UNITED STATES SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15d-16 UNDER THE SECURITIES EXCHANGE ACT OF 1934

For the month of: June 2019

Commission File Number: 001-38544

NAKED BRAND GROUP LIMITED

(Translation of registrant's name into English)

<u>c/o Bendon Limited, Building 7C, Huntley Street, Alexandria, NSW 2015, Australia</u> (Address of Principal Executive Offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F. Form 20-F [X] Form 40-F [] Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): [] Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): []

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934. Yes [] No [X]

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

Results of Operations and Financial Condition.

On June 14, 2019, Naked Brand Group Limited (the "<u>Company</u>") issued a press release announcing financial results for the year ended January 31, 2019. A copy of the press release is attached hereto as Exhibit 99.1.

Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On June 11, 2019, the Company announced the appointment of David Anderson as Chief Financial Officer of the Company, which will become effective after the filing with the Securities and Exchange Commission of certain amendments to the Company's existing registration statements, but no later than June 20, 2019. Mr. Anderson will replace Howard Herman, the Company's current Chief Financial Officer, who is resigning from all positions held by him with the Company.

Mr. Anderson, 45 years old, joins the Company from Goodman Fielder, one of the largest consumer goods companies in New Zealand, where he served as Head of Finance from July 2016 until June 2019, overseeing all financial aspects of the business and leading numerous acquisitions. During his time at Goodman Fielder, Mr. Anderson developed and spearheaded the implementation of several strategic initiatives to drive improved performance throughout the business. Prior to Goodman Fielder, from June 2008 until July 2016, Mr. Anderson worked at Icebreaker, a global apparel brand sold in 43 countries worldwide, first as Chief Financial Officer starting in June 2008 and then as Chief Financial Officer and Chief Operating Officer starting in October 2012. Mr. Anderson played an important role in managing Icebreaker's growth, as it approximately quadrupled sales while moving from a wholesale to a direct-to-consumer model, chiefly through company owned retail stores and e-commerce. Prior to Icebreaker, from 2001 to 2007, Mr. Anderson worked at PricewaterhouseCoopers, where he was Associate Director for Business Recovery Services, focusing primarily on business turnaround assignments. Mr. Anderson holds a Bachelor of Commerce and Administration in Accountancy and Commercial Law, as well as a Bachelor of Arts in Politics from Victoria University, Wellington.

In connection with his appointment, Mr. Anderson entered into an employment agreement with Bendon Limited ("Bendon"), the Company's whollyowned operating subsidiary. Mr. Anderson's employment may be terminated upon three months' notice by either party. Bendon also may summarily dismiss Mr. Anderson for any serious misconduct.

Under the employment agreement, Mr. Anderson will receive an annual salary of NZ\$380,000. He also will be entitled to (i) an annual cash bonus of up to NZ\$114,000 based on the achievement of certain performance targets set annually by the Company's board of directors and (ii) an annual equity award of up to NZ\$114,000 based on the achievement of revenue and EBITDA targets set annually by the Company's board of directors.

The employment agreement contains provisions protecting the confidentiality of the Company's information and assigning all intellectual property rights to the Company. The employment agreement also contains provisions restricting Mr. Anderson's ability to compete with the Company during his employment and for a period of six months thereafter. The non-compete provisions generally impose restrictions on (i) soliciting or attempting to entice away employees of the Company or its subsidiaries, (ii) soliciting or accepting business from clients of the Company or its subsidiaries, or (iii) within a specified geographic area, participating in any competing business.

Attached as Exhibit 99.2 to this report is a press release dated June 11, 2019, issued by the Company, announcing Mr. Anderson's appointment.

Other Events.

The Company has prepared an updated investor presentation as of June 14, 2019. A copy of this presentation is furnished as Exhibit 99.3 to this report.

Financial Statements and Exhibits.

Exhibit	Description
99.1	Press release dated June 14, 2019.
99.2	Press release dated June 11, 2019.
99.3	Investor presentation.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: June 14, 2019

NAKED BRAND GROUP LIMITED

By: /s/ Justin Davis-Rice

Name: Justin Davis-Rice
Title: Executive Chairman



Naked Brand Group Limited Reports Full Year Fiscal 2019 Financial Results

Company Deploys New Targeted Growth Initiatives Following Strategic Recapitalization and Planned Return to Operational Profitability Second half of Fiscal 2020

SYDNEY - **June 14, 2019** — <u>Naked Brand Group Limited</u> (**Nasdaq: NAKD**) ("Naked" or the "Company"), a global leader in intimate apparel and swimwear, has reported its full year fiscal 2019 financial results for the twelve months ended January 31, 2019.

Key Full Year Fiscal 2019 Financial Highlights:

- Net sales for the full year fiscal 2019 decreased by 14.8% to NZD\$111.9 million, or USD\$77.4 million, compared to NZD\$131.4 million, or USD\$90.9 million, for the full year fiscal 2018.
- Gross profit margin as a percentage of revenue increased to 33.5% for the full year fiscal 2019, as compared to approximately 33.3% for the full year fiscal 2018.
- Operating expenses totaled NZD\$87.9 million, or USD\$60.7 million, for the full year fiscal 2019, compared to NZD\$81.5 million, or USD\$56.2 million, for the full year fiscal 2018.
- Net loss totaled NZD\$49.2 million, or USD\$34.0 million, for the full year fiscal 2019, or (NZD\$2.01), or (USD\$1.39), per basic and diluted share, compared to a net loss of NZD\$37.5 million, or USD\$25.8 million, for the full year fiscal 2018, or (NZD\$1.79), or (USD\$1.24), per basic and diluted share.
- EBITDA loss totaled NZD\$25.6 million, or USD\$17.7 million, for the full year fiscal 2019 compared to the full year fiscal 2018 of adjusted EBITDA loss of NZD\$24.1 million or USD\$16.6 million.
- Taking into account the reduced revenue, the EBITDA loss in fiscal 2019 represents improved performance when compared to fiscal 2018. As noted above, net sales have decreased by 14.8%, yet EBITDA decreased by only 5.9%.

Key Full Year Fiscal 2019 and Subsequent Operational Highlights:

- Appointed Anna Johnson as Chief Executive Officer, an industry veteran with a proven track record of restructuring and transforming established businesses.
- Appointed David Anderson, 20-year consumer goods financial executive, as chief financial officer.
- Conducted global strategic review and effectuated plan to realize an anticipated \$6.5 million in annual cost savings, and initiate targeted marketing campaigns.
- Completed \$3.9 million strategic financing and \$5.4 million debt restructuring transaction in March 2019 with investors and key manufacturing partners to fortify balance sheet and realize new supply chain cost savings.



- Completed acquisition of Fredericks of Hollywood Online Corp to control FOH's exclusive license with the brand owner, Authentic Brands Group, which extends to 2020 with a further 10 renewal options of 5 years each.
- Announced agreement with CVS Health and launched Heidi Klum's Intimates Solutions line to be featured in over 4,000 CVS locations across the United States.
- Launched diffusion program nationwide with Costco Wholesale Australia to integrate Bendon's best-selling brief design.
- Completed merger between Naked Brand Group and Bendon Limited creating a global leader in intimate apparel and swimwear.

Management Commentary

"Fiscal 2019 was a year of foundation building, setting the stage for continued revenue growth in fiscal 2020 and beyond," said Anna Johnson, Chief Executive Officer of Naked Brand Group. "We have notably strengthened our balance sheet while expanding our eCommerce initiatives and laying the groundwork for a more robust presence in highly trafficked retail stores, whether that be our corporate stores or those of our partners, such as CVS or Costco.

"After conducting a thorough global strategic review, we completed our global operational transformation with an intent to drastically reduce operating expenses, exited unprofitable channels and consolidated our eCommerce presence and logistics supply chains. As a result, we have emerged a much leaner organization – I anticipate cost savings from these efforts to reach \$6.5 million annually. We will leverage our iconic suite of globally recognized brands to resume our growth trajectory in FY2020 and beyond, primarily driven by our robust direct to consumer business as well as key wholesale accounts. Based on current trends, I believe we are well positioned to reach cash flow breakeven in the second half of Fiscal 2020.

"Of note, we recently appointed 20-year consumer goods financial executive David Anderson as chief financial officer, who will augment our push surrounding Naked's strategic new direction. In addition, we are exploring all strategic options to generate liquidity from certain business segments or brands within our portfolio to further strengthen our balance sheet and drive continued growth," continued Johnson.

"Our fiscal 2019 was impacted by several items which we do not believe will be recurring, such as stock supply issues related to our liquidity prior to us strengthening our balance sheet, one-time costs related to the U.S. listing process and Bendon's merger with Naked. The company is entering an exciting, transformative period in its history as it transitions from a wholesale model to a higher-margin direct to consumer model.

"On the marketing front, after thorough market research, we've developed a full suite of new marketing content and campaigns targeting both new and existing customers respectively from each brand. Our campaigns will be augmented with our 70 year history of supporting 'EVERY BODY' of our customers through product innovation, fit and heritage styles coupled with driving awareness and education on the health benefits of the correct support and bra fit of the women's ever-changing body through life's milestones.



"I am proud of what our team has accomplished since I joined the company – furthering our legacy as an iconic and trusted brand. As a thought leader in several markets, we believe we are well positioned to continue to gain market share and innovate within the intimate apparel and swimwear industry, enabling us to achieve our goal of cash flow breakeven in the second half of Fiscal 2020. I look forward to executing upon our corporate vision, realizing the significant potential facing our company today and creating long-term value for our shareholders," concluded Johnson.

Full Year Fiscal 2019 Financial Results

Net sales for the full year fiscal 2019 totaled NZD\$111.9 million, or USD\$77.4 million, a decrease of 14.8% compared to NZD\$131.4 million, or USD\$90.9 million, for the full year fiscal 2018. Net Sales were impacted by a stock supply issue, the exit from the E.U and U.K. market and the Company's decision to end certain wholesale relationships in the U.S. market.

Gross profit totaled approximately NZD\$37.4 million, or USD\$25.9 million, for the full year fiscal 2019 as compared to NZD\$43.9 million, or USD\$30.3 million, for the full year fiscal 2018. Gross profit margin as a percentage of revenue increased to 33.5% for the full year fiscal 2019, as compared to approximately 33.3% for the full year fiscal 2018. Gross margins were positively impacted by the shift from wholesale to a direct-to-consumer sales model.

Operating expenses totaled NZD\$87.9 million, or USD\$60.7 million, for the full year fiscal 2019, compared to NZD\$81.5 million, or USD\$56.2 million, for the full year fiscal 2018. The increase in operating expenses was primarily attributable to one-time costs related to the U.S. listing process and impairment expenses as a result of the aforementioned stock supply issue.

Net loss totaled NZD\$49.2 million, or USD\$34.0 million, for the full year fiscal 2019, or (NZD\$2.01), or (USD\$1.39), per basic and diluted share, compared to a net loss of NZD\$37.5 million, or USD\$25.8 million, for the full year fiscal 2018, or (NZD\$1.79), or (USD\$1.24), per basic and diluted share. The increase in net loss was a result of decreased gross profit and increased operating expenses.

EBITDA loss totaled NZD\$25.6 million, or USD\$17.7 million, for the full year fiscal 2019 from NZD\$24.1 million, or USD\$16.6 million, for the full year fiscal 2018. See below under the heading "Use of Non-GAAP Financial Information" for a discussion of EBITDA and a reconciliation of such measure to the most comparable measure calculated under U.S. generally accepted accounting principles ("IFRS").

Cash and cash equivalents at January 31, 2019 totaled NZD\$2.0 million, or USD\$1.4 million, as compared to \$10.7 million, or USD\$7.4 million, at January 31, 2018. Subsequent to the closing of the full year fiscal 2019, the company completed a USD\$3.9 million private placement and signed a definitive agreement for a USD\$1.5 million strategic investment from TokenPay Swiss AG.

The New Zealand Dollar figures in this press release were converted to United States Dollar figures at an 0.69 exchange rate as of 01/31/19.



Further details about the Company's results for the full year fiscal 2019 are available on Form 20-F, accessible in the investor relations section of the Company's website at www.nakedbrands.com and through the U.S. Securities and Exchange Commission's website https://www.nakedbrands.com and through the U.S. Securities and Exchange Commission's website https://www.nakedbrands.com and through the U.S. Securities and Exchange Commission's website https://www.nakedbrands.com and through the U.S. Securities and Exchange Commission's website https://www.nakedbrands.com and through the U.S. Securities and Exchange Commission's website https://www.nakedbrands.com and through the U.S. Securities and Exchange Commission's website https://www.nakedbrands.com and through the U.S. Securities and Exchange Commission's website https://www.nakedbrands.com and through the U.S. Securities and Exchange Commission's website https://www.nakedbrands.com and through the U.S. Securities and U.S.

Company Corporate Overview Presentation

To review Naked Brand Group Limited's Corporate Overview Presentation click here

Full Year Fiscal 2019 Financial Results Conference Call

Naked Brand Group Limited will host its financial results conference call on a soon to be announced date in June 2019. Management will discuss its financial results for the full year fiscal 2019 ended January 31, 2019 and provide a strategic business update with its newly appointed CEO Anna Johnson and CFO David Anderson.

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 12 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 and Frederick's of Hollywood. Naked Brand Group Limited products are available in 44 countries worldwide through 5500+ retail doors, a growing network of E-commerce sites and 60 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.

Use of Non-GAAP Financial Information

This document includes "non-IFRS financial measures", that is, financial measures that either exclude or include amounts that are not excluded or included in the most directly comparable measure calculated and presented in accordance with IFRS. Specifically, we make use of the non-IFRS measures "EBITDA".

EBITDA is defined as earnings before interest, taxes, depreciation, depletion, amortization and impairment. Our management uses EBITDA as a measure of our operating results and considers it to be a meaningful supplement to profit (loss) before income tax as a performance measurement, primarily because we incur significant depreciation and depletion and the exclusion of impairment losses in EBITDA eliminates the non-cash impact. The intent of EBITDA is to provide additional useful information to investors. However, the measure does not have any standardized meaning under IFRS. Accordingly, this measure should not be considered in isolation or used in substitute for measures of performance prepared in accordance with IFRS. Other companies may calculate EBITDA differently.



A reconciliation of EBITDA to profit (loss) before income tax, the most directly comparable IFRS financial measure, is as follows:

	12 months ended January 2019 NZ\$000	12 months ended January 2018 NZ\$000
Segment EBITDA	(25,602)	(24,053)
Income tax (expense)/benefit	1,274	(60)
Impairment expense	(8,173)	(1,914)
Finance expense	(4,041)	(8,791)
Brand transition, restructure and transaction		
expenses	(10,075)	(3,272)
FX (losses) gains and other reconciling items	(2,603)	497
Total net loss after tax	(49,220)	(37,593)

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 (such as statements regarding future cost savings and cash flow from operations), 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: 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, 2019. 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, updat

Investor Contact:

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Naked Brand Group Limited Consolidated Balance Sheets As at 31 January 2019, 31 January 2018 and 31 January 2017

	31 January 2019 NZ\$000's	31 January 2018 NZ\$000's	31 January 2017 NZ\$000's
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	1,962	10,739	2,644
Trade and other receivables	10,574	13,165	28,090
Inventories	21,120	31,113	37,751
Current tax receivable	354	-	52
Related party receivables	290	15,326	13,051
TOTAL CURRENT ASSETS	34,300	70,343	81,588
NON-CURRENT ASSETS			
Property, plant and equipment	3,763	4,741	4,964
Deferred tax assets	692	-	-
Intangible assets	38,145	13,012	14,680
TOTAL NON-CURRENT ASSETS	42,600	17,753	19,644
TOTAL ASSETS	76,900	88,096	101,232
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	35,545	32,516	28,566
Borrowings	22,016	52,121	68,998
Derivative financial instruments	1,484	2,087	4,188
Derivative on Convertible Notes	-	1,110	4,112
Current tax liabilities	140	786	-
Related party payables	3,622	1,369	635
Provisions	921	1,106	1,528
TOTAL CURRENT LIABILITIES	63,728	91,095	108,027
NON-CURRENT LIABILITIES			
Provisions	2,372	2,711	2,249
TOTAL NON-CURRENT LIABILITIES	2,372	2,711	2,249
TOTAL LIABILITIES	66,100	93,806	110,276
NET ASSETS/(LIABILITIES)	10,800	(5,710)	(9,044)
EQUITY			
Share capital	134,183	68,727	27,948
Other reserves	(1,732)	(2,006)	(2,154)
Accumulated losses	(121,651)	(72,431)	(34,838)
TOTAL EQUITY	10,800	(5,710)	(9,044)



Naked Brand Group Limited Consolidated Statements of Profit or Loss and Other Comprehensive Income For the Periods Ended 31 January 2019, 31 January 2018, 31 January 2017 and 30 June 2016

	For the Year Ended 31 January 2019	For the Year Ended 31 January 2018	For the 7 Months Ended 31 January 2017	For the Year Ended 30 June 2016
	NZ\$000's	NZ\$000's	NZ\$000's	NZ\$000's
Revenue	111,920	131,388	96,284	151,000
Cost of goods sold	(74,480)	(87,459)	(57,144)	(83,525)
Gross profit	37,440	43,929	39,140	67,475
Brand management	(49,256)		(32,040)	(48,362)
Administrative expenses	(3,432)	(4,131)	(2,383)	(4,090)
Corporate expenses	(14,145)	(12,851)	(8,082)	(13,002)
Finance expense	(4,041)	(8,791)	(6,238)	(10,409)
Brand transition, restructure and transaction				
expenses	(10,075)	(3,272)	(1,321)	(2,232)
Impairment expense	(8,173)	(1,914)	(292)	(2,157)
Other foreign currency gains/(losses)	1,963	757	(3,306)	(2,423)
Fair value gain/(loss) on Convertible Notes				
derivative	(775)	2,393	(592)	<u>-</u>
Loss before income tax	(50,494)	(37,533)	(15,114)	(15,200)
Income tax (expense)/benefit	1,274	(60)	(865)	(5,546)
Loss for the period	(49,220)	(37,593)	(15,979)	(20,746)
Other comprehensive income				
Items that may be reclassified to profit or				
loss				
Exchange differences on translation of				
foreign operations	274	148	(29)	31
Other comprehensive income/(loss) for				
the period, net of tax	274	148	(29)	31
Total comprehensive income/(loss) for the	16			
period	(48.946)	(37,445)	(16,008)	(20,715)
Total comprehensive income/(loss) attributable to:				
Owners of Naked Brand Group Limited	(48,946)	(37,445)	(16,008)	(20,715)
	For the Year Ended 31 January 2019	For the Year Ended 31 January 2018	For the 7 Months Ended 31 January 2017	For the Year Ended 30 June 2016
Loss per share for profit from	V		<u> </u>	
continuing operations attributable to				
the ordinary equity holders of the				
company:				
Basic loss per share (NZ\$)	(1.65)	(1.79)	(0.82)	(1.13)
Diluted loss per share (NZ\$)	(1.65)	(1.79)	(0.82)	(1.13)

A stock reorganization occurred on the 19th June 2018 upon completion of the merger between Naked Brands Inc. and Bendon Limited. As a result, the calculation of basic and diluted earnings per share for 2018, 2017 and 2016 has been adjusted retrospectively. The number of ordinary shares outstanding has been adjusted to reflect the proportionate change in the number of shares



Naked Brand Group Limited Appoints David Anderson as Chief Financial Officer

20-Year Consumer Goods Financial Executive to Augment Company's New Strategic Direction & Planned Return to Profitability

SYDNEY - June 11, 2019 - Naked Brand Group Limited (**Nasdaq: NAKD**) ("Naked" or the "Company"), a global leader in intimate apparel and swimwear, has appointed experienced financial executive and proven business leader David Anderson as the company's new chief financial officer. Anderson will succeed Howard Herman, current chief financial officer who will remain with the company until June 17, 2019 and through the company's upcoming 20-F filing.

Mr. Anderson joins Naked from his role as Head of Finance for Goodman Fielder, one of the largest consumer goods companies in New Zealand, where he oversaw all financial aspects of the business and led numerous successful accretive acquisitions. During his time at Goodman Fielder, Anderson developed and spearheaded the implementation of several strategic initiatives to drive improved performance throughout the business.

Prior to Goodman Fielder, Mr. Anderson acted as Chief Financial Officer and Chief Operating Officer for Icebreaker, a global apparel brand sold in 43 countries worldwide. Mr. Anderson played an instrumental role in managing Icebreaker's immense growth as it approximately quadrupled sales as it moved from a wholesale to a direct to consumer model, chiefly through company owned retail stores and eCommerce.

Previously, Anderson worked at PricewaterhouseCoopers, where he was Associate Director for Business Recovery Services, focusing primarily on business turnaround assignments. Anderson holds a Bachelor of Commerce and administration in accountancy and commercial law, as well as a Bachelor of Arts in politics from Victoria University, Wellington.

"We welcome David Anderson as our new chief financial officer during a critical financial and operational inflection point for the company," said Anna Johnson, Chief Executive Officer of Naked Brand Group Limited. "The necessary corporate restructuring has been completed and now David will bring the financial expertise required to orchestrate our aggressive growth plans. In fact, David's logistics and supply chain experience will be invaluable as we implement the next phase of our cost reduction and efficiencies into the business. In addition to those synergies, Mr. Anderson's proven track record in corporate turnarounds and mergers and acquisitions in the consumer sector will also amplify our initiatives in the direct to consumer model at Naked.

"Finally, I would like to thank Howard Herman, who has resigned from the business to pursue new career opportunities, for his outstanding service to the company as CFO over the past several years and for his commitment to completing the Naked and Bendon Merger process. We wish him the best in his future endeavors. We look forward to working with David Anderson going forward to execute upon our strategic new direction, generating long-term, sustainable value for our shareholders," concluded Johnson.

"I am thrilled to join the team at Naked," said David Anderson. "The company is entering an exciting, transformative period in its history as it transitions to a consumer led strategy for all of our global trading partners to leverage from. I look forward to playing an integral role in its future growth, working closely with Anna and the board to lead the company into 2019 and beyond."



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 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, as amended. 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.

Investor Contact:

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Forward Looking Statements

nak-d brand

Additional Information and Where to Find It

This investor presentation of Naked Brand Group Limited ("Naked") shall not constitute an offer to sell or the solicitation of an offer to buy any securities, nor shall there be any sale of securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction. Naked files annual reports and certain other documents with the SEC may be obtained free of charge at the SEC web site at www.sec.gov. In addition, investors and security holders of Naked may obtain free copies of the documents filed with the SEC by Maked by directing a written request to. Naked Brand Group Limited, Building 7B, 2 Huntley Street Alexandria, 2015 NSW, Australia Attention: Investor Relations.

Note About Financial Information

Certain financial information contained in this investor presentation is unaudited. Additionally, certain financial projections contained in this investor presentation are forward-looking statements (see note below on forward-looking statements) that are based on assumptions that are inherently subject to significant uncertainties and contingencies, many of which are beyond Naked's control. There will be differences between actual and projected results, and actual results may be materially greater or materially less than those contained in this investor presentation. The inclusion of the projections in this investor presentations should not be regarded as an indication that Naked or its representatives considered or consider the projections to be a reliable prediction of future events, and reliance should not be placed on the projections. Naked has not warranted the accuracy, reliability, appropriateness or completeness of the projections to anyone. Neither Naked's management nor any of its representatives has made or makes any representation to any person regarding the ultimate performance of Naked compared to the information contained in the projections, and none of them intends to or undertakes any obligation to update or otherwise revise the projections to reflect circumstances existing after the date when made or to reflect the occurrence of future events in the event that any or all of the assumptions underlying the projections are shown to be in error. Accordingly, they should not be looked upon as 'guidance' of any sort.

Forward-Looking Statements

Certain statements either contained in or incorporated by reference into this investor presentation, other than purely historical information, are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and Section 21E of the Securities Exchange Act of 1934, as a mended, and Section 21E of the Securities Exchange Act of 1934, as a mended, and Section 21E of the Securities Exchange Act of 1934, as a mended. All statements, other than statements of historical facts, including statements regarding strategy, future operations, future transactions, future financial position, future revenue, projected expenses, prospects, plans and objectives of management. All such forward-looking statements, are based on managements current beliefs, expectations and assumptions, and are subject to risks, uncertainties and other factors that could cause actual results offier materially from the results expressed or implied in such statements. Naked may not actually achieve the plans, carry out the intentions or meet the expectations disclosed in the forward-looking statements and you should not place undue reliance on these forward-looking statements. Among the key factors that could cause actual results of the forward-looking statements are the following: Naked's ability to complete the integration of 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., the risk that the projected value creation and efficiencies from the transaction with Bendon Limited and Naked's ability to anticipate consumer preferences; and the other risks and uncertainties set forth under 'Risk Factors' in Naked's Annual Report on Form 2D-F for the fiscal year ended January 31, 2019. Further, investors should keep in mind that uncertainties set forth under 'Risk Factors' in Naked's Annual Report on Form 2D-F f

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NAKED BRAND GROUP IS A LEADING INTIMATE APPAREL & SLEEPWEAR COMPANY WITH A HIGHLY PRODUCTIVE PORTFOLIO OF GLOBALLY RECOGNIZED COMPANY-OWNED & LICENSED BRANDS

12 Brands are distributed in 43 countries worldwide through 5,500+ retail doors, a growing network of eCommerce sites and 60 company-owned Bendon retail and outlet stores in Australia and New Zealand.

Targeted organic growth strategy leveraging the Company's operating platform which can quickly scale to over \$200M in revenue with minimal additional G&A.

Experienced management team with deep industry and operating experience.

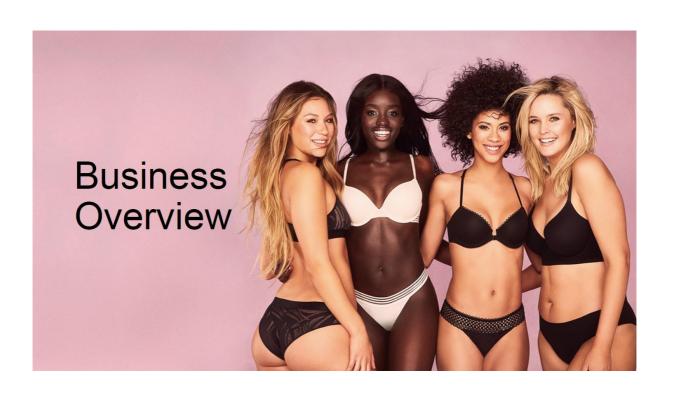
NASDAQ: NAKD - USD\$

Share Price ¹	\$0.27
Market Cap ¹	\$16.7M
Total Assets	\$49.0M
Total Liabilities	\$34.0M
Revenues (TTM) ^{2,3,4}	\$77.2M
Shares Outstanding	59.4M
Fully Diluted Shares Outstanding	93.4M
Cash Received On Fully Diluted	\$29.2M
Insider Holdings	29.4%
Headquarters	Sydney, Australia
Fiscal year End	January 31st

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¹⁾ At June 13, 2019
2) Pro forms numbers as at May 31, 2019 using the conversion rate (1 NZD = 0.69 USD)
3) Trailing 12 months ended Jan 31st, 2019
4) Gross revenue less Discounts



_	Curators & creators of the world's
Purpose	leading intimate & apparel brands.
Vision	Supporting & uplifting everybody
VISION	through the generations.
Mission	Powering a digital first, omni channel
Mission	experience to retain & build loyal customers.

FOUNDED **1947**

Founded in 1947, by Ray and Des Hurley revolutionizing the industry by creating lingerie that could "bend on" to the body, freeing women from uncomfortable, heavy wires. Through dedication to quality and innovation, Bendon is now a global leader in Intimate Apparel continuing to fit women all over the world.

LISTED ON NASDAQ EMPLOYEES

Listed on the Nasdaq, Bendon is a wholly owned subsidiary of Naked Brand Group, a listed entity on Nasdaq heralding the next chapter. Offers a fully integrated manufacturing, retail and distribution solution.

Approximately 600 staff in offices in New York, Sydney and Auckland, and presence in 43 countries.

12 BRANDS

Caters to broad customer segments through a highly productive portfolio of 12 internationally recognized, company-owned and licensed brands.

60 STORES

Direct to consumer network of 60 company owned Bendon retail and outlet stores in Australia and New Zealand, along with 4 global transactional e-Commerce sites.

GLOBAL FOOTPRINT

Southern
Hemisphere
includes Australia
and New Zealand;
both regions
serviced by stores,
wholesale and
ecommerce.
Northern
Hemisphere
includes US and
Europe regions
USA online
(website and
marketplace) and
wholesale. Europe
is both distribution

5,500+ WHOLESALE

Currently stocked in over 5,500 wholesale retailers internationally.

Online wholesale partners include Amazon and The Outnet.

32% ONLINE SALES PENETRATION

Large eCommerce offering across Australia, New Zealand and US with the BLNZ and AU websites, and Fredericks Of Hollywood and HKI.com.

Growth opportunities in US and HKI.com and development of the FOH business.

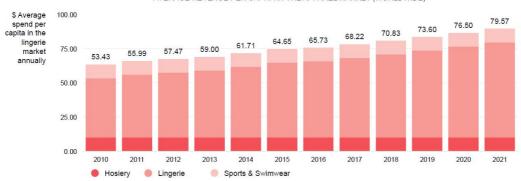
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Consistent Category Growth

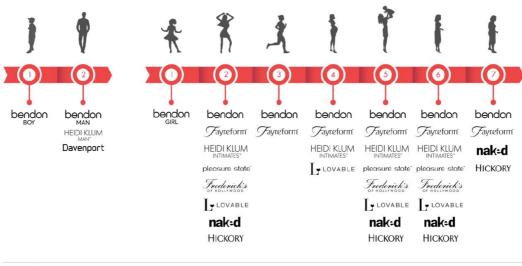
AVERAGE REVENUE PER CAPITA IN THE APPAREL MARKET (WORLDWIDE)



1) Allied Market Research 2017

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Our point of difference: Servicing all generations for every occasion



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		For the Year Ended 31 January 2019 US\$m's	For the Year Ended 31 January 2018 US\$m's
Key insights 2019 vs 2018			
Cook constraints lad to inventory symphylicause, and a	Revenue	77.2	90.7
Cash constraints led to inventory supply issues, and a	Cost of goods sold	-51.4	-60.3
consequent inability to meet demand	Gross profit	25.8	30.3
Stock demand continues to exceed stock supply	Gross profit %	33%	33%
- Stock demand continues to exceed stock supply	Brand management	-34.0	-37.0
Despite the aforesaid, gross profit % maintained	Administrative expenses	-2.4	-2.9
	Corporate expenses	-9.8	-8.9
 Transaction expenses higher following merger between Naked and Bendon 	Finance expense Brand transition, restructure and transaction expenses	-2.8 -7.0	-6.1 -2.3
	Impairment expense	-5.6	-1.3
Non cash impairment expenses higher due to lower revenues	Other foreign currency gains/(losses)	1.4	0.5
Resulting in higher loss vs 2018	Fair value gain/(loss) on Convertible Notes derivative	-0.5	1.7
	Loss before income tax	-34.8	-25.9
	Income tax (expense)/benefit	0.9	0.0
 Trading EBITDA slightly lower year on year, however operating EBITDA performance improvement achieved on c. \$13m lower 	Loss for the period	-34.0	-25.9
sales vs 2018	Segment EBITDA	-17.6	-16.5
	Income tax (expense)/benefit	0.9	0.0
	Impairment expense	-5.6	-1.3
	Finance expense	-2.8	-6.1
	Brand transition, restructure and transaction expenses	-6.9	-2.3
	FX (losses) gains and other reconciling items	-2.0	0.3
	Total net loss after tax	-34.0	-25.9

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Strategic Business Update| Balance Sheet

Key insights

- · Lower inventories due to lack of working capital
- Increase in assets following FOH acquisition
- Lower Borrowings following amortization of debt
- Increase in equity following capital raises and merger
- Having decreased debt from \$35.9m to \$14.4m, the company is now focused on using capital to increase inventory to increase profitability
- Increase in Intangible Assets the result of the acquisition of the Naked brand and Fredericks of Hollywood License acquisitions
- Balance Sheet restructuring subsequent to this period has provided the path to returning to profitability
- Inventory has rebuilt and continues to rebuild as a result of recent capital restructuring (see next page)
- Forecasted to return to positive cashflow from operations in the second half of Fiscal 2020

	As at 31 January 2019	As at 31 January 2018
Balance Sheet	US\$m's	US\$m's
ASSETS	0041110	0040
CURRENT ASSETS		
Cash and cash equivalents	1.3	
Trade and other receivables	6.6	
Inventories	14.6	
Other	0.5	10.6
TOTAL CURRENT ASSETS	23.0	48.5
TOTAL NON-CURRENT ASSETS	29.2	12.3
TOTAL ASSETS	52.2	60.8
LIABILITIES CURRENT LIABILITIES		
Trade and other payables	24.5	22.4
Borrowings	14.4	35.9
Other	4.4	4.5
TOTAL CURRENT LIABILITIES	43.3	62.9
TOTAL NON-CURRENT LIABILITIES	16	19
TOTAL LIABILITIES	44.9	64.7
NET ASSETS/(LIABILITIES)	7.2	-3.9
EQUITY		
Share capital	92.5	47.4
Other reserves	-1.4	-1.4
Accumulated losses	-83.9	-49.9
TOTAL EQUITY	7.2	-3.9

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Strategic Business Update | Current State

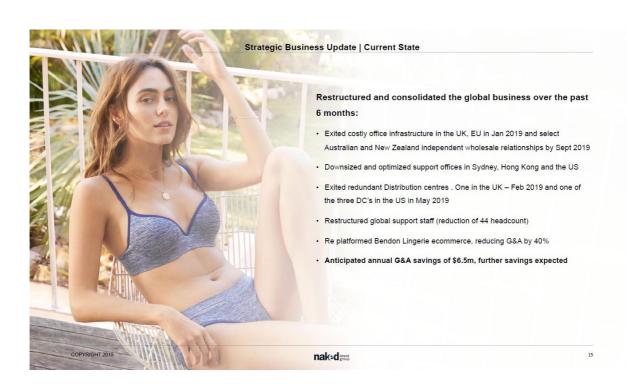


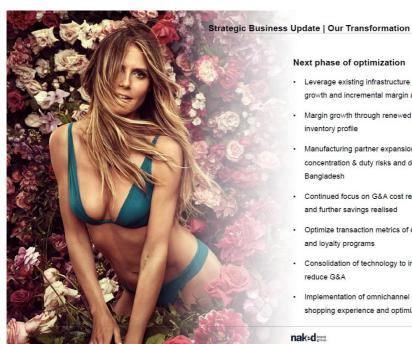
New experienced leadership team:

- Chief Executive Officer, Anna Johnson Started October 19
 - 2016-2018 Executive General Manager of The Warehouse Group (NZE: WHS)
 - 2012-2016 Head of Bendon "Direct to Customer" channels for 5 years, growing revenue by 60% and Net Contribution by 80%
- Chief Financial Officer, David Andersen Starting 20th June 19
 - 2016-2019 Head of Finance of Goodman Fielder New Zealand, one of NZ largest consumer goods companies
 - 2007-2016 Chief Financial and Operating Officer of Icebreaker, deep apparel experience in finance, sourcing, supply chain and logistics
- Chief Merchandise Officer, Irene Hayler
 - 18 years of experience in Lingerie, 9 years with Bendon/Naked
- · Chief Digital Officer, Isabel Campbell
 - 10 years experience across eCommerce, started Jan 2019
- Chief Marketing Officer, Sonya Wilkinson
 - 18 years of global brand marketing across UK, Australia and New Zealand, Starting August 2019

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Next phase of optimization

- Leverage existing infrastructure with refreshed Balance Sheet to deliver sales growth and incremental margin across all channels
- Margin growth through renewed focus on COGS, optimizing product range and
- Manufacturing partner expansion outside of mainland China to mitigate concentration & duty risks and drive margin benefits, including Sri Lanka and Bangladesh
- Continued focus on G&A cost reduction to ensure business model is optimized and further savings realised
- Optimize transaction metrics of customer database of 2.8 million, through fit and loyalty programs
- Consolidation of technology to increase ROI and productivity and further reduce G&A
- Implementation of omnichannel strategy providing our customers an integrated shopping experience and optimizing stock

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Strategic Business Update | Our Growth Opportunities



Significant Short Term Growth opportunities

- Expand existing eCommerce business from 32% to 40% of revenue within 3
 years, with a focus on Fredericks of Hollywood and Heidi Klum in the USA
- Expand existing successful USA mass retail rollouts, with customer specific product developments and door (store) expansion
- Expansion of existing strategic wholesale customer "ship direct to consumer" model
- · Introduction of heritage brands to global markets
- Optimization of product assortment and increase replenishment business
- Expansion of international distributors Europe, Mexico and Japan

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- The brands are well positioned to continue to expand the ecommerce revenue with a projected increase from 32% of total revenue to 40% of total revenue within 3 years
- Iconic brand and product portfolio with \$77.2m in TTM revenue, including an evergreen partnership with Heidi Klum
- Operating platform quickly scalable to over \$200m in revenue with minimal additional G&A
- Accelerating DTC growth in eCommerce and retail channels
- Expanding strategic large-scale retailer relationships, with a focus on the US market
- Recent debt restructuring and equity financing strengthens balance sheet providing the working capital to enable the business to grow sustainably
- Anticipated \$6.5 million in annualized cost savings realized to date, with more to come
- New Executive management team with long term industry and financial experience to lead the company to growth and profitability
- FORECASTED POSITIVE CASH FLOW FROM OPERATIONS IN SECOND HALF OF FISCAL 20



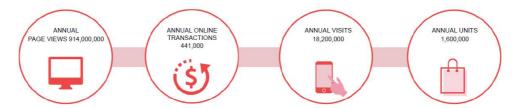
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Global eCommerce business is now 32% (\$28,000,000 USD) of the revenue across the business





- Unify tech stack globally to reduce cost and simplify operations to achieve 50% opex reduction
- Best in class User Experience in development across all platforms new responsive templates, video content and reviews, new search technology and personalized merchandising tools
- Focus on growing marketplace by developing capability for dynamic pricing and listing optimization. Progress listing FOH
 entire catalogue of 3000 styles through Seller fulfilled Prime
- Focus on mobile: Introduce new technologies to drive conversion through mobile
- Focus on fit finding online with new data tools being introduced in 2019 to guide women to right purchase first time
- \bullet $\:\:$ New customer acquisition into FOH online business to drive younger uptake of the brand in US
- Ecommerce returns run at 10% of sales globally

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Store network consists of 60 stores across Australia and New Zealand, with the opportunity to expand footprint





- Targeting 20 % growth FY21
- KPI objectives of conversion at 36%, Unit Per Transaction 3.5 and Average Transaction Value \$55.00
- Current YTD conversion –28% Unit Per Transaction 2.77, Average Transaction Value \$46.77
- Current Net Promoter Score 72.1 with goal to grow to 80 by end of FY20 utilizing team culture as the driving force with service and fit standards.
- 6 new stores (4 opened FY to date) with planned Landlord contribution of 80% shop fitout costs
- Closure of all loss making stores

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5,500+ DOORS

300 DOORS NAKED & DILLARD'S

30 YEARS WITH MYER & DAVID JONES 4100+ DOORS

36 YEARS WITH FARMERS

10 YEARS
ALMOST NAKED WITH BLOOMINGDALES

Northern Hemisphere

- USA wide distribution in 4500+ doors
- Dillard's department stores championing the Naked brand in all 300 doors. 10 year relationship with Bloomingdales continues with exciting new programs like Almost Naked
- Existing Pharmacy permanent program with Heidi Klum Intimate Solutions in 4100 + doors
- Growing business with Amazon FBA featuring Heidi Klum Intimates and Frederick's of Hollywood brands
- New mass market program launching in Fall '19
- In the UK we partner with designer department store Selfridges, voted the best department store in the world
- UK online partner, luxury designer brand website The Outnet
- EU Distributors we have partners across Benelux, Russia, Ukraine, Czech Republic, Baltic States & Scandinavia

Southern Hemisphere

- Distribution and brand awareness through 1078 doors across Australia, New Zealand (AU 900, NZ 178)
- NZ heritage business with 36 year relationship with NZ iconic department Store Farmers
- 30 year relationship with Australian department Stores Myer & David Jones
- Partner strategy launched in mass market Australia in 2016 and continuing to develop with new partners

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CHAIRMAN Justin Davis-Rice

Mr. Davis-Rice is currently Executive Chairman of Bendon Limited, Prior to becoming Executive Chairman, Mr. Davis-Rice served as Chief Executive Chairman, Mr. Davis-Rice served as Chief Executive Officer of Bendon Limited since 2010. As CEO, he transformed the company through an operational restructuring and a re-engineering of key functional and operational aspects of the business including, aspects of the business including, supply chain, human resources, design and development, sourcing, wholesale and retail sales. Prior to joining Bendon Limited, Mr. Davis-Rice co-founded Pleasure State, an intimate apparel company which he merged with Bendon Limited in May 2010.

CHIEF EXECUTIVE OFFICER Anna Johnson

Anna Jonnson
Ms. Johnson brings to Naked a track
record of over 25 years experience
driving growth across a number of
industries including consumer
electronics, outdoor adventure and
intimate apparel. Prior to rejoining
Bendon, Ms. Johnson was EGM of
operations with The Warehouse
Group (NZE: WHS), one of New
Zealand's largest publicly listed
companies, where she oversaw \$1
billion of revenue and a 93-store
footprint. From 2012 to 2017, Ms.
Johnson spearheaded the retail
channel at Bendon as EGM,
delivering sequential 30% pilus
returns from multiple women's
categories. Prior to Bendon, Ms.
Johnson was the GM for the New Johnson was the GM for the New Zealand territory and franchisee with Harvey Norman (ASX: HVN), one of Australia's largest list retailers.

David Anderson

Mr Anderson has heid senior financial positions across a range of industries including FMCG, apparel and corporate recovery with a focus of optimizing financial performance. Prior to joining Bendon, Mr Anderson was the Head of Finance for Goodman Fielder, NZ's largest FMCG company, where he oversaw the financial aspects of the business with \$950m in revenue, 1500 employees and manufacturing across 11 sites. From 2007 to 2016, Mr Anderson worked for Icebreaker, an international apparel brand, he was integral in ensuring the sustainable growth of Icebreaker, as CPO and then as both CPO & COO, as I increased global revenues from \$63m to \$220m. This involved a relettless focus in optimizing the operational aspects of the business to improve margins. Prior to Icebreaker, Mr Anderson worked for PriceWaterhouseCoopers, and worked in its corporate recovery division with a focus on business turnarounds.

NON-EXECUTIVE DIRECTOR Paul Hayes

Paul Hayes

Mr. Hayes has served as a member of Naked's board of directors since February 2015.

Mr. Hayes, a certified public accountant, has been the Vice President Finance for Parlums de Coeur Ltd, a beauty and wellness products concern, since September 2013 and for more than five years previous he was with The Warmaco Group, Inc. in several roles of financial leadership. He has extensive global experience managing and driving growth in a wide range of industries, particularly in the intimate apparel and sleepwear categories through his tenure at Certified Public Accountant and led the commercial finance and accounting team for the \$500 million Calvin Klein Mr. leib brand business in Europe in his capacity as Chief Financial Officer for the Europe region of The Warmaco Group.

NON-EXECUTIVE DIRECTOR Andrew Shape

Mr. Shape has over 25 years of merchandising, marketing, branding, licensing, and management experience. He is the co-founder and current President of Stran & Company, Inc. – a top 50 promotional merchandise and marketing agency founded in 1994 that provides leading consumer brands with promotional merchandise and marketing merchandise and marketing provides leading consumer brands with promotional merchandise and marketing support. Mr Shape has also provided consulting and management services to early stage brands on how to launch the brand, create a marketing plan, establish distribution models, earn market share, and formulate an exit strategy. Prior to forming Stran & Company, Mr Shape worked at Copithorne & Bellows Public Relations (a Porter Novelli company) as an Account Executive covering the technology industry.

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Capital Markets

STOCK: NAKD NASDAQ LISTED			
Ordinary Shares Outstanding	52.8mil		
Options/Warrants	30.6mil		
Sector	Consumer Non-Durables		
Year-End	January 31st		
Transfer Agent	Continental Stock Transfer & Trust		
Independent Auditor	Pricewaterhouse Coopers		
Legal Counsel	Graubard Miller		
Investor Relations	MZ Group		

NEWS RELEASES

June 11, 2019
Naked Brand Group appoints David Anderson as Chief Financial Officer

May 14, 2019
Naked Brand Group Limited Signs Definitive Agreement for \$1.5 M strategic Investment from TokenPay Swiss AG

April 3, 2019
Naked Brand Group Limited Appoints Anna Johnson as Chief Executive Officer

March 28, 2019
Naked Brand Group Limited Signs Definitive Agreement for \$3.9 Million
Private Placement and Completes Debt Restructuring with Key Manufacturing
Partners

December 20, 2018

Naked Brand Group Limited Reports First Half Fiscal 2019 Financial Results

November 5, 2018

Naked Brand Group Limited Completes Acquisition of Fredericks of Hollywood Global E-Commerce Licensee, FOH Online Corp.

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