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N Brown Group
("N Brown" or "the Group")

Appointment of New CEO and Chair

N Brown Group, the inclusive fashion and homeware digital retail platform and financial services provider, announces the appointment of Dan Joy as Chief Executive Officer, and Malcolm Le May as Chair, following the departure of Steve Johnson after ten years by mutual agreement with the Board.

Dan assumes the role of CEO having served as CEO of Financial Services at N Brown for the past six years. Prior to joining N Brown, Dan held several leadership roles at Ikano Bank over 11 years, including Group Chief Commercial Officer. Dan's experience with consumer-facing brands brings complementary skills to N Brown's retail business, in addition to his financial services expertise.

Malcolm assumes the role of Chair, bringing over 40 years' experience in consumer finance and banking, including leading roles with Provident and Vanquis. He has served on a number of public and private boards.

The Group's financial services provision complements its strong online retail presence which is centred around its two core platforms, JD Williams and Jacamo, and the Simply Be brand. These appointments signal the Group's continued focus on further expanding its financial services offering, building on its existing customer base, as a key growth driver for the business.

Under this new leadership team, investment will continue to further modernise and expand the Group's financial services offering alongside that of its Retail business to meet customers' changing needs. N Brown's commitment to providing an inclusive offering uniquely positions it to grow market share whilst supporting underserved communities.

Joshua Alliance, [Majority shareholder], said:

"Firstly, I'd like to thank Steve for his tireless service to N Brown over the past 10 years. His drive and commitment successfully led the business through a number of pivotal moments, including the global pandemic, refocusing the Group's efforts on its strategic brands, and progressing the development of our financial services offering."

"I'd also like to welcome Malcolm and Dan to their new roles. Both bring the knowledge and expertise to lead the business in its next phase of growth, focused on expanding our financial services offering to meet changing customer needs and capture the significant market opportunity this presents."

Malcolm Le May, Chair of N Brown, said:

"I am delighted to be appointed Chair of N Brown. It is a business with a clear purpose: delivering vital support to a large and loyal community of customers who have placed their trust in the Group for over 160 years.

"The managerial changes announced today facilitate the continued evolution of the strategic rationale set out when the company delisted last year, with the support of the Alliance family.

"Together, we will continue to evolve our offering by championing our Retail businesses and strengthening our capabilities in financial services, to ensure that all parts of the business move forward with clarity, confidence, and a shared sense of purpose."

Dan Joy, CEO of N Brown, said:

"I am extremely excited by the opportunity to lead N Brown through its next stage of transformative growth. Our heritage and evolution from a catalogue business to a leading online retail platform and credit provider has allowed us to build longstanding relationships with our loyal customers, ensuring we can continue to refine both our retail and financial services offering to meet their changing needs."

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About N Brown Group

N Brown is a leading UK digital retail platform for clothing, footwear, home and technology, headquartered in Manchester and employing over 1,200 people nationwide. Through our strategic retail brands JD Williams, Jacamo and Simply Be and our unique payments offering, we exist to proudly serve the underserved, unlocking access to responsible financial services and great value products that allow our customers to make confident choices and empower them to get more from life.. Our customers are our passion, and we take great pride in delivering products that ensure they can look and feel amazing, without compromising on choice, value and accessibility.