

city chic collective

ASX Announcement

28 August 2024

Departure of Chief Financial Officer

City Chic Collective Limited (ASX: CCX) (“City Chic”, or the “Group”) announces that CFO, Peter McClelland will be leaving the Group on 18 October 2024. Deputy CFO James Plummer will be appointed as interim CFO as of that date.

As part of the Group’s previously announced cost reduction program, the additional \$1.1m in back-office headcount reductions following the sale of Avenue have now been implemented. This included a further streamlining of its centralised functions. As a result, and with the broader business restructuring largely complete and the Group’s balance sheet strengthened through its recent debt restructuring and equity raise, Mr McClelland has decided to pursue other opportunities. He has been with the Group since November 2021.

Phil Ryan, CEO of City Chic said: “Peter has been a great partner over the past three years and especially through our recent transformation period. He has worked tirelessly to secure a successful sale of EMEA and Avenue and to get the balance sheet back in shape to ensure we can return to a position of strength. With the restructuring now completed and City Chic operating as a much leaner and more agile business, we support Peter’s preference to look for his next challenge.”

Peter McClelland said “It has been terrific working with Phil and the extremely talented team at City Chic over the past three years. With the benefits of the strategic initiatives now very evident and the necessary changes to the team and operating model successfully implemented, it is the right time to move on. We have a strong finance team which James is more than capable of leading and I would like to thank them, the board and the whole team for their support and diligence.”

The release of this announcement was authorised by the Board.

About City Chic Collective

City Chic Collective is a global omni-channel retailer specialising in better dressing plus-size women’s apparel, footwear and accessories. Its omni-channel model comprises a network of 77 stores across Australia and New Zealand (ANZ) and websites operating in ANZ, the USA, and third-party marketplace and wholesale partners in Australia, New Zealand and the USA.

Investor and Media Enquiries

Matt Gregorowski +61 422 534 755

Saskia West +61 452 120 192

Sodali & Co

city chic collective | LEADING A WORLD OF CURVES

151-163 Wyndham Street – Alexandria, NSW 2015 – P +61.2.9059.4300 – ABN 43 057 569 169