



5 June 2002

The Manager Companies  
Australian Stock Exchange Limited  
11<sup>th</sup> Floor  
Exchange Centre  
20 Bridge Street  
SYDNEY NSW 2000

Dear Sir

### **Changes to David Jones Shareholder Rewards Program**

Following the announcements made on 14 May 2002, which included details of revised discounts applicable under the Shareholder Rewards Program, attached is a copy of a letter sent to Shareholders on 30 May 2002.

Yours faithfully  
DAVID JONES LIMITED,

JOHN A. SIMMONDS,  
COMPANY SECRETARY.

**DAVID JONES**

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

Elizabeth Street Store 86-108 Castlereagh Street Sydney NSW 2000 Australia Telephone 02 9266 5544



28 May 2002

Dear Shareholder,

### CHANGES TO DAVID JONES SHAREHOLDER REWARDS PROGRAM

On the 14<sup>th</sup> May, David Jones announced the outcomes of its annual strategic review to the market. One outcome was a change to the Shareholders Rewards Program.

The review confirmed that the popular discount program should be retained. However, discount levels needed to be adjusted to ensure the program is value positive for the company and provides a better balance of returns to all shareholders, including those shareholders who do not qualify for discounts under the program.

For enrolled and future Shareholder Rewards members, the current discount of between 5% and 10% for purchases will be reduced to 3% and 7.5% respectively. These changes will take effect from 1, August 2002.

Specifically, for purchases made by members on and after 1, August 2002 with the David Jones Shareholder Credit Account, they will receive:

- 7.5% (previously 10%) discount on all eligible purchases of fashion, cosmetics, menswear, childrenswear, shoes, homewares.
- 3% (previously 5%) discount on all furniture, home-office and electrical goods, and all food, wine/beer spirits within David Jones stores (including in-store restaurants and food outlets) and Foodchain by David Jones.
- The discount continues to be available on all credit options (including interest-free and deferred), when an item is on sale, and also when matching competitor's prices. Special credit options continue not to be available to Corporate shareholder credit accounts.
- The \$50 annual membership fee currently charged to shareholders enrolled in the program who have purchased their qualifying shares on or after 1, October 2001 will remain in place.
- The current Shareholder Rewards Program terms & conditions will otherwise apply. These terms and conditions include that the discount is not available on purchases made at any David Jones warehouse store, for Miele products, Travelworld, David Jones gift vouchers, delivery fees, alterations, Interflora, David Jones Rent IT, and insurance premiums.

Even with the new discount levels, the David Jones Shareholder Rewards Program continues to be amongst the most competitive shareholder offers within the retail market place.

If you have any further questions concerning the David Jones Shareholder Rewards Program please contact 1300 300 500 during store hours.

Yours sincerely,

Peter Wilkinson  
Chief Executive Officer

## DAVID JONES