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Naked Brand Group Limited Engages MZ Group to Lead Strategic Investor Relations and Shareholder Communication Program

SYDNEY--(BUSINESS WIRE)-- **Naked Brand Group Limited (NASDAQ: NAKD)**, a global leader in intimate apparel and swimwear, has engaged international IR specialists MZ Group (MZ) to lead a comprehensive strategic investor relations and financial communications program across all key markets.

MZ Group will work closely with Naked Brand Group Limited management to develop and execute a complete capital markets strategy designed to increase the Company's visibility throughout the investment community. This structured campaign will highlight recent business successes including a successful debt restructuring, equity financing and the transaction between Naked Brand Group Inc. and Bendon Limited in June 2018.

Naked Brand Group Limited was created on June 20, 2018 via the merger of Nasdaq listed Naked Brand Group Inc and 71-year-old New Zealand company Bendon Limited, whose brands include Heidi Klum Intimates and Heidi Klum Swim. Today, the combined company designs, manufactures and markets a portfolio of 11 company-owned and licensed brands, catering to a broad cross-section of consumers and market segments. Its products are available in 44 countries worldwide through 6,000 retail doors, a growing network of E-commerce sites and 61 company-owned Bendon retail and outlet stores in Australia and New Zealand.

MZ has developed a distinguished reputation as a premier resource for institutional investors, brokers, analysts and private investors. The firm has six offices across North America, a strong presence in Asia and Brazil, and maintains extensive relationships with investors throughout Europe. Additionally, MZ Group was recently ranked the No. 1 consultancy in Latin America and No. 7 in the world in business communication.

Managing Director and Head of MZ North America's Orange County Office, Chris Tyson, will be advising Naked Brand Group Limited in all facets of corporate and financial communications, including the coordination of roadshows and investment conferences across key cities and building brand awareness with the financial media.

"Naked Brand Group Limited due to its extensive operating history and recent transaction has created a unique retail operating platform with significant underleveraged assets," commented Ted Haberfield, President of MZ North America. "Our primary objective will be to communicate the immense value proposition Naked's platform business has today and more importantly after new supply chain savings are realized, an expanded E-commerce profile is

achieved and strategic acquisitions are implemented. The combination of a stable financial profile with total pro forma revenue of over \$100 million and the addition of new organic and inorganic growth strategies position Naked to gain operating scale while leveraging its existing infrastructure, at a high ROI.

“We look forward to building upon the exceptional reputation and brand that Naked Brand Group Limited has made for itself as we implement a robust investor relations awareness program,” concluded Haberfield.

“The inflection point with our story is now center stage as we have made significant progress recapitalizing our company, attracting key retail industry veterans and refining our platform business to achieve significant growth at scale,” stated Justin Davis-Rice, Chief Executive Officer of Naked Brand Group Limited. “With a line of sight to post-synergy EBITDA contribution and positive cash flow operations, we have partnered with MZ Group to execute a comprehensive investor relations strategy and enhance our awareness with the investment community,” concluded Davis-Rice.

About MZ Group

MZ, founded in 1999, combines capital markets intelligence, global investor targeting, IR technology, corporate governance, media and corporate communication and IR consulting, providing comprehensive programs that successfully build and manage shareholder value. With a team of highly experienced senior professionals and an integrated service portfolio, MZ ensures that companies are provided with the right tools and strategies to interact effectively with the investment community and the media, successfully conveying the investment message. MZ's market intelligence, advisory and tactical support activities for investor relations and corporate communications programs are underpinned by a comprehensive IT infrastructure, allowing companies to rapidly achieve global standards of best practices. For more information, please visit www.mzgroup.us.

About Naked Brand Group Limited:

Naked Brand Group Limited is a leading intimate apparel and swimwear company with a diverse portfolio of brands. The company designs, manufactures and markets a portfolio of 11 company-owned and licensed brands, catering to a broad cross-section of consumers and market segments. Brands include Naked, Bendon, Bendon Man, Davenport, Fayreform, Hickory, Lovable, Pleasure State, Heidi Klum Intimates, Heidi Klum Man, Heidi Klum Swim. Naked Brand Group Limited products are available in 44 countries worldwide through 6,000 retail doors, a growing network of E-commerce sites and 61 company-owned Bendon retail and outlet stores in Australia and New Zealand. Brands are distributed through premier department stores, specialty stores, independent boutiques and third-party e-commerce sites globally, including Macy's, Nordstrom, Saks Fifth Avenue, Harrods, Selfridges, Amazon and asos among others. For more information please visit www.nakedbrands.com.

Forward-Looking Statements:

This communication contains "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements include all statements that are not historical facts. Such statements may be, but need not be, identified by words such as “may,” “believe,” “anticipate,” “could,”

“should,” “intend,” “plan,” “will,” “aim(s),” “can,” “would,” “expect(s),” “estimate(s),” “project(s),” “forecast(s),” “positioned,” “approximately,” “potential,” “goal,” “pro forma,” “strategy,” “outlook” and similar expressions. Examples of forward-looking statements include, among other things, statements regarding future financial performance, future growth in our business, trends in our industry, product innovation and operational expansion. All such forward-looking statements are based on management’s current beliefs, expectations and assumptions, and are subject to risks, uncertainties and other factors that could cause actual results to differ materially from the results expressed or implied in this communication. Among the key factors that could cause actual results to differ materially from those expressed or implied in the forward-looking statements are the following: our ability to integrate the operations of Bendon Limited and Naked Brand Group Inc.; the risk that the projected value creation and efficiencies from the transaction with Bendon Limited and Naked Brand Group Inc. will not be realized; difficulties in maintaining customer, supplier, employee, operational and strategic relationships; the possibility that a robust market for our shares may not develop; our ability to raise additional financing; our ability to anticipate consumer preferences; and the other risks and uncertainties set forth under “Risk Factors” in our Annual Report on Form 20-F for the fiscal year ended January 31, 2018. Further, investors should keep in mind that our revenue and profits can fluctuate materially depending on many factors. Accordingly, our revenue and profits in any particular fiscal period may not be indicative of future results. We are under no obligation to, and expressly disclaim any obligation to, update or alter our forward-looking statements, whether as a result of new information, future events, changes in assumptions or otherwise, except as required by law.

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Source: Naked Brand Group Limited