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N Brown launches new trading website for Simply Be

N Brown Group plc (the "Group" or "N Brown"), the inclusive fashion and homeware digital retailer, has successfully launched a new website for Simply Be, one of the Group's strategic brands. The new platform delivers a state of the art customer facing website for Simply Be and marks a significant milestone in N Brown's digital transformation journey.

The new website has been designed to be a mobile first experience, reflecting the shift in Simply Be customers' shopping habits towards mobile devices. The new experience is also focused on accessibility, enabling customers to easily access the website across multiple mediums, including mobile, desktop or tablet.

The platform aims to deliver a seamless customer experience so shoppers are able to easily navigate the site, have a frictionless checkout experience and receive the same rich mobile application experience across any device.

The launch of this new platform is another important milestone for N Brown as it continues its digital transformation journey. It shifts Simply Be away from legacy technology and sustains momentum in the pace of evolution as the Group continues to develop its digital capabilities.

The new site is live for all Simply Be customers and will be followed by further launches across its two platform brands, JD Williams and Jacamo.

Steve Johnson, Chief Executive Officer at N Brown, said:

"Under the excellent leadership of our Chief Operating Officer, Nuno Miller, we are making exciting progress in the digital transformation of our business. It is vital that we continue to make significant investments in our digital capabilities to transform our customer experience and create flexibility for future change. This is an important step in the right direction, and I am excited by what else we can achieve as we continue on this journey."

Nuno Miller, Chief Operating Officer at N Brown, said:

"As a digital first retailer, technology is key. We know that to best serve our customers, we must deliver a fantastic experience, and the teams here at N Brown have worked incredibly hard to launch our new platform. This is a significant step forward in our digital transformation, as we execute our technology roadmap and deliver our strategy of creating an improved experience for our customers."

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Notes to Editors

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About N Brown Group:

N Brown is a top ten UK clothing and footwear digital retailer, with a home proposition. Our retail brands include JD Williams, Simply Be, and Jacamo, 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 1,800 people across the UK.