

city chic collective limited

13 October 2021

Dear Shareholder,

In light of the uncertainty, travel restrictions and potential health risks created by the COVID-19 pandemic and taking into consideration the actions taken by governments to address these concerns, we will be hosting a virtual Annual General Meeting in 2021 (**AGM**).

The Notice of Meeting and Explanatory Memorandum for the AGM is available online at <https://www.citychiccollective.com.au/investors>. We will not be sending shareholders a hard copy of the Notice of Meeting by post ahead of the AGM.

This letter provides information to guide shareholders as to how to attend and participate in the AGM. City Chic's website will also be kept up to date with all of the relevant information shareholders may need.

Details of our 2021 AGM

Date: Wednesday, 17 November 2021

Time: 10.00am AEDT

Website: <https://agmlive.link/CCX21>

How to participate

To make the AGM as accessible as possible to all of our Shareholders, we are pleased to offer Shareholders the following ways to participate in the AGM.

1. Online

1. Logon to <https://agmlive.link/CCX21> from your desktop computer, mobile or tablet device at least 15 minutes prior to the scheduled start time for the AGM. You will need internet access.
2. When you log onto the online platform, you will need to provide your details - including your Shareholder Reference Number (**SRN**) or Holder Identification Number (**HIN**) - to be verified as a Shareholder (available at the top of the proxy form).
3. Proxyholders will need their proxy code, which Link Market Services will provide via email no later than 24 hours prior to the AGM.

Further instructions on how to participate and vote online are published at <https://www.citychiccollective.com.au/investors>. We encourage all Shareholders to read this material to ensure they are familiar with how to participate and to contact Link Markets Services if they have any questions.

2. Appoint a proxy in advance of the AGM

(a) Online

1. Logon to www.linkmarketservices.com.au.
2. You will be asked to submit your SRN or HIN details.
3. Follow the step-by-step online prompts, which will guide you through the process.

(b) Via mail, fax or hand delivery

1. Complete the enclosed Proxy Form. Instructions are detailed on the Proxy Form.
2. All Proxy Forms must be received no later than **10.00am (AEDT)** on **Monday 15 November 2021** to be valid.
3. Proxy Forms may be returned by fax, mail or hand delivery by following the instructions in the Proxy Form.

How to ask a question

Shareholders will be able to submit questions in writing online during the AGM by following the instructions set out in the Virtual Meeting Online Guide. Shareholders may also submit questions prior to the meetings through the Company's Share Registry's website at <https://investorcentre.linkmarketservices.com.au/Login/>.

In addition, Shareholders will be able to ask questions by telephone during the AGM. Shareholders who wish to ask questions by telephone must contact the Company's Share Registry, Link Market Services on +61 1800 990 363 (Australia and International) from 8 to 15 November 2021 to request a personalised PIN and the applicable telephone number which they will need in order to ask a question by telephone during the meeting. More information about how to ask questions by telephone during the meeting is contained in the Virtual Meeting Online Guide.

Please review the information about participating in the AGM. If your holding cannot be verified by the moderator, you will attend the AGM as a visitor and will not be able to ask a question.

How to watch and listen to the AGM

The AGM will be live webcast online at <https://agmlive.link/CCX21>. All stakeholders are invited to watch and listen to the AGM. However, only Shareholders (or their proxies) may vote or ask questions during the AGM.

Support and Technical Issues

If you experience any difficulties, please contact Link Market Services by phone on 1300 554 474 or on +61 1300 554 474 between 9:00am and 5:00pm (AEDT) Monday to Friday. Copies of all material, including City Chic's Annual Report, Notice of Meeting and Virtual Meeting Online Guide are available online on the Company's website at <https://www.citychiccollective.com.au/investors>.

We recognise that technical difficulties may arise during the course of the AGM. For this reason, Shareholders are encouraged to lodge a proxy by 10.00am (Sydney time) on Monday, 15 November 2021 even if they plan to participate online.

Online Communication Preferences

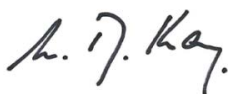
We encourage all shareholders to update your details via our share registry, Link Market Services. Shareholders can also:

- check your holding balance;
- view, print or save transaction summaries and dividend statements;
- update or amend your bank account details; or
- elect to receive communications electronically.

We encourage shareholders to elect to receive online communication as the most efficient and environmentally friendly way to keep up to date with City Chic information.

We look forward to you joining us at the 2021 AGM and thank you for your ongoing support.

Yours sincerely,



Michael Kay
Chairman