Lovisa

Lovisa Holdings Limited ACN 602 304 503 41-45 Camberwell Road Hawthorn East VIC 3123

t 03 9831 1800

f 03 9804 0060

e info@lovisa.com.au

lovisa.com.au

11th August, 2015

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

Release of shares subject to voluntary escrow

Shares in Lovisa Holdings Limited owned by BB Retail Capital and by Shane Fallscheer (through an entity controlled by him), are held in voluntary escrow until the release of the FY15 full year results. Lovisa Holdings intends to release its results after the close of trade on the 27th August 2015.

Please refer to section 8.10 of the Lovisa Holdings Limited prospectus for further details of the escrow arrangements.

Yours faithfully,

Iain Sadler

Company Secretary