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ASX Market Announcement ASX Limited 525 Collins Street Melbourne, VIC 3000

Lovisa receives regulatory approval for acquisition of 21 retail stores in South Africa

On 26th March 2015, Lovisa Holdings Limited announced the acquisition of 21 fashion accessory stores in South Africa. The transaction was subject to regulatory approval by the Reserve Bank of South Africa.

This approval has now been received, and completion date of the acquisition is 10th April 2015.

For investor enquiries, please contact Shane Fallscheer on 03 9831 1827.

Yours faithfully,

Paul Cave Chairman