

13 August 2021

Dear Shareholder

Supplementary Notice of Annual General Meeting of Naked Brand Group Limited

Naked Brand Group Limited (ACN 619 054 938) (**Company**) advises that due to current State government COVID-19 restrictions imposed on Greater Sydney, Australia, the location of its Annual General Meeting (**Meeting**) to be held on **Friday, 20 August 2021 at 10:00am (Sydney time) (Thursday, 19 August 2021 at 8:00pm (New York time))**, has been changed to:

**Naked Brand Group Limited
Level 61, MLC Centre
25 Martin Place
Sydney NSW 2000, Australia**

Additionally, to comply with the restrictions (and to otherwise ensure the safety of its shareholders and other participants), the Company is unable to admit shareholders to physically attend the Meeting. Therefore, the Company strongly encourages all shareholders to submit their proxy votes in advance of the Meeting. Instructions on how to submit your proxy form (including submitting them online) are detailed in the Company's Notice of Annual General Meeting dated 9 July 2021 (a copy of which is available at <https://www.cstproxy.com/nakedbrands/am2021/> and the Company's website at <https://ir.nakedbrands.com/>).

Shareholders may wish to listen to the Meeting via a webcast facility which can be accessed on the Company's website at <https://ir.nakedbrands.com/> or using the link below. Please note that live online voting will not be offered as part of the webcast facility.

Webcast link- <https://services.choruscall.com.au/webcast/nakedbrand-210820.html>

By order of the Board of Naked Brand Group Limited.



Mark Ziirsén
Company Secretary