



Lovisa Holdings Limited

ACN 602 304 503

Adopted by the Board on 21st November 2014

Communication Strategy

The Company aims to ensure that shareholders are kept informed of all major developments affecting the state of affairs of the Company. Additionally, the Company recognises that potential investors and other interested stakeholders may wish to obtain information about the Company from time to time.

To achieve this, the Company communicates information regularly to shareholders and other stakeholders through a range of forums and publications. The Company also has in place an investor relations program to facilitate communication with investors.

One of the Company's key communication tools is its website located at www.lovisa.com.au. The Company endeavours to keep its website up-to-date. Important information about the Company can be found under the section marked 'Corporate Governance' on its website.

In addition to the material specifically referred to below, the 'Corporate Governance' section of the website includes details of the following:

- the Company's constitution;
- the Company's Board and Board Committee charters; and
- the Company's core corporate governance policies.

The website also contains a facility for shareholders to direct inquiries to the Company, and to elect to receive communications from the Company via email (or to elect to discontinue receiving email communications from the Company).

Measures for communicating the following important aspects of the Company's affairs include:

- **Notice of meeting:** The Company places the full text of all notices of meetings and explanatory material on its website. The Company encourages shareholders to provide email addresses so that notices of meeting and explanatory material can be sent to shareholders via email.
- **Annual General Meeting (AGM):** The Company encourages full participation of shareholders at its AGM each year. For those shareholders who are unable to attend in person, the Company provides a full transcript of the Chairman's and the Chief Executive Officer's speeches on its website. Shareholders are encouraged to lodge direct votes or proxies electronically, subject to the adoption of satisfactory authentication procedures. The Company's external auditor will attend the AGM and be available to answer shareholder questions about the conduct of the audit and the preparation and content of the auditor's report. The external auditor will also be allowed a reasonable opportunity to answer written questions submitted by shareholders to the auditor as permitted under the *Corporations Act 2001* (Cth).
- **Annual Report:** The Company's Annual Report is available on its website and contains important information about the Company's activities and results for the previous financial year. Shareholders can elect to receive the Company's Annual Report or concise report as an electronic copy or in hard copy through the mail.

- **Announcements lodged with the Australian Securities Exchange (ASX):** All ASX announcements made to the market, including annual and half year financial results, are posted on the Company's website as soon as they have been released by ASX.
- **Media Releases:** Copies of all media releases made by the Company are posted on the Company's website.
- **Presentations:** Copies of all investor presentations made to analysts and media briefings are posted on the Company's website, and where appropriate, the Company uses webcasting or teleconferencing of these presentations and briefings.
- **Other information:** The Company provides a telephone helpline facility and an online email inquiry service to assist shareholders with any queries. Information is also communicated to shareholders via periodic mail outs, or by email to shareholders who have provided their email address.