HALL CHADWICK

PROUD POPPY CLOTHING PTY LTD

T/A PROUD POPPY

(ADMINISTRATORS APPOINTED)

A.C.N. 645 312 778

"the Company"

17 August 2026

1. Voluntary Administrators

Richard Albarran, Kathleen Vouris and Marcus Watters of Hall Chadwick were appointed Administrators on Wednesday 5 August 2026 by a resolution of the sole Director of the Company.

2. Ongoing Trade of the Business

The Administrators are currently trading the Company's business.

The online store, the warehouse and the retained stores at Toowoomba and Gympie remain open, and customer orders continue to be fulfilled. As part of the process, three stores, at Shepparton, Wagga Wagga, Doreen and Gippsland have closed.

Team members at those stores were spoken with directly and personally.

Founder Tara McKeon said the decision followed a period of rapid growth that outpaced the financial infrastructure supporting the business.

"This is a voluntary administration, helping us create a better structure for Proud Poppy, not a closure. We expect to keep trading and keep serving our customers throughout. We grew too fast in a tight environment; we want to always be serving a market we know needs us. We're asking our community to stand with us".

Ms Vouris said: "The Administration process is designed to maximise the chances of the Company, or as much as possible of its business, continuing in existence. The Administrators will endeavour to find the best possible solution for all stakeholders."

3. Support for Stakeholders

If you have any queries or require further information, please contact Zoe Zheng of this office via email on zoezheng@hallchadwick.com.au.