



ASX AND MEDIA RELEASE

Page 1 of 2

For Immediate Distribution

14 February 2013

DAVID JONES 2Q13 SALES

- **2Q13 Total & LFL Sales** down 1.4% (2Q13: \$590.1 million vs. 2Q12: \$598.5 million).
- **1H13 Total & LFL Sales** down 0.7% (1H13: \$1,005.7 million vs. 1H12: \$1,012.9 million).
- **Fashion & Beauty** categories delivered positive sales growth.
- Sales result adversely impacted by the performance of the **Home** categories which experienced sales declines in 2Q13 and 1H13.
- The Company's focus has been on **improving the profitability of sales**.
- **Low productivity categories** of DVDs, Music and Games are being exited.
- Work is continuing on **Category Mix** to increase the allocation of space to higher margin categories.
- Continued **reduction** in depth and breadth of **promotional discounting events**.

David Jones Limited (DJS) today reported Total Sales Revenue of \$590.1 million for the second quarter of the 2013 financial year (2Q13) being the period 28 October 2012 to 26 January 2013 (2Q12: \$598.5 million). This represents a Total Sales decline of 1.4% on 2Q12.

On a Like-for-Like (LFL) basis Total Sales Revenue was also down 1.4%, given there were no store openings or closures in the relevant periods.

Total and LFL Sales Revenue for the first half of the 2013 financial year (1H13) was \$1,005.7 million, down 0.7% on 1H12 (\$1,012.9 million).

David Jones CEO and Managing Director Mr Paul Zahra said, "We are pleased with the performance of our high margin Fashion & Beauty categories (such as Womenswear, Beauty, Menswear, Accessories and Shoes) which delivered sales growth in 2Q13 and 1H13.

"Our sales performance during this period was however adversely impacted by our Home categories, in particular Electronics, which continued to be challenging and subject to ongoing deflationary pressure.

"Our focus is on improving the profitability of our sales. We are exiting the low performing categories of DVDs, Music and Games. We also continue to reduce the depth and breadth of our promotional discounting events and continue to work on changing our category mix to increase focus on higher margin categories," Mr Zahra said.

DAVID JONES

David Jones Limited A.C.N. 000 074 573
A.B.N. 75 000 074 573



TOTAL & LFL SALES			
PERIOD	TOTAL & LFL SALES FY13 \$M	TOTAL & LFL SALES FY12 \$M	CHANGE %
First Quarter (1Q)	415.6	414.3	0.3%
Second Quarter (2Q)	590.1	598.5	(1.4%)
First Half (1H)	1,005.7	1,012.9	(0.7%)

ENDS

FOR FURTHER INFORMATION CONTACT:

Helen Karlis
General Manager Corporate Affairs & Investor Relations
David Jones Limited
02 9266 5960
0404 045 325

Notes:

(i) The Sales numbers quoted in this ASX Release have not been adjusted to take into account changes to the provisions for returns or lay-bys. These changes are required under the Accounting Standards and will be reflected in the half year-end sales figures in the Company's Income Statement. Any change is expected to be immaterial.

(ii) Like-for-like (LFL) sales include stores open and trading for more than one year.

(iii) All numbers are unaudited.

DAVID JONES

David Jones Limited A.C.N. 000 074 573
A.B.N. 75 000 074 573