

COUNTRY ROAD GROUP

COUNTRY ROAD MIMCO TRENERY WITCHERY

STATEMENT TO THE AUSTRALIAN SECURITIES EXCHANGE

12 AUGUST 2014

APPOINTMENT AND RESIGNATION OF CHIEF EXECUTIVE OFFICER

Country Road Limited (“Country Road”) announces the appointment of Matthew Keogh as Chief Executive Officer (“CEO”) and Director effective immediately.

Mr Keogh replaces Iain Nairn who has been appointed as CEO of David Jones Limited (“David Jones”) effective immediately. Mr Keogh has 25 years’ experience in specialty retail and hospitality, and for the past 10 years has worked in numerous senior executive roles within Woolworths Holdings Limited, South Africa (“WHL”), most recently as the Managing Director of Witchery.

WHL owns over 99% of Country Road and is in the process of compulsory acquisition of the remaining shares. WHL, through its subsidiary companies, has also recently acquired David Jones.

Chairman of Country Road and CEO of WHL, Ian Moir welcomed Mr Keogh and thanked Mr Nairn for his significant contribution to the success of Country Road and positioning it for continued growth.

For further details contact:

Angus Urquhart: Hintons

Mobile: 0402 575 684