



29 May 2019

N BROWN STRENGTHENS SENIOR TEAM WITH NEW CHIEF BRAND OFFICER

N Brown Group plc today announces that Kenyatte Nelson will be joining the Company as Chief Brand Officer. He will start on Monday 3rd June 2019 and will report directly into CEO, Steve Johnson.

Kenyatte will lead the drive to strengthen our brands, ensuring that they better resonate with our diverse customer base.

Kenyatte has an impressive track record in building compelling brands, with significant experience across the consumer and retail sectors including with P&G, Shop Direct Group as Group Marketing & Creative Director and most recently with Missguided, as Chief Customer Officer.

CEO Steve Johnson said:

"I am delighted to be welcoming Kenyatte to N Brown and I look forward to working with him as we deliver our digital, retail-led, customer centric strategy."

For further information:

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About N Brown

N Brown is a top 10 UK clothing & footwear digital retailer. We are size inclusive, focusing on the needs of underserved customer groups – size 20+ and age 50+. We offer an extensive range of products, predominantly clothing, footwear and homewares, and our Financial services proposition allows customers to spread the cost of shopping with us. We are headquartered in Manchester where we design, source and create our product offer and we employ over 2,400 people across the UK.