



For Immediate Distribution

13 February 2014

DAVID JONES 2Q14 SALES

- 2Q14 Total Sales up 4.7%.
- 2Q14 Like-for-Like (LFL) Sales up 2.1%.
- Online sales grew by 150% in the quarter.
- Foot traffic and basket size both up in 2Q14 and 1H14.
- The Company's key categories of Womenswear, Menswear, Beauty, Shoes & Accessories, Childrenswear and Homewares all delivered positive sales growth.
- Completed the exit from low productivity categories including Outdoor Furniture in 2Q14, Music & DVDs.

David Jones Limited (DJS) today reported Total Sales Revenue of \$618.1 million for the second quarter of the 2014 financial year (2Q14) being the period 27 October 2013 to 25 January 2014 (2Q13: \$590.1 million). This represents Total Sales growth of 4.7% on 2Q13.

On a Like-for Like (LFL) basis Total Sales Revenue for 2Q14 of \$602.2 million was up 2.1% on 2Q13 (2Q13: \$590.1 million). Excluding the Electronics category, which converted to a Retail Brand Management Agreement (RBMA) on 1 October 2013, LFL Sales were up 3.6% for the quarter.

Total Sales Revenue for the first half of the 2014 financial year (1H14) was \$1,042.3 million, up 3.6% on 1H13 (1H13: \$1,005.7 million). LFL Sales for the half were \$1,016.5 million up 1.1% on 1H13 (1H13: \$1,005.7 million).

The Company cycled the launch of its new webstore for the first time in 2Q14 and delivered online sales growth of 150%. The continued growth of this sales channel reflects the popularity of the additional functionality of the site including "click & collect" and the online gift registry capabilities. The Company's webstore operated robustly and uninterrupted throughout the all important Christmas and Clearance trading periods.

The Company's best performing States this quarter were New South Wales, ACT and Victoria. The Company's key categories of Womenswear, Menswear, Beauty, Shoes & Accessories, Childrenswear and Homewares all delivered positive sales growth. The Company completed its exit of low productivity categories such as Outdoor Furniture, Music and DVDs this quarter.

David Jones CEO and Managing Director Mr Paul Zahra said, "We were pleased to see growth in both foot traffic and basket size this quarter which enabled us to return to positive LFL Sales growth.

"Whilst the sales growth experienced by the Company in 2Q14 was pleasing we did experience aggressive discounting in the market pre Christmas, in particular in Womenswear. We expect this aggressive discounting to continue in 2H14.

"This quarter we were able to capitalize on the Future Strategic Direction Plan initiatives we implemented over the past two years. We continue to make good progress in the roll-out of our Plan which will enable us to leverage improvements in consumer sentiment and trading conditions," Mr Zahra said.

DAVID JONES

David Jones Limited A.C.N. 000 074 573
A.B.N. 75 000 074 573



TOTAL & LFL SALES TABLE						
PERIOD	TOTAL SALES (\$m)			LFL SALES (\$m)		
	FY14	FY13	CHANGE	FY14	FY13	CHANGE
First Quarter (1Q)	424.2	415.6	2.1%	414.2	415.6	-0.3%
Second Quarter (2Q)	618.1	590.1	4.7%	602.2	590.1	2.1%
First Half (1H)	1,042.3	1,005.7	3.6%	1,016.5	1,005.7	1.1%

ENDS

FOR FURTHER INFORMATION CONTACT:

Helen Karlis

General Manager Corporate Affairs, Communications & Investor Relations

David Jones Limited

P: 02 9266 5960

M: 0404 045 325

E: hkarlis@davidjones.com.au

Notes:

- (i) *The Sales numbers quoted in this ASX Release have not been adjusted to take into account certain adjustments required under the Accounting Standards (such as provisions for lay-bys and returns. These adjustments will be reflected in the half year-end sales figures in the Company's Income Statement. Any change is expected to be immaterial.*
- (ii) *Like-for-like (LFL) sales include stores open and trading for more than one year as well as stores under refurbishment.*
- (iii) *All numbers are unaudited.*

DAVID JONES

David Jones Limited A.C.N. 000 074 573
A.B.N. 75 000 074 573