



ASX & Media Release

Wednesday 18 June 2014

Myer Announces Executive Appointments and Renewal of Senior Management

Myer is pleased to have secured several outstanding executives to join the company's senior leadership team.

Myer Chairman Paul McClintock and Chief Executive Officer Bernie Brookes said: "With this renewal in our executive ranks, Myer is confident it has a strong team in place for the next phase of the company's development."

Daniel Bracken, previously CEO of The Apparel Group, will join Myer in a new role as Chief Merchandise and Marketing Officer, reporting directly to the Myer CEO. Mr Bracken will manage the important merchandise areas of design, sourcing, buying, and manufacturing, as well as advertising, digital, marketing, events and execution of the Myer brand strategy.

Richard Umbers, currently Australia Post's Executive General Manager in charge of e-commerce and the parcel service, will join Myer as Chief Information and Supply Chain Officer, a newly created position reporting directly to the CEO. In this role, Mr Umbers will manage the key areas of Myer online services, information technology including payment systems, supply chain and the MYER one loyalty program. Mr Umbers will oversee the further development and strengthening of Myer's omni-channel offer.

Mr Brookes said, "I am delighted to welcome senior executives with such broad international and Australian experience. Since 2011 Mr Bracken has been CEO of The Apparel Group, owner of the Sportscraft, SABA, Willow and JAG brands. With more than 15 years' previous experience at Burberry London, his roles included General Manager Childrenswear, Head of Merchandising and Production, Commercial Director Menswear, and in his last three years, VP of Strategy for the Group. As leader of a successful Australian fashion house, his business strategy and operations experience fit him well for this role at Myer.

"Mr Umbers has extensive retail experience, having spent several years at Aldi including as Managing Director for North West UK, and later establishing the business in Ireland. In senior retail roles in New Zealand he established successful online and loyalty programs and was Managing Director of a company later acquired by Woolworths. Mr Umbers went on to lead Customer Engagement at Woolworths in Australia. In his most recent role at Australia Post he has been responsible for the parcel and express services business, Startrack and an e-commerce program that has successfully capitalised on the growth of online shopping," Mr Brookes said.

Myer also announced today that Andrew Flanagan, formerly Managing Director and Vice President Asia Pacific of Inditex Group, will join the company in the role of Group General Manager Strategy and Business Development, reporting directly to the Chief Financial Officer, Mark Ashby. Mr Flanagan's strong retail experience includes serving in China as Tesco's Chief Operations Officer, as well as in merchandising and procurement roles for the Homeworld Group and Walmart.

Mr Brookes said he was also announcing with regret that Adam Stapleton, Executive General Manager Merchandise would be leaving Myer to pursue another opportunity. "I want to thank Adam for his valuable service, having been an integral part of the business for more than a decade, serving as General Manager Marketing, Group General Manager Merchandise - Menswear, Hardgoods, Planning & Supply Chain, before taking up his current role in February 2013. We wish Adam all the best for his future," Mr Brookes said.
-ends-

For further information please contact:

Investors:

Davina Gunn, Myer Investor Relations Manager, +61 (0) 400 896 809
Olivia Reith, Myer Investor Relations Manager, +61 (0) 438 101 789

Media:

Amanda Buckley, General Manager Corporate Affairs, +61 (0) 438 101 081

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

This release may contain "forward-looking statements". Forward-looking statements can generally be identified by the use of words such as "may", "will", "expect", "intend", "plan", "estimate", "anticipate", "believe", "continue", "objectives", "outlook", "guidance" and similar expressions. Indications of plans, strategies and objectives of management, sales and financial performance are also forward-looking statements. Forward-looking statements are not guarantees of future performance, and involve known and unknown risks, uncertainties and other factors, many of which are outside the control of Myer. Actual results, performance or achievements may vary materially from any forward-looking statements. Readers are cautioned not to place undue reliance on forward-looking statements, which are current only as at the date of this release. Myer assumes no obligation to update such information.