



**ASX AND MEDIA RELEASE**

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**For Immediate Distribution**

**8 August 2007**

## **DAVID JONES DELIVERS RECORD \$1.98 BILLION SALES IN FY07**

- **4Q07 Sales Revenue growth of 12.1% on a Total basis & 9.2% LFL**
- **2H07 Sales Growth of 10.4%** - exceptional performance resulting in **increased 2H07 Profit after Tax guidance** (as per 18 July 2007 announcement)
- **Strong trading across all categories** – Womens Apparel, Mens Apparel, Accessories, Cosmetics, Footwear & Homewares were outstanding performers
- **Stores in all States traded well**
- **Bright outlook** - continued strong financial fundamentals & ongoing Industry Restructure opportunities

David Jones Limited (DJS) today reported **Total Sales Revenue of \$509.4 million** for the fourth quarter of the 2007 financial year (**4Q07**) being the period 29 April 2007 to 28 July 2007. This represents **12.1% growth** on a **Total Sales** basis (4Q06 - \$454.6million).

On a “like-for-like” (**LFL**) basis (adjusting to take into account the opening of the new Burwood store on 3 May 2007 and the closure of the Bankstown store on 15 July 2007) Sales growth in 4Q07 was **9.2%**.

The Company’s **2007 Full Year (FY07) Sales Revenue is up 9.0%** on a **Total Sales** basis to \$1,983.7 million (versus \$1,819.9 million in FY06) and up 8.3% on an LFL basis.

David Jones CEO Mr Mark McInnes said, “The last three weeks of July continued to trade strongly resulting in a very pleasing 4Q07 Sales performance for our Company, in particular given that we were cycling a high 4Q06 base of 5.4% and were able to deliver 9.2% Sales growth on an LFL basis over and above this.

“Since the Strategic Review in 2003, we have added more than \$300 million in Department Store Sales to our core business and have increased our Sales by approximately 50% since 1999. This track record of Sales growth coupled with:

- customer acceptance of our “Home of Brands” business model;
- our ability to effectively manage and trade through the retail cycle;
- new store opportunities that exist for our business;
- the unique opportunities arising from the recently rejuvenated and restructured Australian Department Store sector;
- our ongoing Cost efficiencies program; and
- our planned core business expansion in particular through high value, strategic refurbishments,

makes us confident that we are well positioned to continue to grow Shareholder Returns (Profit after Tax and Dividends) over time,” Mr McInnes said.

## **DAVID JONES**

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



Throughout the year, the Company's trading performance by category was strong. Of particular significance was the performance of Womens Apparel, Mens Apparel, Accessories, Cosmetics, Footwear and Homewares, which have each delivered exceptional Sales growth.

From a geographic perspective, all States traded well, with Western Australia, Queensland and Victoria delivering record Sales and New South Wales demonstrating a resurgence and delivering strong Sales.

### **TOTAL SALES**

| <b>PERIOD</b>                                | <b>FY07<br/>\$m</b> | <b>FY06<br/>\$m</b> | <b>%Change<br/>Total sales</b> | <b>%Change<br/>LFL</b> |
|--|---------------------|---------------------|--------------------------------|------------------------|
| First Quarter (1Q) of Financial Year         | 430.3               | 405.0               | +6.3                           | +6.3                   |
| Second Quarter (2Q) of Financial Year        | 607.3               | 557.6               | +8.9                           | +8.9                   |
| First Half (1H) of Financial Year            | 1037.6              | 962.6               | +7.8                           | +7.8                   |
| Third Quarter (3Q) of Financial Year         | 436.7               | 402.8               | +8.4                           | +8.4                   |
| <b>Fourth Quarter (4Q) of Financial Year</b> | <b>509.4</b>        | <b>454.6</b>        | <b>+12.1</b>                   | <b>+9.2</b>            |
| Second Half (2H) of Financial Year           | 946.1               | 857.3               | +10.4                          | +8.9                   |
| <b>Full Year FY07</b>                        | <b>1983.7</b>       | <b>1819.9</b>       | <b>+9.0</b>                    | <b>+8.3</b>            |

### **TRADING ENVIRONMENT & OUTLOOK**

As stated on 18 July 2007 when the Company updated its Profit after Tax (PAT) Guidance for FY07, independent economic forecasters Access Economics are expecting a strong economic environment in calendar 2008. David Jones is well positioned to capitalise on the expected strong consumer sentiment, albeit that it will be cycling a high Sales base. The Company reiterates the FY08 PAT guidance it provided on 18 July 2007, of 8%-13% growth on its increased FY07 underlying\* PAT base of \$107.5 million - \$108.9 million i.e. 5%-10% plus the positive benefit to PAT in FY08 following conversion of the Reset Preference Shares (RPS) on 1 August 2007.

ENDS

### **FOR FURTHER INFORMATION CONTACT:**

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*Notes: The Sales numbers quoted in this ASX Release have not been adjusted to take into account changes to the provisions for returns or lay-bys. These changes are required under AIFRS and will be reflected in the year-end Sales figures in the Company's Income Statement. Any change is expected to be immaterial.*

*\* Underlying PAT refers to Profit after Tax (PAT) for FY07 after removing the one-off impacts of the unwinding of the Sale & Leaseback transaction.*

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