

Universal Store

Brisbane, 20 February 2025

Executive Leadership Update

Universal Store Holdings Limited (ASX: UNI", "Group" or the "Company"), a specialty retailer of youth casual fashion apparel, today announces the appointment of George Do to the newly created role of Universal Store (US) & Perfect Stranger (PS) Divisional CEO from 1 March 2025.

George has significant knowledge of the US and PS businesses with 18 years experience across the Group. Currently, he holds the position of Head of Product for US and PS and has been a member of the Leadership team for 16 years.

This appointment will enable Group CEO Alice Barbery to focus on long term strategy, exploring new avenues for team and business development and realising CTC's strategic potential.

Commenting on George's appointment, Group CEO, Alice Barbery said:

"George is a respected, skilful and engaging leader with our team. He has been the driving force behind our customer-focused product development strategy and processes within the product team. His experience and influence across many facets of the business, coupled with his strong leadership and unwavering commitment to our goals and values, has earned him the respect of the entire leadership team and the full support of the Board."

Authorised for release by the Board of Directors of Universal Store Holdings Limited.

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ABOUT UNIVERSAL STORE

Universal Store Holdings (ASX: UNI) owns a portfolio of premium youth fashion brands and omni-channel retail and wholesale businesses. The Company's principal businesses are Universal Store (trading under the Universal Store and Perfect Stranger retail banners) and CTC (trading the THRILLS and Worship brands). The Company currently operates 109 physical stores across Australia in addition to online channels. The Company's strategy is to grow and develop its premium youth fashion apparel brands and retail formats to deliver a carefully curated selection of on-trend apparel products to a target 16-35 year-old fashion focused customer.