

Universal Store

22 September 2021

Market Announcement Office
ASX Limited
20 Bridge Street
Sydney NSW 2000
Dear Sir/Madam

The Board have been advised of the sale of 68,027 Universal Store Holdings Limited shares by Alice Barbery (Universal Store Chief Executive Officer and Managing Director) over recent days. The shares sold represent approximately 3.05% of Alice's shareholding in the company pre sell-down. Following the sale, Alice still owns approximately 2.16 million shares in the Company.

A significant portion of these shares remain subject to escrow until the release of the FY22 financial results. Alice has advised the Board that the objective of the sale was to modestly rebalance her portfolio, which remains highly invested in Universal Store Holdings Limited shares. Alice has advised that she does not intend to sell further shares before the release of the H1 FY2022 result.

The release of this announcement was authorised by the Board of Directors of Universal Store Holdings Limited.

For more information, please contact:

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Alice Barbery
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About Universal Store

Universal Store is a specialty retailer of youth casual apparel that operates 67 physical stores across Australia and a fast-growing online store.

The Company's strategy is to deliver a frequently changing and carefully curated selection of on-trend apparel products to a target 16–35-year-old fashion focused customer. Universal Store seeks to provide a high level of customer service, consistent price proposition and a welcoming and engaging store environment. It offers a diversity of brands and styles in order to cater to the constantly evolving and widely varied tastes and trends observed in the youth apparel market.