

city chic collective

ASX Announcement

10 November 2021

Appointment of Chief Financial Officer

City Chic Collective Limited ('City Chic' or 'Company') today announces that Peter McClelland has been appointed Chief Financial Officer (CFO) with effect from 16 November 2021.

Mr McClelland is a highly experienced public company CFO and COO in Australia as well as internationally. His roles have included CFO and COO of oOh! Media, CFO of Velocity Frequent Flyer and, most recently, CFO of Isentia Limited. Prior to that he was APAC Chief Financial and Administration Officer of global retailer Luxottica, where he oversaw local distribution centre and logistics operations.

Phil Ryan, CEO of City Chic said: "Peter has exactly the right credentials to support the business as we continue our global expansion. In addition to his extensive finance and public markets experience, he is also skilled in operations and strategy in the retail sector. With his supply-chain expertise and experience in managing M&A and integration projects, he will be a valuable asset to the business."

Outgoing CFO, Munraj Dhaliwal, will remain with the business until the end of the year to facilitate a handover to Mr McClelland.

The release of this announcement was authorised by the Board.

About City Chic Collective

City Chic Collective is a global omni-channel retailer specialising in plus-size women's apparel, footwear and accessories. It is a collective of customer-led brands including City Chic, Avenue, Evans, CCX, Hips & Curves and Fox & Royal. City Chic and CCX appeal to fashion forward women and its omni-channel model comprises of a network of 89 stores across Australia and New Zealand (ANZ) and websites operating in ANZ and the US. Avenue (US-based) and Evans (UK-based) target a broad customer base across conservative and fashion segments, both with a long history and significant online customer following. Hips & Curves in the US, and Fox & Royal in ANZ and the UK are online intimates brands. The collective of brands are also available through marketplace and wholesale partners in the US, Canada, UK and Europe.

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