

Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	COUNTRY ROAD LIMITED
ABN	78 006 759 182

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	MATT KEOGH
Date of appointment	12 August 2014

Part 1 - Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities <i>REFER TO THE ATTACHED SCHEDULE</i>

+ See chapter 19 for defined terms.

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Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	Number & class of Securities

Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	NIL
Nature of interest	
Name of registered holder (if issued securities)	
No. and class of securities to which interest relates	

+ See chapter 19 for defined terms.

ATTACHMENT – MATT KEOGH

1. Nature of Interest: Direct beneficial in the Deferred Bonus Plan

Holder of **13,800** shares in Woolworths Holdings Limited (a South African company which is listed on the Main Board of the JSE Securities Exchange South Africa) (**WHL**) which include shares issued pursuant to the WHL Share Trust Deferred Bonus Plan.

2. Nature of Interest: Direct beneficial in the Share Appreciation Rights Scheme

Holder of **86,595** rights to shares in WHL granted in terms of the WHL Share Trust Share Appreciation Rights Scheme.

3. Nature of Interest: Direct beneficial in the Long Term Incentive Plan

Holder of **89,617** conditional share awards in WHL issued pursuant to the WHL Share Trust Long Term Incentive Plan.

+ See chapter 19 for defined terms.