

city chic collective

ASX Announcement

28 August 2025

City Chic Collective Limited FY25 Results¹, Trading Update & FY26 Outlook

- Global sales revenue of \$134.7m, up 2.3% on FY24
- Comparable store sales growth of 8.4%, (2H FY25 +10.3%)
- Underlying EBITDA² of \$6.4m, a strong turnaround from EBITDA loss in FY24 of \$8.4m
- Trading Margin up 3.5 percentage points to 59.7%
- Inventory of \$27.1m, down 12% from FY24 reflecting disciplined management
- Cash balance of \$8.0m and \$5m remains undrawn from \$10m debt facility
- First 8 weeks revenue above plan, with ANZ up 8.7% on PCP and USA trading profitably

City Chic Collective Limited (ASX: CCX) (“City Chic”, or the “Group”) today announced its financial results for the full year ended 29 June 2025 (“FY25”).

Phil Ryan, Chief Executive Officer and Managing Director of City Chic said:

“Delivering a \$15 million turnaround to positive EBITDA in FY25 against a tough macro backdrop validates the strength of our strategy and the dedication of our team. We’ve driven meaningful margin improvement and tightened our cost base, setting the stage for renewed top-line momentum and sustainable profitability.

“In ANZ, we’re seeing continued momentum reflective of our strategic execution – full-year sales climbed 8.3%, with the second half up 15.2%, driven by strong customer retention and robust traffic both in store and online. In the USA, despite ongoing market volatility and tariff headwinds, City Chic-branded sales advanced 25.6% as we collaborate with suppliers to manage the cost impacts of tariffs and keep our best sellers in stock.

“Our refreshed product ranges continue to resonate with our high value target customers, who now represent over half of our active base, driving a 9% lift in trading gross margin dollars and a 14% rise in average selling prices. Disciplined cost management reduced our cost of doing business by 14% to 54% of sales, well on our way to our target of below 50%.

“Our new store concept which was rolled out in Wetherill Park this year has delivered encouraging early results, with stronger trading gross margins, and an increase in average selling prices, with overwhelmingly positive customer feedback. We plan to roll out six to eight more stores in this format in FY26 and grow to 120 stores over the next five years.

“Having turned the corner with a leaner structure and stronger foundation, we’re now fully focused on listening to our customers, delivering the product experiences they seek, and building the loyalty that drives our next phase of revenue growth.”

¹ All reporting is for the continuing operations, excluding EMEA and Avenue.

² Underlying EBITDA (post AASB 16) is for continued operations and excludes non-recurring costs of \$1.1m (Northern Hemisphere warehouse re-location \$0.3m, Restructuring costs \$0.3m, Transaction costs \$0.2m and Other \$0.2m). FY24 \$6.8m (restructuring \$2.2m, Northern Hemisphere warehouse re-location \$0.5m, lease modification \$2.7m, capital restructure \$1.2m and transaction costs \$0.2m).

³ Trading Margin represents product margin before accounting and other adjustments.

FY25 Results Review

City Chic's FY25 Underlying EBITDA result of \$6.4 million is a \$14.8 million turnaround from PCP. This reflects the impact of the Group's strategic execution, against a backdrop of ongoing market volatility and persistent macroeconomic headwinds. Key variances to PCP include:

- Group revenue is up 2.3% to \$134.7 million;
- Trading gross margin is up 9.1% compared on the back of a 3.5ppts GM% improvement;
- Cost of doing business (CODB) reduction of \$11.0 million
 - A 16.5% reduction in labor costs
 - A reduction in other expenses of almost 29% including fulfilment, IT, consulting and insurance costs
 - With an increased investment in advertising of \$2.6 million, which has driven high-value customer acquisition and initiated revenue recovery

ANZ revenue grew 8.3% to \$105.8 million, driven by strong online sales growth of 10.9% and comparable store sales growth of 8.4%. The Group saw strong momentum in the second half, with total ANZ sales up 15.2% (comp store sales +10.3%, online +17.8%), at improved trading margins.

USA revenue from City Chic branded product grew 25.6%. Total USA revenue was down 14.9% to \$28.9 million and was materially impacted by the Partners business, reflecting a prior period which included Avenue branded product.

Trading Margin³ is up 3.5 percentage points to 59.7% from 56.2% in PCP, which helped deliver 9.1% growth in Trading Gross Margin dollars.

The cost-out programs of \$22.3m have been fully executed, with further annualised savings to flow through in FY26. CODB improved materially, reducing from \$84.2 million in FY24 to \$73.2 million in FY25, reflecting greater labour and fulfilment efficiencies and reductions in other operating expenses.

Inventory was tightly managed, closing down 12% at \$27.1 million, in line with expectations and positioning the Group with a fresh product assortment heading into 1H FY26.

The Group ended the period with \$8.0 million in cash and \$5.0 million undrawn from its debt facility. The first of the two clean down requirements has been achieved in July 2025.

Trading Update and FY26 Outlook

The positive momentum from 2H FY25 has continued into the first 8 weeks to 24 August 2025, with revenue ahead of plan. ANZ revenue is up 8.7% on PCP and the USA is trading profitably on reduced sales, as planned. City Chic continued to see improvement in its gross margin percentage and average selling prices.

In FY26, City Chic expects economic conditions in ANZ to improve, with consumer confidence at a 3-year high. It expects to continue growing comparative sales through further execution of its product strategy, increased customer frequency and growing its target customer base through focused advertising.

It also expects to further grow its sales volumes through new store openings, with a further 6-8 new stores planned, its 'Store to Door' initiative and Myer and Belk being onboarded as partners in 1H FY26.

The Group expects to further reduce its fixed cost base by \$1.0m and achieve \$0.7m in annualised cost savings. The first of two required clean downs of its debt facility were made in July 2025.

The business is on track to be operating cash flow positive in FY26.

Additional Information

An Investor Presentation has also been lodged with the ASX today.

City Chic will host a webcast for analysts and investors at 9.30am AEST accessible via the following link.

Date & Time: 28 August 2025 at 9.30am AEST

Webcast link: <https://webcast.openbriefing.com/ccx-fyr-2025/>

Conference call link: <https://s1.c-conf.com/diamondpass/10048355-785tyr.html>

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 78 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.

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