

city chic collective

ASX ANNOUNCEMENT

4 November 2025

Trading Update for the 18-weeks to 2 November 2025

City Chic Collective Limited (**ASX: CCX**) today provides a trading update for the 18-weeks to 2 November 2025, based on preliminary and unaudited results.

The positive momentum reported in the first eight weeks of FY26 has continued, driven primarily by a strong performance in the ANZ business, which is up 10.0% on the prior corresponding period (PCP). Despite planning for lower sales due to the tariff uncertainty, the USA business has traded ahead of our expectations. The business remains profitable after being restructured to a largely variable cost base.

- Total revenue growth of 2.6% on PCP
- ANZ revenue up 10.0% on PCP
- USA revenue down 21.1% on PCP but ahead of plan
- Gross Margin % remains in line with expectations
- Total cash balance \$9.5m, with \$5m undrawn on debt facility
- Business remains on track to be operating cash flow positive in FY26
- Inventory balance \$26.2m

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

"The momentum in our ANZ business has continued to strengthen over the past 10 weeks, validating our strategic focus on our high value customers and the comprehensive improvements we've made to our product quality and customer appeal. Margins are where they need to be, and costs are firmly under control.

"We have achieved this result while reducing inventory and improving our working capital position. We have the right inventory level to drive revenue and positive operating cash flows, with new inventory ready in-market for the critical black Friday and Christmas trading periods in ANZ.

"Our USA business has remained profitable and has exceeded sales expectations despite the strategic reduction in purchasing we implemented in response to tariff-induced volatility. The resilience of the US consumer has been a pleasant surprise, and we're encouraged by the underlying strength of our direct-to-consumer channels.

"The next 8 weeks are crucial to the half-year result, and with improved product in market and the sell though achieved to date, we have positioned ourselves well to deliver on our plan."

Business Update

Consistent with the Group's strategy, the product development process has been comprehensively overhauled over the past 12 months, with management implementing greater rigour across design and quality control. While this initially resulted in a slower-than-planned intake of ANZ Summer product, it represents a deliberate shift away from the highly competitive lower-price segment toward higher quality and margin product. Increased volumes of new product have arrived over the past two weeks, and early performance has been encouraging, with inventory sell-through meeting or exceeding all key performance indicators.

During the period, City Chic opened two new stores under the refreshed store concept, at Mount Gravatt, QLD and Highpoint, VIC. Both are located in high-quality shopping centres and are trading well, reflecting strong customer engagement and positive brand response. These openings demonstrate the blueprint for our next generation of stores, combining improved layout, product presentation and customer experience to drive profitability and brand equity.

In the USA, the Summer product that was brought in early has performed ahead of expectations, with stronger sell-through as the season was extended to maximise sales opportunities. Due to the tariff-led volatility the group reduced intake of Winter product and lowered sales expectations. The Group is encouraged by the resilience of its direct-to-consumer channels, with website and marketplace sales down 9.8%, which is better than plan. The wholesale channel, which is reliant on new product launches, has been more significantly impacted, also cycling a particularly strong July and August.

While inventory levels are down in the USA, planning is well advanced for next Summer, where the Group is taking a cautiously optimistic view of trading conditions and buying inventory to support planned 2H FY26 sales levels. Management continues to monitor the US trading environment and is encouraged by its increasing stability and the recent positive outlook for trade agreements.

Gross margin performance is in line with expectations, with particularly pleasing results from ANZ full-price stores and our website. This reflects the continued improvement in product quality and design, as well as the strategic shift away from a more promotional trading model towards a stronger, full-price sales mix.

Costs remain well controlled, and the Company is on track to realise the \$1.6 million in additional savings previously announced.

Our total cash balance is \$9.5m and the debt facility, which is in place until December 2026, is expected to be repaid during this half, meeting all clean-down covenants for FY26 and leaving us with no drawn debt on the \$10m facility at the end of this half.

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 79 stores across Australia and New Zealand (ANZ) and websites operating in ANZ, the USA, and third-party marketplace and wholesale partners in ANZ and the USA.

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