

Michael Hill International Limited

Michael Hill Opens New Concept Store

Michael Hill announces the opening of its first EMMA & ROE concept store at the Caneland Central Shopping Centre in Mackay, Queensland.

EMMA & ROE will carry unique jewellery collections consisting of bracelets and charms along with matching jewellery. The company has been trialling the concept over the past 18 months in five Queensland shopping centres under the Captured Moments brand with encouraging results. The opportunity to develop EMMA & ROE as a new brand for the group stemmed from global research that clearly demonstrated the highly engaged shopping style of today's buyer. A desire for pieces that can be layered, mixed and matched for everyday wear was a key outcome of the consumer research conducted. The board views the two brands as complementary within the jewellery sector with Michael Hill continuing to focus on diamonds, bridal and fine jewellery.



EMMA & ROE is an interactive shopping experience that invites customers to style their own looks based around the belief that jewellery is the ultimate expression of life's key moments. A team of style experts will be on hand to help create individual pieces that will be treasured and talked about.

The name EMMA & ROE takes its inspiration from the Hill family, "Emma" being Sir Michael's daughter and "Roe" being Christine Lady Hill's maiden name.

With plans to refurbish and rebrand the remaining trial stores by the end of 2014, the Company will look to assess brand performance and make further plans for EMMA & ROE in early 2015. Capital involved in this concept is approximately half that of our traditional Michael Hill store and it is expected that in the long term there will be a similar percentage return on funds employed compared to the existing Michael Hill brand.

Michael Hill has recruited an experienced and talented team to head up the venture with Micah Walker appointed recently as the division's General Manager. Micah brings extensive international retail experience with him having previously been General Manager for Diva Accessories international division.

A handwritten signature in black ink that reads 'Michael Hill'.

Sir Michael Hill 16 April 2014
Chairman

All enquiries should be made to Mike Parsell CEO phone +61 403 246655