

# NONI B

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## Noni B market update

Noni B Limited, the retail fashion group, today announced that it expects to report an after-tax profit in the range \$2.1 - \$2.4 million for the first half of FY2012 (27 weeks), compared with \$1.5 million for the first half of FY 2011 (26 weeks).

Sales were in line with the previous year. Earnings increased following initiatives to improve productivity, reduce expenses and improve gross profit margins.

David Kindl, joint managing director, said: 'This improved performance reflects our considered strategy and our focus on managing all aspects of the business as efficiently as possible. We have reviewed all expenses and streamlined operations so we have a leaner structure where executives are closer to the shop floor and able to provide better support to the sales team.'

'We continued to invest in our sales team and increased training to improve service for our customers, including offering personal styling sessions.'

'Our new Noni B and Liz Jordan ranges, available both through our stores and our webshop, have been well received by our loyal customers who value and appreciate their easy care and stylish fashion.'

Full interim results for the 2011/2012 financial year will be released on 15 February 2012.

*Noni B Limited, founded in 1977, is one of Australia's leading fashion retailers, with 214 stores nationally. Noni B differentiates itself by focusing on superior service, style and fit. Our dedicated team is passionate about providing women with an instore experience where personalised advice is the basis of great customer service, and our styles are designed to make our customers look and feel good through day and evening, even when they travel. The exclusive Noni B and Liz Jordan designer collections offer classic and stylish contemporary fashion for today's woman.*

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