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## **APPOINTMENT OF JOHN ARMSTRONG TO THE BOARD OF LOVISA HOLDINGS LIMITED**

The Directors of Lovisa Holdings Limited are pleased to announce that John Armstrong has agreed to join the Board as an Independent Non-Executive Director, effective from 25 September 2018.

Mr Armstrong has more than 30 years' experience in various financial and commercial management roles and brings significant financial experience to the Board. His most recent executive role was at SEEK Limited, an ASX 50 listed leading recruitment and education provider, where he was the Chief Financial Officer for over 12 years. Mr Armstrong's focus was on SEEK's Asian operations and investments, including directorships of SEEK's business in China, Zhaopin Ltd (a US listed company), and SEEK Asia, which operates across South East Asia. Prior to SEEK, he held financial management roles at Carlton & United Breweries and commenced his career at Ernst & Young.

Mr Armstrong is a Non-Executive Director of Blackmores Limited and was previously a Non-Executive Director of Melbourne IT and iProperty Group Ltd.

Michael Kay, Lovisa Chairman said, "We are delighted that John has accepted the Board's invitation to join Lovisa. John's experience will be invaluable during what is expected to be a time of significant global growth for the business."

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