

11 December 2013

N Brown Group plc

Appointment of first global communications role to promote brands

N Brown Group plc (LSE: BWNG), the online, catalogue and stores retailer, today announces the appointment of Ed Watson as Director of Global Communications.

The role is the first major appointment by Angela Spindler since she became CEO in July 2013 and is part of her strategy for N Brown Group to be “the leading global retailer famous for making shopping for fashion easy and enjoyable regardless of size”.

Angela Spindler, N Brown Group CEO, said:

“I have worked with Ed before and I am delighted to welcome him to the team. His remit is global from the outset and key in our strategy to make N Brown’s brands famous. We have really well developed capabilities in creating fashion that properly fits and flatters our customers and we intend to develop and drive this as a platform for our external communication. Ed’s experience and innovative, inspirational approach to communications will be an excellent asset to N Brown.”

Ed has 20 years retail Public Relations experience, having held roles at Asda and George at Asda, where he oversaw the launch communication of the brand around the globe in Wal-Mart territories.

He joins N Brown Group from Debenhams plc, where he held the position of Director of PR, in charge of promoting the business’ growing brands portfolio, social media and its charity strategy as well as supporting its international franchise stores in 25 countries.

Ed’s passion for pushing the inclusivity agenda has seen the use of older models, banning re-touching that altered body shape, use of more diverse models in campaign shots and the introduction of size 16 mannequins. Ed is a member of the Government’s Body Confidence Advisory Committee.

At N Brown Group, Ed Watson will be in charge of all communications for the Group, including looking at an innovative and creative approach to promote the Group’s brands, such as Jacamo and Simply Be, in the UK and internationally. Ed Watson will be based in Manchester and will join in Spring 2014.

Ed Watson, added:

“I am extremely excited to be working with Angela again. I believe N Brown is one of the most exciting retail businesses, with a strong brand portfolio that has significant opportunities. I have a passion for establishing brands and making them famous through challenging campaigns and I am really looking forward to working with the team and joining the next chapter of the company's success story.”

For further information please contact:

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Ed Watson achievements

- Debenhams voted ‘Best In-House PR team’ at Corp Comms Awards 2010 and 2012
- In-House Professional of the Year PRCA 2011 and 2012
- PR moments Golden Hedgehog Awards PR Professional of the Year 2012
- Best Digital Team digi Awards 2013
- ASDA independently ranked second best PR performer in the UK
- PR Week Powerbook 500 member
- Over 50% increase year on year of coverage over the last five years
- Plain English Campaign National Award Winner
- Chair of Women’s Aid Corporate Board
- Member of the Government’s Body Confidence Advisory Committee