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ASX Market Announcements Office  
ASX Limited

## **Commencement of Global Chief Executive Officer and Appointment of Executive Deputy Chairman**

Lovisa Holdings Limited (ASX:LOV) is pleased to announce the commencement of John Cheston with the Company as Global CEO and Managing Director, effective 4 June 2025, as previously announced. The Board would also like to take the opportunity to thank Victor Herrero for his service as Chief Executive Officer and Director since his appointment in October 2021 up to the end of his tenure with the Company on 31 May 2025.

The Lovisa Holdings Limited Board is also pleased to announce the appointment of Mark McInnes as Executive Deputy Chairman, effective 4 June 2025. Mark brings a wealth of experience and leadership to the role and is currently BB Retail Capital Pty Ltd's ("BBRC") Global CEO, Retail & Consumer. With a proven track record in retail Mark will play a key role in supporting the Global CEO and Executive Team, the Chairman and the Board in setting Lovisa up for its next stage of global growth. BBRC currently owns 39% of the issued capital of the Company. Mark's remuneration for his roles as Executive Deputy Chairman is detailed at Appendix 1.

Brett Blundy, Lovisa's Chairman commented "Mark's extensive experience and proven track record of success in large Australian ASX listed retailers, combined with his leadership skills make him an invaluable member of the Board and Executive Management team. We are confident that his contributions will further strengthen our position in the industry and drive long-term value for Shareholders".

The Lovisa Board is constantly evaluating the skills and experience required of its Directors to best drive outcomes for all Shareholders. In addition to today's announcement the board is also currently considering the appointment of a new Independent Non-Executive Director to continue its commitment to board governance and oversight.

The Board of Directors and Executive Management team extend their full support to both John Cheston and Mark McInnes and look forward to their leadership of the Company.

For further enquiries please contact:

Brett Blundy	Chris Lauder
Chairman	Chief Financial Officer
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This announcement has been approved for release by the Board of Directors.

## **APPENDIX 1**

### **Details of Remuneration of Mark McInnes as Executive Deputy Chairman**

Mark's remuneration for his role as Executive Deputy Chairman of the Company will be A\$2,000,000 cash salary per annum.