



For Immediate Distribution

6 May 2014

DAVID JONES 3Q14 SALES UP 4.1%

- 3Q14 **Total Sales up 4.1%** (3Q14: \$407.2 million vs. 3Q13: \$391.1 million).
- 3Q14 **LFL Sales up 2.4%** (3Q14: \$400.5 million vs. 3Q13: \$391.1 million).
- **Online sales** continued to grow, **up 190%** in the quarter.
- The Company's **key categories** of Womenswear, Menswear, Beauty, Shoes, Accessories and Homewares all delivered **positive sales** growth.

David Jones Limited (DJS) today reported Total Sales Revenue of \$407.2 million for the third quarter of the 2014 financial year being the period 26 January 2014 to 26 April 2014 (3Q14). This represents Total Sales growth of 4.1% on 3Q13 (3Q13: \$391.1 million). Despite a later Easter there was no impact on this quarter's Sales result, given Easter fell in the third quarter in both FY14 and FY13.

On a Like-for Like (LFL) basis Sales were up 2.4% (3Q14: \$400.5 million vs. 3Q13: \$391.1 million). The LFL Sales number includes one and a half months of trade in the Company's new Highpoint (Vic) store which opened in mid March 2013 and excludes the new Malvern (Vic) store which opened in September 2013. Excluding the Electronics category (which converted to a Retail Brand Management Agreement on 1 October 2013) LFL Sales were up 3.0%.

The Company's online sales continued to grow quarter on quarter, delivering 190% growth in 3Q14 versus 3Q13.

David Jones CEO and Managing Director Mr Paul Zahra said, "We are pleased to report that we continued to see sales growth momentum in 3Q14. We experienced our third consecutive quarter of Total Sales growth and our second consecutive quarter of LFL Sales growth this financial year."

The Company's key categories of Womenswear, Menswear, Beauty, Shoes, Accessories and Homewares all delivered positive sales growth in 3Q14. All States delivered sales growth with the exception of South Australia which was adversely impacted by the refurbishment of the Adelaide Central Plaza store and Queensland which was impacted by the centre refurbishments of Garden City and Toowong Village.

The Company continues to make good progress in implementing its Future Strategic Direction Plan.

ENDS

FOR FURTHER INFORMATION CONTACT:

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Notes:

(i) The Sales numbers quoted in this ASX Release have not been adjusted to take into account certain adjustments required under the Accounting Standards (such as provisions for lay-bys and returns). These adjustments will be reflected in the Company's full 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 as well as stores under refurbishment.

(iii) All numbers are unaudited.

DAVID JONES

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