



For Immediate Distribution

23 February 2011

## DAVID JONES ANNOUNCES NEW HIGHPOINT (VIC) STORE

- David Jones has entered into a 20-year Agreement for Lease with GPT to open a **brand new, full-line 14,000 sq.m David Jones department store in Highpoint Shopping Centre** in Victoria.
- The new David Jones store will anchor the development of a new fashion wing at the north-eastern end of the existing Highpoint shopping centre which will comprise of:
  - approximately 100 additional specialty stores; and
  - an additional 1,000 car spaces (taking the total to over 7,000 car spaces post redevelopment).
- The new Highpoint David Jones store is expected to generate **Sales of \$50-60m p.a. over time.**
- **Highpoint Shopping Centre was chosen as the site for the new David Jones store** as it:
  - is located in the western part of Melbourne where David Jones does not have a presence;
  - has a strong demography, large catchment (959,810 people)\* & attractive growth prospects;
  - is the 5<sup>th</sup> largest shopping centre in Victoria and the 10<sup>th</sup> largest in Australia;\*\*
  - attracts customer traffic in excess of 15 million customers p.a.;
  - is an established centre co-owned and managed by GPT (a highly regarded shopping centre manager);
  - has convenient public transport facilities and access to adequate car parking; and
  - will be funded jointly by the landlord, suppliers and David Jones.
- Construction of the Highpoint development will commence in March 2011 with the **new David Jones store expected to open in the first quarter of 2013.**

David Jones Limited (DJS) today announced that it has entered into a binding agreement with the co-owners of Highpoint Shopping Centre (GPT Wholesale Shopping Centre Fund, Highpoint Property Group and The GPT Group) to open a brand new 14,000 square metre (sq.m), full-line David Jones department store in Highpoint Shopping Centre in western Melbourne.

David Jones CEO Paul Zahra said, "We are delighted to be establishing a presence in the attractive demographic of the Highpoint shopping centre catchment. It is a market in which we are not currently represented - our closest store to Highpoint being our Bourke Street Mall flagship store, which is approximately 12 kilometres away and all our other David Jones stores are in the eastern and southern suburbs of Melbourne.

"We have for some time recognised that Melbourne is a market which represents growth opportunities for our Company and in which David Jones is under-represented. The Highpoint region is currently serviced by only one department store which means there is enormous potential for a new department store entrant such as David Jones," Mr Zahra said.

## DAVID JONES

David Jones Limited A.C.N. 000 074 573  
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**HIGHPOINT– LARGE CATCHMENT, ATTRACTIVE MARKET**

David Jones Group Executive of Retail Development and Procurement, Antony Karp said “Highpoint is a high value location for David Jones. It has a very wide catchment with a large population and a large number of people who are earning above \$78,000 per annum (p.a.)”.

The Total Trade Area Population of Highpoint is 959,810 and the population is expected to grow by 1.6% over the period 2011 – 2016.\* Average Household Income is \$66,733 and an estimated 47,991 people earn more than \$78,000 p.a.\*

Highpoint’s large population and high income per household means that the total Department Store Type Merchandise market is valued at approximately \$3.8 billion p.a.

**OVERVIEW OF THE HIGHPOINT SHOPPING CENTRE DEVELOPMENT**

Development Approval and Owner Approval for development has been obtained to add a new fashion wing to the north-eastern end of the existing Highpoint Shopping Centre.

The development will include the construction of a new, full-line 14,000sq.m David Jones department store over two levels which is scheduled to open in the first quarter of 2013.

David Jones will anchor the new wing and will be surrounded by approximately 100 specialty stores. The car park will be expanded to cater to the new wing through the creation of a further 1,000 spaces taking the total (post development) to over 7,000 car parking spaces. In addition, it is proposed that an upgraded and improved ring road and the establishment of two new entries into the centre will improve traffic flow and access to the centre.

**HIGHPOINT SHOPPING CENTRE MEETS ALL OF DAVID JONES’ BENCHMARKS**

The Highpoint Shopping Centre has Gross Lettable Area of 123,000 sq.m and is currently ranked the fifth largest shopping centre in Victoria and the tenth largest in Australia.\*\* It currently generates \$784.6 million p.a. in Moving Annual Turnover making it the third highest revenue generating shopping centre in Victoria.\*\*

Highpoint is the main shopping centre in the western suburbs of Melbourne. Foot traffic p.a. is approximately 15 million people and the average spend per visit is \$52.28.\*\*

The new Highpoint David Jones store is expected to significantly exceed the David Jones minimum new store benchmarks (namely, Sales of \$40m p.a. and a Store Contribution of at least \$5m p.a. by Year 2). The new store is expected to generate sales of \$50-60m over time and perform within the top half of the Company’s store portfolio.

The cost of constructing and fitting out the new department store will be shared by the landlord, suppliers and David Jones.

David Jones has been granted a 20-year lease and the new store is expected to open in the first quarter of 2013.

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**CONCLUSION**

Mr Zahra said, "We are delighted to be opening a new David Jones store in Highpoint. It is the fifth, new, high value store we have in our pipeline (in addition to Macquarie (NSW), Sunshine Plaza (Qld), Whitford (WA) and Pacific Fair (Gold Coast, Qld)) and it provides significant growth for our Company as well as a solid platform from which to expand our core business, grow our customer base and deliver attractive financial returns to our shareholders."

ENDS

*Source:*

\*Urbis; Mapinfo Dimasi

\*\*Big Guns 2010

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