



Media Release

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For immediate release

COTTON ON GROUP APPOINTS ELLE ROSEBY AS SUPRE GM

The Cotton On Group today announced that it had appointed retail management specialist, Elle Roseby, as General Manager of the Supré brand.

Mrs Roseby has been with Sportsgirl for 16 years, the past seven as CEO, and has extensive experience in retail management, strategic brand development and product innovation. While at Sportsgirl, she was the driving force behind the development of the brand's online business in 2007 and spearheaded community based programs through The Butterfly Foundation.

Roseby has a strong relationship with RMIT as part of the Industry Advisory and Program Advisory Committee as well as the Visual Merchandising Program and Young Essential Program, ensuring that education and industry are aligned to maximise graduates' 'work ready' skill set.

Cotton On Group CEO, Peter Johnson, said the appointment of Roseby was another positive development for Supré and the Cotton On Group.

"Mrs Roseby is a highly talented retailer whose skills will be invaluable in helping us build the Supré brand and take it to the next level," he said.

"She will lead our plans to strengthen Supré's market position, store network and digital channels, while exploring opportunities to expand the brand internationally. We look forward to welcoming her to the business."

Roseby said, "I am delighted to be joining the Cotton On Group. It's an exciting career opportunity and Supré is a fantastic Australian retail story. I look forward to driving the brand and helping it reach its global potential."

The Cotton On Group announced the acquisition of Supré in October 2013.

Roseby will commence her new role in January 2014 after a two month break.

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Background - Cotton On

Cotton On is a leading Australian retailer of value fashion brands including Cotton On, Cotton On Body, Cotton On Kids, Rubi, Factorie, T-Bar and Typo. Cotton On was founded in 1991 by Nigel Austin. Headquartered in Geelong Australia, Cotton On today operates in 15 countries and employs more than 17,000 people worldwide. Cotton On also operates an extensive corporate social responsibility program. The Cotton On Foundation, the group's philanthropic arm, provides opportunities in education, health, infrastructure and sustainability with the aim of ending global poverty.

Background - Supré

Supré was founded in 1984 by Hans and Helen van der Meulen using market stalls at Sydney's Paddys Markets as their first retail platform, and has remained a family owned and operated company ever since. With 157 stores in Australia and New Zealand, Supré has become one of the most iconic and recognisable brands in the female youth apparel market. Supré has built an extensive online following and specialises in fast accessible fashion with a focus on nightwear, a segment of the youth market not currently served by Cotton On.