



# Secrets Group | Customer FAQ

Entities which operate the 'Secrets Shhh' business entered voluntary administration on 10 December 2025, with Kelly-Anne Trenfield, Kate Warwick and John Park of FTI Consulting appointed as voluntary administrators ("Administrators") by the director of the Secrets Group.

The following FAQ document has been prepared to help you understand the current situation, your rights and what to expect going forward.

## What is the decision Secrets Group is announcing today?

The following entities entered voluntary administration on 10 December 2025, with Kelly-Anne Trenfield, Kate Warwick and John Park of FTI Consulting appointed as voluntary administrators:

Schedule of Companies			
Company		ACN	ABN
1	Secrets International Pty Ltd	616 448 821	33 616 448 821
2	Secrets Wholesale Pty Ltd	616 448 778	97 616 448 778
3	Secrets Shhh Pty Ltd	617 804 332	36 617 804 332
4	Secrets Shhh Leasing Pty Ltd	130 739 285	52 130 739 285
5	Secrets Shhh Franchising Pty Ltd	130 439 860	29 130 439 860
6	Secrets Shhh Retail Leasing Pty Ltd	650 147 283	45 650 147 283
7	Secrets Online Pty Ltd (FKA Secrets Australia Pty Ltd)	160 346 485	71 160 346 485
8	Simudia Pty Ltd	154 731 736	20 154 731 736
9	Secrets Leasing Pty Ltd	650 147 265	41 650 147 265

together referred to as ("the Secrets Group" or "the Companies").

## Why was this decision made?

The Administrators have been informed that the difficult decision to place the Companies into voluntary administration is due to successive years of trading in challenging and volatile retail conditions, including softening consumer demand for discretionary jewellery purchases, increased competition from online-only and overseas retailers, and rising operating costs.

The director of the Secrets Group has determined the Secrets Group is, or will likely become at some future time, insolvent. As a result, the director has placed the Secrets Group into voluntary administration pursuant to the Corporations Act ("the Act") to allow the Administrators to conduct a review of the business and investigate the Secrets Group's affairs as well as determine the options available for the future.

The Administrators will conduct their own enquiries into the reasons the Secrets Group was placed into administration and report this to all creditors.

## Will operations be impacted?

The Administrators have taken control of the Secrets Group and will continue operations on a business-as-usual as much as possible basis.

If any changes to store operations are anticipated, you will be notified by the Administrators.

#### **How long will the administration process take?**

The length of the administration process from appointment to completion is approximately five (5) to six (6) weeks. However, this can be extended should the Administrators consider that a longer period of administration is required, although we appreciate the need to complete a sale and secure the future of the business as soon as possible.

Additional information regarding administrations can be found on the ASIC website:

<https://www.asic.gov.au/regulatory-resources/insolvency/insolvency-for-creditors/voluntary-administration-a-guide-for-creditors/>

#### **Will my order with the business be honoured?**

##### ***Orders placed on or after the date of the Administrators' appointment***

The Secrets Group continues to trade and, where stock is available, these orders will be processed and shipped as normal. If we are unable to fulfil your order, we will contact you to discuss available options.

##### ***Orders placed before the date of the Administrators' appointment***

The Administrators are not in a position to guarantee that orders (including custom orders) placed with a full or partial deposit before 10 December 2025 will be fulfilled. We will work with the Secrets Group staff urgently in the coming days to understand the outstanding customer orders and will be in touch with those customers as soon as possible. We appreciate your patience in this regard. Customers with unfulfilled pre-appointment orders may have a claim as unsecured creditors of the Secrets Group for any amounts paid. Any such claim will be dealt with as part of the administration process in accordance with the Act.

#### **I have a gift card or a credit note, can I still use it?**

Redeeming a gift card or store credit is permitted where the customer spends an equal or greater amount. For example, in order to use a \$50 gift card, the customer would need to spend an additional \$50, to have a total order of \$100.

#### **Am I able to purchase a gift card?**

No, no new gift cards will be issued.

## What services are still available to me?

### **Custom orders**

The Administrators are currently not in a position to accept any custom orders from the date of their appointment.

### **Repairs**

Administrators are not in a position to guarantee repair requests placed before 10 December 2025 will be completed. We encourage you to provide details of your situation to the Administrators at [SecretsGroup@fticonsulting.com](mailto:SecretsGroup@fticonsulting.com) as you may be able to make a claim in the administration.

If one of the Secrets Group stores is currently in possession of an item you own, please provide details of this to [SecretsGroup@fticonsulting.com](mailto:SecretsGroup@fticonsulting.com) and we will assist you.

## I recently purchased a product, and I have changed my mind. Can I return it for a refund?

The Secret Group's existing 30-day peace-of-mind refund policy was discontinued with effect from 10 December 2025. From this date, refunds will only be provided where required under the Australian Consumer Law (for example, in the case of faulty goods).

Customers who paid using a credit card (including the purchase of gift cards) provider may wish to contact their card issuer or payment provider to discuss what options are available to them.

## What happens to my warranty and Jewellery Care Plan?

Customers continue to have the benefit of any warranties provided in the Australian Consumer Law in relation to faulty goods and services from sales occurring on after 10 December 2025.

Claims for warranties or repairs for sales which occurred prior to 10 December 2025 are not able to be processed at this time. We encourage you to provide details of your situation to the Administrators at [SecretsGroup@fticonsulting.com](mailto:SecretsGroup@fticonsulting.com) as you may be able to make a claim in the administration.

The Secrets Group's additional voluntary warranties and guarantees, including any 12-month workmanship warranty and Jewellery Care Plan or similar products, are no longer being offered or sold. Any claims you may have under those voluntary products will be treated as unsecured creditor claims and dealt with as part of the voluntary administration process in accordance with the Act.

## If I have any questions about the Administration process, who do I contact?

For any enquiries about the Administration process, please contact the Administrators' office on (07) 3225 4900 or by email at [SecretsGroup@fticonsulting.com](mailto:SecretsGroup@fticonsulting.com).