

Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	LOVISA HOLDINGS LIMITED
ACN	602 304 503

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Shane Fallscheer
Date of appointment	6 November 2014

Part 1 - Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities
Nil

+ See chapter 19 for defined terms.

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Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest	Number & class of Securities
<p data-bbox="225 427 655 472">Note: Provide details of the circumstances giving rise to the relevant interest.</p> <p data-bbox="225 506 655 607">Centerville Pty Ltd (ACN 074 611 493) as trustee for the Fallscheer Family Trust</p> <p data-bbox="225 645 655 779">Shane Fallscheer is a director and shareholder of Centerville Pty Ltd and a beneficiary of the Fallscheer Family Trust</p>	<p data-bbox="683 495 938 528">7,875,000 ordinary shares</p>

Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	N/A
Name of registered holder (if issued securities)	N/A
No. and class of securities to which interest relates	N/A

+ See chapter 19 for defined terms.