

city chic collective

ASX Announcement

7 September 2026

Appointment of Independent Non-Executive Director

City Chic Collective Limited (ASX: CCX) ("City Chic" or the "Company") is pleased to announce the appointment of Mr Eric Morris as an Independent Non-Executive Director, effective 7 September 2026.

Eric is a highly experienced retail executive, company director and former ASX-listed Chief Executive Officer with more than 35 years' experience across retail, consumer goods and digitally enabled businesses. He is Chairman of eStar Online (NZ) and Litecard and is an Advisory Board Member to several leading consumer businesses, with expertise spanning retail, digital transformation, customer strategy, governance and international business operations.

After an extensive international career in retail working for brands like Reebok, Walt Disney and Myer, Eric founded The PAS Group in 2005 and led the business through its successful ASX listing in 2014. He subsequently led the merger of The PAS Group and Brand Collective and was appointed Chief Executive Officer and Managing Director of the combined business, overseeing one of Australia's largest apparel and footwear groups, comprising 26 brands, more than 350 retail stores and annual revenue of approximately \$650 million. Throughout his executive career, Eric has built and scaled leading retail and consumer brands across multiple channels and international markets.

City Chic Chairman, Michael Kay, said: "On behalf of the Board, I am delighted to welcome Eric to City Chic. Eric is one of Australia's most experienced retail executives, with an outstanding track record of building brands and leading large-scale retail businesses. His more recent experience in digital commerce, customer engagement and retail technology is directly relevant to our strategic priorities. Eric's experience brings a fresh perspective and will be invaluable as we continue to build City Chic's leadership position in the curve fashion market."

Eric Morris said: "I am pleased to join the Board of City Chic at a pivotal stage in its evolution. City Chic has established a distinctive position in the curve fashion market through its brand, fit expertise and its connection with its customers. The progress made over recent years has created a strong platform for future growth. I look forward to working with the Board and management team as City Chic builds on that position."

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

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