

For immediate release**Monday 2 March 2015**

Myer announces CEO succession and update on strategic review to transform business for future growth

Myer Holdings Limited (MYR) today announced that Bernie Brookes is stepping down from his position as Chief Executive Officer and Managing Director. Richard Umbers, currently Chief Information and Supply Chain Officer has been appointed Chief Executive Officer and Managing Director, effective immediately.

Richard will lead a significant program of change and reinvigoration to ensure Myer is well placed to meet the expectations of its current and target customers, and importantly to be able to adapt faster as retail evolves. Bernie will support Richard through a period of transition of two months.

Daniel Bracken has been appointed Deputy Chief Executive Officer in addition to his current role as Chief Merchandise and Marketing Officer.

CEO SUCCESSION AND LEADERSHIP

Myer Chairman, Mr Paul McClintock AO, said: "The Board and the entire Myer team thank Bernie for his dedication and hard work over the past eight years. Bernie has guided the business through an eventful period, from a turnaround under private ownership to a public listing, and through a period of sustained weakness in consumer sentiment, competitive disruption and structural change. Myer has been well served by having a retailer of Bernie's calibre during this period.

"It has become clear that to thrive in a modern retail environment, Myer must adapt more quickly and be closer to its customers. A strategic review has been ongoing for some time, with a view to reshaping the business for a profitable, sustainable future. The addition of highly experienced executives last year has brought a broad range of perspectives to the strategic review. Based on this work it has become evident that a transformation project of the scale required to achieve the Board's vision will take a number of years to implement.

"The Board and management team have agreed that the transformation work has reached a pivotal point and it is appropriate for a new CEO to be given the opportunity to own, lead and drive the transformation program over the coming years.

"Already in his time at Myer, Richard has demonstrated that he is a contemporary retailer with the clear ability to reshape Myer in a new retail landscape. He has broad international experience across the retail sector and, importantly, success in leading business transformation. Richard heads up a highly experienced executive team with strong international and fashion credentials," Mr McClintock said.

Mr Brookes said: "Myer is a fantastic company with an iconic brand and legacy that I remain incredibly passionate about. While there is no doubt that there are many challenges facing the business, I do believe Myer has a strong future ahead of it.

"After almost nine years, the time is now right for me to pass on the reins to the next leader to take the business forward. Having now worked with Richard for six months I know that he has the right experience and a great desire to see Myer succeed. I have thoroughly enjoyed my time at Myer and wish the team all the best with the next exciting phase for this great business," Mr Brookes said.

Mr Umbers said: "I am excited by the opportunity to lead Myer, a business and brand that I have long admired. Since arriving at Myer, I have been impressed by the energy and commitment of the team. Together, we will develop and deliver a reinvigorated offer for customers. I would like to thank Bernie for his personal support and strong leadership of the business."

Myer Chairman, Mr Paul McClintock AO, said: "In recognition of the central role Merchandise and Brand will play as we seek to reinvigorate our offer for customers, Daniel Bracken has been appointed Deputy Chief Executive Officer. Daniel has already demonstrated his significant brand and fashion credentials in his time at Myer."

Daniel joined Myer in September 2014 and will retain his role as Chief Merchandise and Marketing Officer. Daniel has extensive international experience in retail and fashion including more than 15 years at Burberry London and most recently as CEO of The Apparel Group.

CFO RESIGNS FOR INTERNATIONAL OPPORTUNITY

Myer also today announced the resignation of Chief Financial Officer Mark Ashby, to take up a role overseas.

"The Board and management team thank Mark for his substantial commitment and hard work over the past seven years. During his time at Myer, Mark has made a significant contribution to the business," Mr McClintock said.

"Mark has been offered a great opportunity in the United States and he leaves with our best wishes," he said.

Mr Ashby will assist in a comprehensive handover while a decision on his replacement is made.

STRATEGIC REVIEW PROGRESS – TRANSFORMATION FOR FUTURE GROWTH

Mr McClintock said: "We have established the framework of our new strategy over an extended period, taking into account a range of factors, including the impact of major international brands launched into the Australian market and a regulatory backdrop which has led to increased operating costs.

"The findings from an extensive customer research project utilising internal and external data has delivered a clear definition of the current and future Myer customer, what they want and how they shop," Mr McClintock said.

Mr Umbers said: "We must be more consistent in putting the customer at the centre of all of our thinking. An in depth analysis of Myer's current and future target customer is giving us a very clear picture of where we need to focus our efforts.

"We recognise the power of these customer conversations and these insights are shaping our view of the future of Myer. As a team we are working on how we will deliver on our promise of creating wonderful experiences for our customers and bringing the love of shopping to life," Mr Umbers said.

Myer believes that there is a significant opportunity available to the business and expects a new strategy to drive sustainable revenue and profit growth.

An update on the strategic review will be provided in due course as the strategy is developed in greater detail under the leadership of Richard Umbers.

The interim results for the 26 weeks ended 24 January 2015 will be released to the market on 19 March 2015.

[ends]

Richard Umbers biography



Richard Umbers joined Myer in September 2014 as Chief Information and Supply Chain Officer, with responsibility for online strategy, financial services and MYER one, as well as the logistics and IT functions.

Prior to joining, Richard was Executive General Manager (EGM) for Parcel and Express Services at Australia Post, and also held the position of CEO for StarTrack, a road and air express logistics provider. He also had responsibility for the enterprise wide eCommerce program, a major change initiative designed to position Australia Post to take advantage of the boom in online shopping. Also while at Australia Post, Richard held the role of EGM eServices, and was responsible for developing Australia Post's digital offering and delivering new online initiatives to drive business growth.

Richard has previously held a range of senior and General Management positions in fast moving consumer goods (FMCG) retailing. He was General Manager Buying and Marketing, and later General Manager Customer Engagement at supermarket retailer Woolworths in Australia. Richard also has international experience, having been Managing Director of supermarket chain Progressive Enterprises Ltd in New Zealand, and Managing Director (North West UK and Republic of Ireland) for supermarket discounter Aldi.

Richard has an MSc in Finance from the University of Leicester (UK), and a BSc with honours in Geology and Geography from The University of Exeter (UK). He is a graduate of the Australian Institute of Company Directors.

Material terms of contract

Name	Mr Richard Umbers
Position	Chief Executive Officer and Managing Director
Commencement date as CEO	2 March 2015. Not a fixed term contract
Total Fixed Compensation	\$AUD 1,200,000 per annum, inclusive of superannuation contributions and services as a director of any Myer Group company
Short Term Incentive (STI)	<p>The CEO will continue to participate in the Myer Annual Incentive Plan (MAIP).</p> <p>The CEO's MAIP opportunity for the current financial year will be pro-rated based on the time the CEO has acted in his previous role and the time the CEO acts as CEO at the total fixed compensation at the time for each role.</p> <p>For the first full year as CEO, the target annual bonus will be 80%. For all future years, the target bonus will be as determined by the board of directors of Myer Holdings (Board) in its absolute discretion.</p> <p>60% of any annual bonus will be provided in cash. Subject to obtaining shareholder approval, the balance of 40% will be provided as restricted ordinary shares in Myer Holdings (Restricted Shares), although the Board has the discretion to provide this (or a portion of it) in cash.</p> <p>The CEO must not deal with any Restricted Shares for a prescribed restriction period determined by the Board. During the restriction period, the CEO is entitled to earn dividends on and vote Restricted Shares.</p> <p>Any grant of Restricted Shares will be subject to shareholder approval where required in accordance with applicable law.</p>

	The Board may recover amounts if an award is made under the MAIP on the basis of, or which becomes eligible as a result of, a material misstatement or omission in Myer's financial statements.
Long Term Incentive (LTI)	<p>The CEO is entitled to an annual offer of performance rights under the Myer Equity Incentive Plan (MEIP), to a value determined by the Myer Board in its absolute discretion. For the first offer, the offer value will be 90% of total fixed compensation, reflecting an amount of AUD\$ 1,080,000</p> <p>As a continuing employee, Richard Umbers existing grants of performance rights will remain on issue, subject to satisfaction of the applicable service and/or performance hurdles.</p> <p>Any grant of performance rights to the CEO will be subject to shareholder approval where required in accordance with applicable law.</p> <p>The Board may recover amounts if performance rights under the MEIP are granted on the basis of, or have become eligible to vest as a result of, a material misstatement or omission in Myer's financial statements.</p>
Notice Period	<p>The Company may terminate on 12 months' written notice.</p> <p>The CEO must provide the Company 6 months' written notice on resignation.</p> <p>The Company may terminate without notice in circumstances warranting summary dismissal.</p>
Termination payment	<p>The CEO is entitled to up to 12 months payment in lieu of notice if the Company terminates.</p> <p>Treatment of any STI and LTI benefits on termination will be determined by the rules of those plans.</p> <p>There is no obligation to make a payment on cessation of employment in excess of the amount lawfully payable under Part 2D.2 of the Corporations Act 2001 without shareholder approval.</p>
Post-employment restraint	A 12 month restraint provision applies in certain circumstances in relation to competitive businesses.

For further information please contact:

Investors:

Davina Gunn, Investor Relations Manager, +61 (0)400 896 809

Olivia Reith, Investor Relations Manager, +61 (0)438 101 789

Media:

Jo Lynch, General Manager Corporate Affairs and Media, +61 (3) 8667 7571, or +61 (0)438 101 793

Mel Ward, Corporate Affairs Manager, +61 (3) 8667 7596

Myer shares are traded on the Australian Securities Exchange (MYR). Myer has a Sponsored Level I American Depositary Receipt program which trades in the United States on OTC Markets (MYRSY).