



ASX RELEASE

17 December 2024

RESPONSE TO MEDIA SPECULATION

Premier Investments Limited (ASX: PMV) notes a recent media report published by *The Australian* online on 16 December 2024, which references internal documents and financial data allegedly sourced from the company.

Premier cautions investors about relying on such information. It is necessarily selective and incomplete and does not present a full financial picture of the Group's performance or position, which is not possible at this point – especially given the ongoing structural shift in retail shopping patterns. In this regard, the key trading events of Christmas, Boxing Day, January, and Back-to-School sales yet to occur and remain critical to the company's first-half FY2025 results.

Premier will continue to monitor market conditions and trading as the first half of the financial year progresses.

Premier confirms that it is in compliance with its continuous disclosure obligations under the ASX Listing Rules.

This statement has been approved by the Premier Chairman.

ENDS

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