

NEW IMAGE PROCESSING GUIDELINES

Dear Supplier,

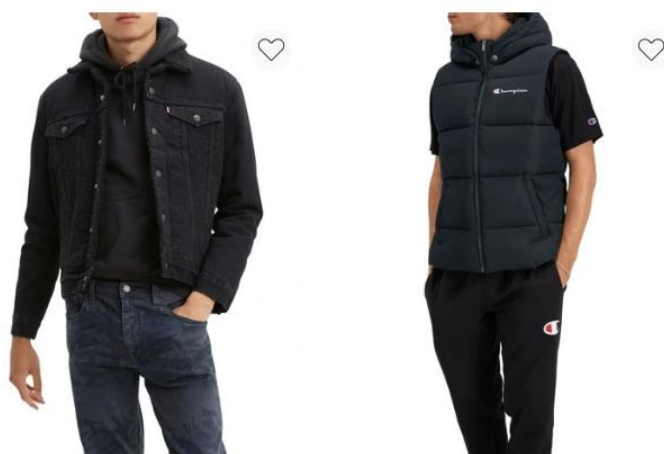
In our constant efforts to bring further efficiencies to the product enrichment process and improve customer experience on MYER.com.au, we're making an important and exciting update to our photography guidelines to benefit our Apparel suppliers. Please ensure you read the email below thoroughly to understand if this may impact you and the necessary changes to make at your end if applicable.

CURRENT STATE

We currently have 3 image tiers within PEP – GOLD, SILVER & BRONZE.

Currently there is more flexibility with our GOLD tiered images where we can showcase talent faces and allow images on a grey or white background. Images submitted by our SILVER and BRONZE tiered suppliers however go through an image editing process that crops the talent faces and clips all images to a white background.

Here are examples of SILVER tiered images that have been clipped to white with talent faces cropped prior to publication on the MYER website:



FUTURE STATE

Starting 1st July, 2023, we are implementing 2 significant changes to our image processing:

1. MYER will no longer be cropping the talent faces for our SILVER and BRONZE tiered suppliers.

Suppliers will be responsible for providing MYER with cropped images should you not have the rights to use talent faces on third party websites. Should you wish to crop the talent faces, please crop between the nose and upper lip as in the example shown above and further detailed in our [Photography Guidelines](#). Any images submitted with talent faces will be published under the assumption that all necessary rights have been attained for usage on MYER.com.au.

There will be no changes to our GOLD tiered suppliers.

- 2. All suppliers will be allowed to submit images with a grey background if the background falls within acceptable range.** This will now enable SILVER and BRONZE tiered suppliers to have the opportunity to showcase their images with a grey background on the MYER website. The MYER Image Editing team will no longer clip grey background images to white going further. Further details on the acceptable variances of grey is attached to this email and further detailed in our [Photography Guidelines](#).
There will be no changes to our GOLD tier suppliers.

WHAT ARE THE BENEFITS?

- This process change will provide greater control to suppliers over how you want your images to be showcased on MYER.com.au.
- The majority of suppliers have the rights to talent faces however MYER automatically crops and clips images for all SILVER and BRONZE tiered suppliers
- This will elevate the overall visual quality on our product landing pages and provide a better customer experience
- There will be the opportunity for more suppliers to upgrade to our GOLD image tier, resulting in a faster publishing time for your products

We understand that these changes, if applicable to you, may require some adjustments to your existing image processes, and hence providing you with advanced notice to work through any required changes. We hope the new changes will further enhance the shopping experience for our customers and allow SILVER and BRONZE tiered suppliers to better represent their products on the MYER website.

The Photography Guideline document has been updated on the Supplier Toolbox to include these changes. Please continue to use that as a reference when submitting images.

If you have any queries, please feel free to send an email and we'll be glad to assist.