on 1H21 results – Smiggle a powerful global brand

The impact of COVID-19 continued to be particularly severe on the Smiggle Global business in 1H21 as:

- Governments mandated closures of retail stores across all regions
- Schools closed for extended periods of time
- International borders shut across all Smiggle Retail and Wholesale Markets
- Families no longer felt safe shopping with children in stores in the midst of a once in a century global health crisis

Pleasingly, in countries and markets where schools have re-opened largely free of COVID-19 restrictions, Smiggle is flourishing

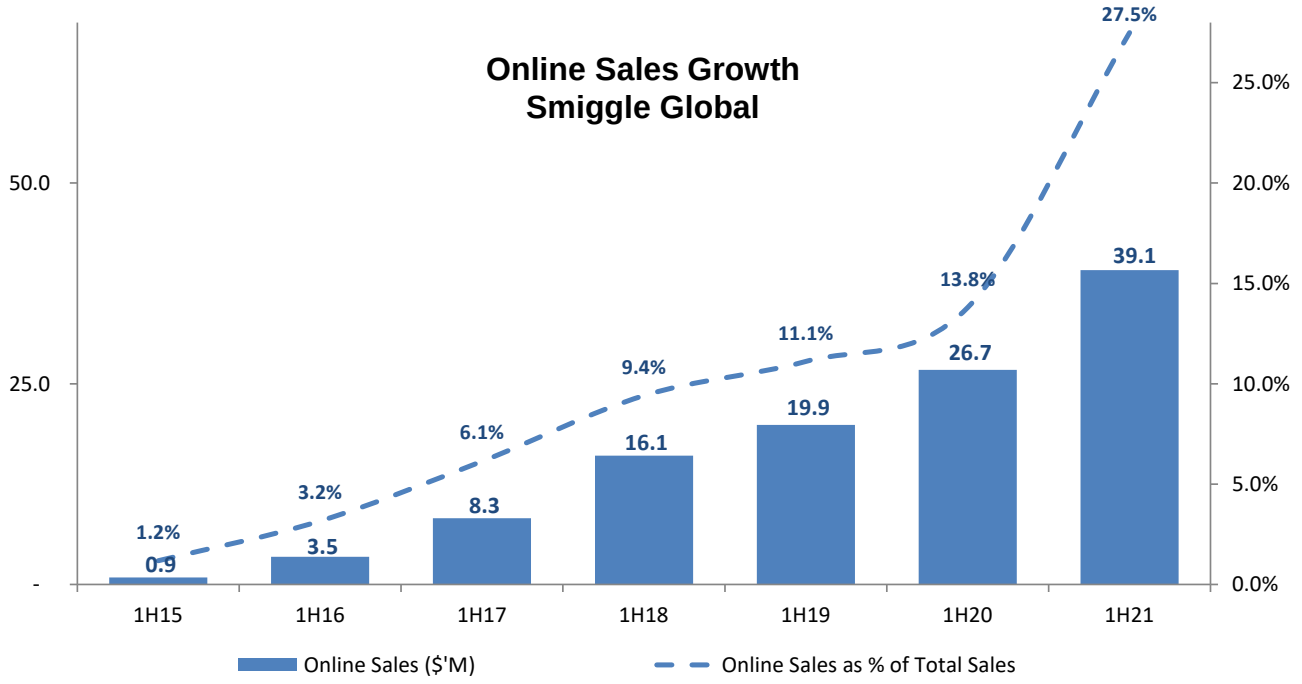
The key to Smiggle's success is children attending school



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10 Smiggle – A powerful global brand delivers record online sales

- Smiggle delivered record global online sales in 1H21 of $39.1 million, up 46.4% on 1H20, and contributed 27.5% of total Smiggle 1H21 sales (1H20: 13.8%)
- Record online sales across all proprietary sites in Australia, New Zealand and UK
- Online channel continues to deliver significantly higher EBIT margin than the retail store channel
- Significant investment continues in Smiggle's global online opportunity



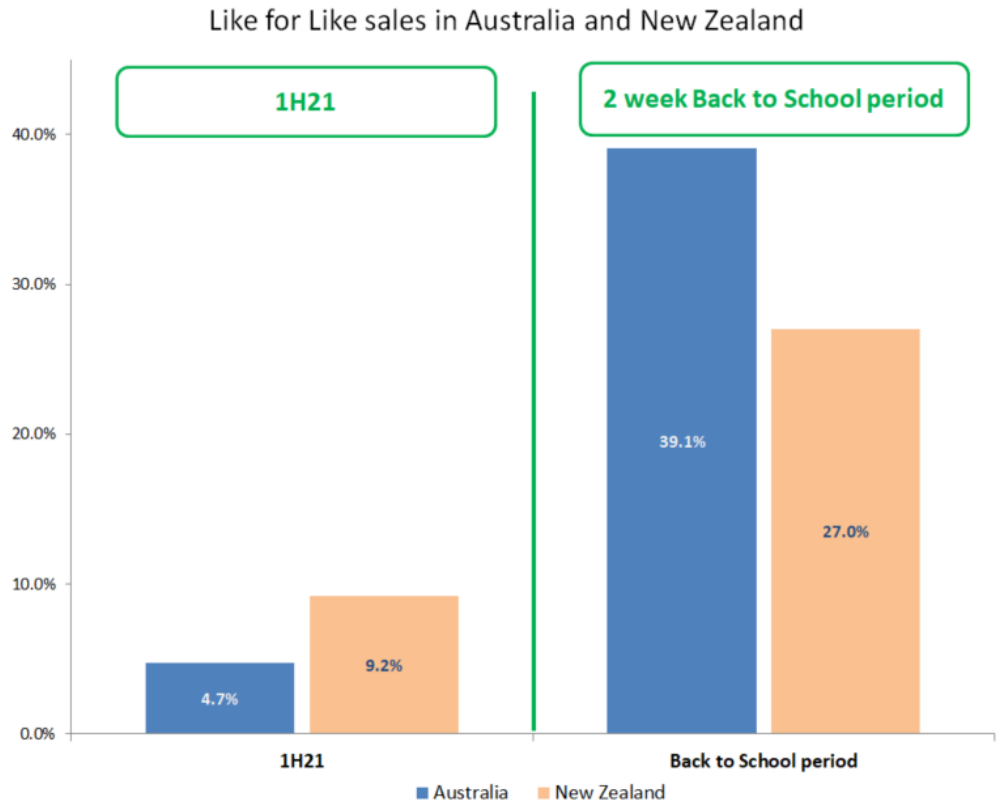
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10 Smiggle – Powerful global brand flourishing where children are back at school

- Smiggle is a powerful global brand
- The key to Smiggle's success is children attending school
- In countries and markets where schools have reopened and these markets are largely free of COVID-19 restrictions, the brand is flourishing

Australia and New Zealand

- Despite the ongoing impact of COVID-19 in 1H21, Smiggle demonstrated its true strength by delivering LFL sales growth up 4.7% in Australia and up 9.2% in New Zealand
- Critically, during the key 2 week "back to school" period as children returned to school in Australia and New Zealand following the summer holidays, Smiggle demonstrated its unique product competitive advantage by delivering LFL sales growth up 39.1% in Australia and up 27.0% in New Zealand.



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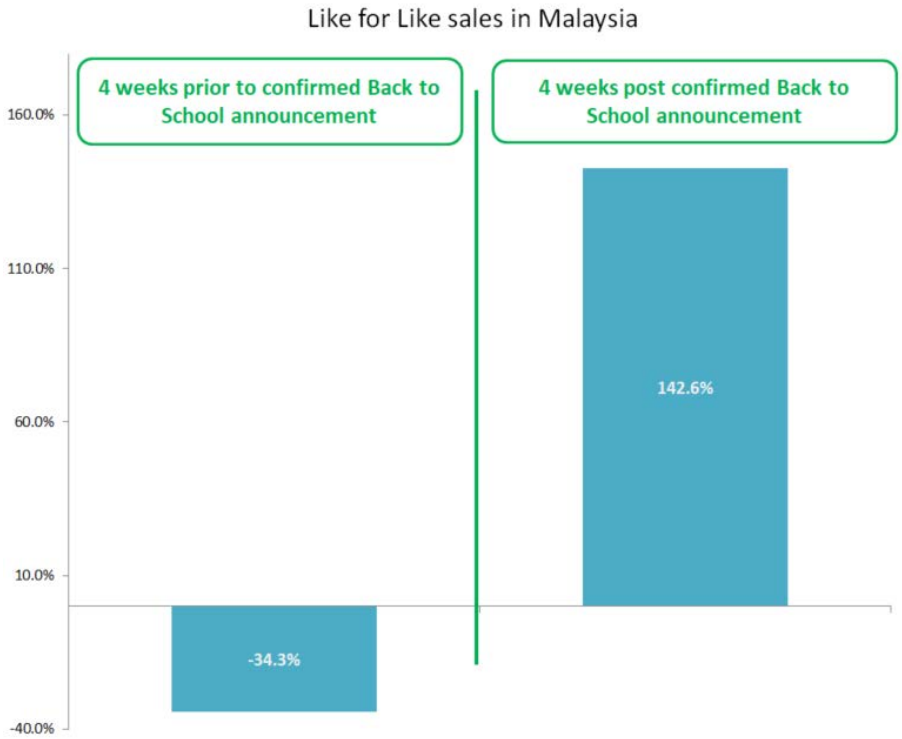
10 Smiggle – Powerful global brand flourishing where children are back at school

Smiggle International

- In Malaysia, all children returned to school by 15 March 2021 after more than a 9 month absence. With all stores now open and families preparing for school return Smiggle's has delivered LFL sales growth up 142.6% in the last 4 weeks
- The UK and Republic of Ireland have experienced a severely disrupted past year of schooling, with some regions remote learning for 9 of the past 12 months. The respective governments' roadmaps for economic re-opening have first prioritised the return to school, ahead of retail store re-openings currently as follows:

Country	Return to school	Retail re-opening
Scotland	22 February 2021	26 April 2021
Wales	22 February 2021	12 April 2021
England	8 March 2021	12 April 2021
Northern Ireland	8 March 2021	26 April 2021
Republic of Ireland	8 March 2021	26 April 2021

- Consistent with other markets where Smiggle has flourished when children have returned to school and societies return to an environment largely free of COVID-19 restrictions, the brand is confident that business in Europe will bounce back strongly with children back in the classroom and having a reason to buy school essentials



LFL sales performance for back to school in Malaysia up 142.6%

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10 Smiggle – Powerful global brand set to rebound and grow

Smiggle has been strategically positioned for maximum EBIT growth as sales rebound due to the decisions previously made to reset Smiggle International's asset base

- Impaired all Smiggle store assets in Asia and Europe in 2H20
- Closed the final four Smiggle Hong Kong retail stores in 1H21
- Closed 17 stores in United Kingdom in 1H21, with potential for a further 10-16 to close in 2H21
- In all stores that remain open at lease end, Smiggle UK reached agreement with landlords on turnover rent at a significantly lower % to sales than the existing lease terms. In addition, Smiggle UK has negotiated maximum flexibility with short term notice periods.
- Continued significant investment in Smiggle's highly profitable global online presence

These actions leave Smiggle International best placed to rebound and grow post COVID-19

- In countries and markets where schools have reopened and these markets are largely free of COVID-19 restrictions, the brand is delivering strong LFL growth
- Following a second highly successful collaboration in 1H21 with Minions, significant opportunities exist with Disney, Pixar, Universal, Warner Brothers etc for many future collaborations with industry leading film studios that are aligned to Smiggle's core consumers, values and philosophy

Smiggle is a powerful global brand set to rebound and grow





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PREMIER RETAIL

Appendix A: BRAND BY BRAND PERFORMANCE

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A peteralexander

Highlights

- Record 1H21 sales of $207.7m, up a record $62.9m or 43.4% on 1H20, underpinned by strong LFL growth both online and in stores
- Peter Alexander's unique design led product, combined with the Group's strategic decision to be in stock for the critical Q2 and Christmas trading period has enabled the brand to deliver increased full priced sales with much less promotional activity delivering significantly higher gross margins in 1H21
- Record Christmas sales and gross margin again reinforced the brand's unique position as a premium gift destination
- Strong and focused management team led by Judy Coomber (Managing Director: Peter Alexander and Dotti) and Peter Alexander (Creative Director: Peter Alexander)



Overview of Results

Sales	$207.7m			
Var LY	+43.4%			
Store movements	**Jul 20**	**Open**	**Close[1]**	**Jan 21**
Australia	108	-	-	108
New Zealand	15	-	-	15
Myer Concession	17	-	-	17
	140	**-**	**-**	**140**

Notes:
1. Store movements table reflects permanent store closures only, and does not include temporary store closures

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Highlights

- 1H21 Sales up 20.0% to $161.3m - a particularly pleasing result for the group's iconic original brand
- 1H21 LFL Sales up 27.3% - stronger than overall sales growth
- 3 years of sustained LFL growth in the critical summer season, up 58.9% from 1H18 to 1H21
- Online Sales continue to drive overall growth at a significantly higher EBIT margin than the store portfolio
- Just Jeans has a strong, distinctive and competitive market position and is well positioned for future growth



Overview of Results

Sales	$161.3m			
Var LY	+20.0%			
Store movements	**Jul 20**	**Open**	**Close**[1]	**Jan 21**
Australia	198	-	2	196
New Zealand	44	-	-	44
	242	**-**	**2**	**240**

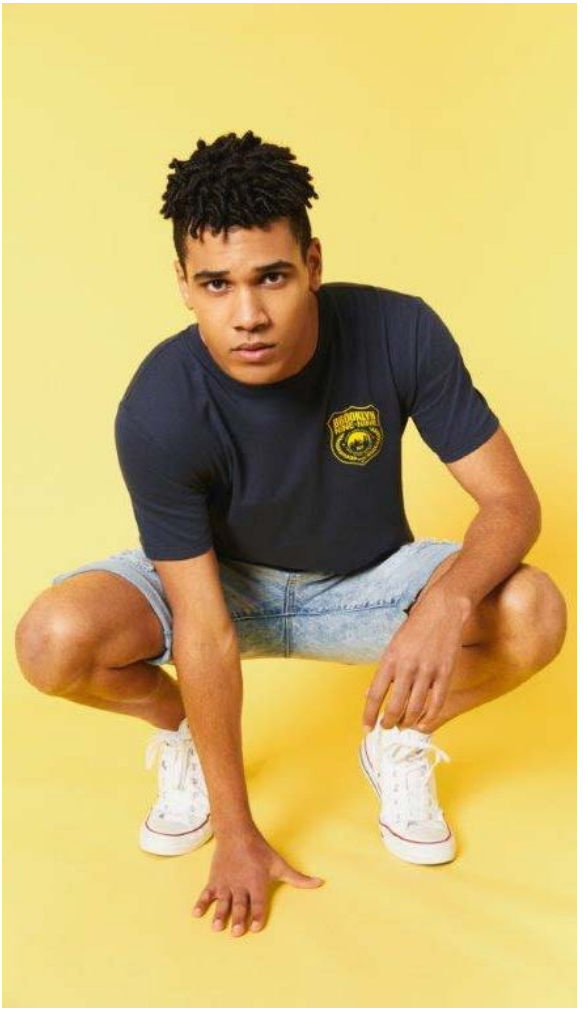
Notes:
1. Store movements table reflects permanent store closures only, and does not include temporary store closures

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A | Jay Jays

Highlights

- 1H21 Sales up 21.3% to $116.6m
- 1H21 LFL Sales up 28.8% - stronger than overall sales growth
- 3 years of sustained LFL growth in the critical summer season, up 48.1% from 1H18 to 1H21
- Online Sales continue to drive overall growth at a significantly higher EBIT margin than the store portfolio
- Jay Jays has a strong, distinctive and competitive market position and is well positioned for future growth



Overview of Results

Sales	$116.6m			
Var LY	+21.3%			

Store movements	**Jul 20**	**Open**	**Close[1]**	**Jan 21**
Australia	176	-	1	175
New Zealand	29	-	2	27
	205	**-**	**3**	**202**

Notes:
1. Store movements table reflects permanent store closures only, and does not include temporary store closures

PREMIER INVESTMENTS LIMITED | peteralexander | Jay Jays | dotti | smiggle | JACQUI·E | Just Jeans | portmans | THE JUST GROUP

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A dotti

Highlights

- 1H21 LFL sales up 8.4% - stronger than overall sales growth
- 3 years of sustained LFL growth in the critical summer season, up 24.4% from 1H18 to 1H21
- Continued improvement in gross margins being delivered through changes to sourcing strategy
- Online Sales continued to grow ahead of the market with this channel delivering significantly higher EBIT margin than the Brand average
- Dotti has a strong, distinctive and competitive market position and is well positioned for future growth



Overview of Results

Sales	$56.4m			
Var LY	-1.8%			
Store movements	**Jul 20**	**Open**	**Close[1]**	**Jan 21**
Australia	92	-	2	90
New Zealand	19	-	-	19
	111	**-**	**2**	**109**

Notes:
1. Store movements table reflects permanent store closures only, and does not include temporary store closures

A portmans

Highlights

- 1H21 LFL sales up 6.6% - stronger than overall sales growth
- 3 years of sustained LFL growth in the critical summer season, up 18.4% from 1H18 to 1H21
- In regions largely free of COVID-19 social distancing restrictions, Portmans sales were significantly stronger. 1H21 LFL Sales were up 31.5% in Western Australia
- Online Sales continue to drive overall growth at a significantly higher EBIT margin than the store portfolio
- Portmans has an extremely strong and distinctive market position and is well positioned for future growth



Overview of Results

Sales	$64.3m			
Var LY	-1.8%			
Store movements	**Jul 20**	**Open**	**Close[1]**	**Jan 21**
Australia	85	-	-	85
New Zealand	11	-	-	11
	96	**-**	**-**	**96**

Notes:
1. Store movements table reflects permanent store closures only, and does not include temporary store closures

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A | JACQUI·E

Highlights

- 3 year LFL Sales up 8.4% from 1H18 to 1H21
- Jacqui E has been significantly impacted by the temporary exodus of workers from CBD areas during the COVID-19 health crisis
- In regions largely free of COVID-19 social distancing restrictions, Jacqui E sales were significantly stronger. 1H21 LFL Sales were up 24.1% in Western Australia
- Online Sales continue to drive overall growth at a significantly higher EBIT margin than the store portfolio
- Jacqui E has an extremely strong and distinctive market position and is well positioned for future growth



Overview of Results

Sales	$35.9m			
Var LY	-10.3%			
Store movements	**Jul 20**	**Open**	**Close[1]**	**Jan 21**
Australia	76	-	-	76
New Zealand	20	-	1	19
	96	**-**	**1**	**95**

Notes:
1. Store movements table reflects permanent store closures only, and does not include temporary store closures

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A

Highlights

- The key to Smiggle's success is children attending school. Pleasingly, in countries and markets where schools have re-opened largely free of COVID-19 restrictions, Smiggle is flourishing
- Strong 1H21 LFL performance in Australia up 4.7% and NZ up 9.2%. The brands strength was further demonstrated in the key 2 week Back to School period, with LFL Sales up 39.1% in Australia and up 27% in New Zealand.
- In Malaysia, with children returning to school earlier this month after a prolonged absence from in school learning, a strong back to school performance with LFL Sales up 142.6%.
- Smiggle delivered record global online sales in 1H21 of $39.1 million, up 46.4% on 1H20, and contributed 27.5% of total Smiggle 1H21 sales (1H20: 13.8%)
- Smiggle is a powerful global brand set to rebound and grow under the leadership of John Cheston (Managing Director: Smiggle)

Overview of Results

Sales	$142.4m			
Var LY	-26.5%			
Store movements	**Jul 20**	**Open**	**Close[1]**	**Jan 21**
Australia/NZ	150	-	2	148
Asia	46	-	8	38
Asia Concession	9	-	2	7
Europe	138	-	16	122
Europe Concession	4	-	1	3
Global Stores	**347**	**-**	**29**	**318**
Wholesale Doors	*282*			*304*



Note 1. Store movements table reflects permanent store closures only, and does not include temporary store closures

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Appendix B: Impact of AASB 16 and other information

B Appendix: Implementation of lease accounting standard AASB 16

- The new lease accounting standard AASB 16 was adopted at the start of the FY20 reporting period effective from 28 July 2019
- The implementation of AASB 16 has significantly changed reported results, however the standard does not have a significant economic impact on the company, net cash flows, debt covenants or shareholder value
- The impact of AASB 16 on the 1H20 and 1H21 reported statutory results compared to “Pre AASB 16” results (i.e. excluding the impact of the new standard) is summarised on the following page

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B Appendix: Premier Investments Limited Profit and Loss impact of AASB 16

Profit & Loss	*Pre AASB16*	*Pre AASB16*		*Post AASB16*		*Post AASB16*	
$'M	**27 weeks to 30 Jan 2021**	**26 weeks to 25 Jan 2020**	**Var LY**	***27 weeks to 30 Jan 2021***	*AASB16 Impact*	*26 weeks to 25 Jan 2020*	*AASB16 Impact*
Sales	**784.6**	732.1	**+7.2%**	***784.6***		*732.1*	
Gross Profit	**513.1**	457.8	+12.1%	***513.1***		*457.8*	
Employee Expenses	**(158.6)**	(163.7)	-3.1%	***(158.6)***		*(163.7)*	
Operating Lease rental expense	**(69.1)**	(114.0)	-39.4%	***14.7***	*83.8*	*(23.1)*	*90.9*
Advertising & Direct Marketing	**(9.9)**	(8.9)	+11.1%	***(9.9)***		*(8.9)*	
Depreciation, Amortisation & Impairment	**(12.0)**	(21.7)	-44.8%	***(89.1)***	*(77.1)*	*(106.6)*	*(84.9)*
Other Cost of Doing Business	**(29.9)**	(25.3)	+18.4%	***(29.9)***		*(25.3)*	
Other revenue and income	**11.2**	1.8	+521.0%	***11.2***		*1.8*	
Share of profit of associate	**16.9**	13.9	+21.3%	***16.9***		*13.9*	
EBIT	**261.7**	139.9	**+87.0%**	***268.4***	*6.7*	*145.9*	*6.0*
Borrowing Costs	**(2.6)**	(3.0)	-14.1%	***(6.3)***	*(3.7)*	*(9.1)*	*(6.1)*
PBT	**259.1**	136.9	**+89.3%**	***262.1***	*3.0*	*136.8*	*(0.1)*

Refer to Appendix 4D and notes to the half-year financial report for further details

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B 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: Pre AASB 16, significant, one-off items, non-recurring costs, like for like sales, underlying EBIT, underlying NPBT and underlying NPAT.
- 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.

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.
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