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Naked Brand Group Appoints Mark Ziirsen as Chief Financial Officer

Finance Leader Brings 30 Years of Financial and Operational Experience to Lead Naked's New Growth Strategy to a Pure-Play E-Commerce Leader in Intimate Apparel

SYDNEY, AUSTRALIA / ACCESSWIRE / April 19, 2021 Naked Brand Group Limited (**NASDAQ:NAKD**) ("Naked" or the "Company"), a global leader in intimate apparel, today announced the appointment of Mark Ziirsen to the position of Chief Financial Officer, replacing Cheryl Durose.

Mark has extensive experience with public company finance as a corporate officer and audit committee member. His executive career spans senior finance leadership roles with major ASX listed companies such as Cochlear, Aristocrat, Coca-Cola Amatil and Goldman Fielder. Currently, he serves as a non-executive director and chair of the Audit and Risk Committee of Opyl Limited, an ASX listed AI technology business focused on life sciences. Previously, he was non-executive director and chair of Respiro Limited, an eHealth SaaS company, and non-executive director and chair of the Audit and Risk Committee of Orcoda Limited, a SaaS based technology company. Mark commenced his career with EY, working in business advisory, tax and management consulting. His most recent executive roles include Chief Financial Officer and Company Secretary for Wiseway Group Limited (who he successfully led through an IPO and listing on ASX) and Chief Financial Officer of [ASX] listed global medtech company Anteris Technologies Limited. Prior to this, Mark was Director of Finance and IT for Asia Pacific at Cochlear. He has a strong track record of delivering growth and improvement across multiple industry sectors including medtech/health, technology and consumer, and geographies across the Americas, Europe and Oceania. Mark has also worked extensively in Asia for more than 25 years.

Justin Davis-Rice, Naked's Chief Executive Officer, stated, "On behalf of our board and management team, I would like to thank Cheryl for her service and contributions. We welcome Mark to the position and are privileged to have someone of his caliber and financial skill set serve as our Chief Financial Officer. His strong finance and operations credentials are complemented by extensive strategy, M&A, corporate finance, investor relations, risk management and governance expertise. Much of Mark's work has involved guiding high growth companies, which will be instrumental for the rapid acceleration of our e-commerce business and digital transformation. His M&A expertise will add significant value as we continue to pursue accretive acquisitions of high growth and cash flow positive businesses and invest in next generation technology," concluded Davis-Rice.

About Naked Brand Group Limited:

Naked Brand Group Limited (NASDAQ: NAKD) is a leading intimate apparel and swimwear company with a diverse portfolio of brands. The company designs, manufactures and markets a portfolio of 8 company-owned and licensed brands, catering to a broad cross-section of consumers and market segments. Brands include Bendon, Bendon Man, Davenport, Fayreform, Hickory, Lovable, Pleasure State and Fredericks of Hollywood. 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 the divestiture of Naked's brick-and-mortar operations, the deployment of the proceeds from the private placement, continued trading in our securities on Nasdaq, future financial performance, future cost savings, future growth in our business, trends in our industry, product innovation, operational expansion and restructuring initiatives. 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: the risk that a definitive agreement for the divestiture of Naked's brick-and-mortar operations is not signed or the sale does not close; the risk that our restructuring initiative and our focus on direct-to-consumer and e-commerce channels does not achieve the expected benefits; the impact of COVID-19; our ability to maintain sufficient inventory; the risk that we do not maintain compliance with Nasdaq's continued listing standards; our ability to identify and consummate acquisitions of accretive businesses, and realize the expected benefits of such transactions; our ability to develop, commercialize and obtain market acceptance of our current technology and any technology we develop or acquire in the future; difficulties in maintaining customer, supplier, employee, operational and strategic relationships; the possibility that a robust market for our shares is not maintained; 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, 2020 and in our other filings with the Securities and Exchange Commission. 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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