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## **MYER PARTNERS WITH MIRAKL FOR NEXT STAGE OF ECOM GROWTH**

Myer customers will be able to shop thousands of new products and brands as part of the Myer Group's expansion of its marketplace offering, partnering with leading international marketplace, dropship and retail media provider Mirakl.

The new platform will deliver a substantially expanded range of products, efficient and easy to use discoverability for customers and providing even more opportunities to earn and redeem MYER one points.

Myer Group executive chair Olivia Wirth said eCommerce sales continued to grow and partnering with Mirakl to expand Myer's existing marketplace offering would help drive accelerated growth as well as bring in new customers.

"Online sales now make up almost a quarter of all Group sales and we have a number of strategic initiatives underway to continue accelerated growth in eCommerce – including rapid expansion of our marketplace offering," Ms Wirth said.

"We know our range on Myer Marketplace is resonating, with sales up 41 per cent in FY25. By continuing to expand the number of curated brands available to our customers, we're ensuring Myer continues to be a leading destination for Australians shopping online.

"Mirakl will also help us launch new brands and provide access to the platform's proven experience for marketplace sellers, particularly across apparel, beauty and home categories to engage with Myer's millions of customers."

Mirakl's General Manager of APAC Tzipi Avioz said Myer would be able to leverage the platform's cutting edge use of AI and Generative Engine Optimisation.

"Retailers with strong brands and loyal customers are winning by expanding choice and convenience through the marketplace model," Ms Avioz said.

"We're proud to partner with Myer to power the next chapter of its digital leadership with a marketplace that is curated, scalable and profitable."

Myer's Marketplace was first launched in 2017 and the transition to Mirakl is expected to be completed in the first half of 2026. Almost 50 per cent of Marketplace baskets also contained Myer stocked products and almost 80 per cent of Marketplace shoppers also bought other Myer items in the past 12 months.

### **About The Myer Group:**

The Myer Group operates a network of over 750 department and specialty stores across Australia and New Zealand, powered by over 17,000 dedicated team members. At the heart of the business are over 50 Myer department stores across Australia, complemented by our online store: [myer.com.au](https://myer.com.au). Myer's comprehensive merchandise offering spans essential retail categories: Women's and Men's Fashion, Children's Clothing, Beauty, Homewares, Electronics and Toys.

### **About Mirakl**

# MyerGroup

Mirakl is a leading provider of eCommerce software solutions. Mirakl's suite of solutions provides enterprises with a transformative way to drive significant growth and efficiency in their online business. Since 2012, Mirakl has been pioneering the platform economy, empowering Retail and B2B enterprises with the most advanced, secure and scalable technology to digitize and expand product assortment through marketplace and dropship, improve efficiency in supplier catalogue management and payments, personalize shopping experiences, and boost profits through retail media.

Mirakl is trusted by Macy's, Best Buy, Ulta Beauty, Airbus, Bunnings and 450+ industry-leading businesses worldwide. For more information: [www.mirakl.com](http://www.mirakl.com).

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