

# NONI B

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ASX/media release

24 April 2013

## Noni B market update

Noni B Limited, the retail fashion group, expects its after-tax trading profit for the year to 30 June 2013 to be between \$1.0 million and \$1.5 million (FY2012: \$2.7 million), reflecting increased business costs, principally sales staff to maintain customer service levels, at a time of static demand. The company's earnings in the second half are always significantly lower than the first half and final results for the year will depend on sales during the fourth quarter, including the important Mother's Day trading period.

Management is continuing to focus on maximising the profitability of each store in a challenging environment.

*Noni B Limited, founded in 1977, is one of Australia's leading fashion retailers, with 221 stores nationally and online at [www.nonib.com.au](http://www.nonib.com.au). Noni B differentiates itself by focusing on superior service style and fit. Our dedicated team is passionate about providing women with an instore experience where personalised advice is the basis of great customer service, and our styles are designed to make our customers look and feel good through day and evening, even when they travel. The exclusive Noni B and Liz Jordan designer collections offer classic and stylish contemporary fashion for today's woman.*

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