THE ICONIC Partners with Workday to Transform HR

Centralised HR Management Prepares eCommerce Retailer for Future Growth

Sydney, 17 April, 2023 - Workday Inc. (NASDAQ: WDAY), a leader in enterprise cloud applications for finance and human resources, has announced that Australia and New Zealand's leading online fashion and lifestyle destination, THE ICONIC, has implemented Workday Human Capital Management (HCM) as its core HR platform, supported by deployment partner Alight Solutions. THE ICONIC is now able to manage employee HR processes centrally for the first time, setting the business up for continued expansion and future growth. With a belief that its people are its greatest asset, THE ICONIC aims to match its strong customer focus with support and empowerment for its employees.

Off the back of rapid business growth since launch in 2011, THE ICONIC embarked on a HR transformation program, with the aim of creating a resilient employee management system to support the next phase of its expansion. Key objectives included the need for real-time insights, improved self-service, and an intuitive manager experience. Since the successful deployment of Workday Human Capital Management (HCM) in August 2022, leaders now enjoy real-time and full visibility across the entire organisation, and apply these insights to more effectively plan for the future, as well as drive increased efficiencies.

"As one of Australia and New Zealand's most popular retailers, we are always looking to match our passion for an amazing customer experience with an amazing employee experience," said Chris Best, Head of People Experience for THE ICONIC. "Workday HCM will help us do exactly that, helping to improve the experience of our team when engaging with People & Culture (P&C) as well as reducing administrative burden. Already, we are seeing the ability to manage the change that comes with growth, more readily and more effectively."

"This transformation is an exciting opportunity to improve HR and employee engagement for a household name – a business focused on employees and customers that strongly aligns with our own," said Jo-Anne Ruhl, vice president, and managing director, for Australia and New Zealand at Workday.

"This new approach will allow THE ICONIC to continue moving at speed towards its goals. THE ICONIC joins other retailers, including Target, PUMA, Bunnings, and MECCA, who are modernising financial and HCM operations with Workday and replacing outdated legacy systems to ensure business agility which is crucial in this changing world."

With Workday HCM, THE ICONIC will change HR and employee engagement across the business. It will enable improved reporting to share timely updates with HR and business leaders, as well as creating a best-in-class user experience. This will make it easier for employees to manage HR processes, such as applying for all types of leave – including from mobile devices while on-the-go. All of this supports the future growth and expansion of THE ICONIC in years to come.

Since launch, THE ICONIC has shaped the face of retail in Australia and New Zealand, by creating a world-class customer experience through the curation of local and international brands, seamless and innovative technology, superior customer service, and a market-leading delivery proposition. With over 1,500 brands, 165,000 products, 500+ new arrivals daily, 5 million app downloads and servicing 20+ million visits every month, THE ICONIC is supported by a team of more than 1,000 people across four central hubs.

About Workday

Workday is a leading provider of enterprise cloud applications for finance and human resources, helping customers adapt and thrive in a changing world. Workday applications for financial management, human resources, planning, spend management, and analytics are built with artificial intelligence and machine learning at the core to help organisations around the world embrace the future of work. Workday is used by more than 10,000 organisations around the world and across industries – from medium-sized businesses to more than 50% of the *Fortune* 500. For more information about Workday, visit workday.com.

About THE ICONIC

THE ICONIC is Australia and New Zealand's leading fashion and lifestyle platform. Since 2011, it has defined the future of retail by creating a seamless and inspiring shopping experience for its customers. THE ICONIC boasts fast delivery across Australia and New Zealand, with free shipping over $50 and free returns for 30 days. THE ICONIC is Australia and New Zealand's most downloaded fashion app with over 5 million downloads to date. THE ICONIC has thousands of international and local brands and products across Women, Men, Sport, Beauty, Wellness, Home, Designer, Kids, Toys, and Considered, with hundreds of new products curated on-site daily. A proud member of Global Fashion Group, the world's leader in online fashion for growth markets, THE ICONIC is focused on bringing on the future of shopping in Australia and New Zealand. For more information, please visit http://www.theiconic.com.au.