

31 October 2023



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

Heidi Kenyon-Smith appointed new Simply Be General Manager

N Brown Group plc, the inclusive fashion and homeware digital retailer, is delighted to announce the appointment of Heidi Kenyon-Smith as the new General Manager of Simply Be, further strengthening its team and expanding its roster of talent as it continues its Group-wide transformation.

Heidi brings significant digital, womenswear and media expertise to N Brown, with over 20 years of industry experience, and joins the business from the renowned dentsu media agency, iProspect, where she served as Managing Director. As one of N Brown's three strategic brands, the growth of Simply Be is a fundamental part of the Group's strategy and success. Heidi's appointment demonstrates the Group's investment in outstanding talent as it moves to an agile way of working during its strategic transformation.

Heidi will lead Simply Be to deliver its end-to-end customer experience, and ultimately accelerate growth. As General Manager, Heidi's remit will cover the delivery of strategic, commercial, and service-led customer outcomes. She will be responsible for ensuring Simply Be's customers are provided an outstanding end-to-end shopping experience and driving the financial performance of the brand through increased customer loyalty and new market penetration.

Heidi will commence her new role on 02 January 2024 and will report directly to N Brown's CEO of Retail, Sarah Welsh.

Sarah Welsh, N Brown CEO of Retail, said:

"Heidi joins with a great deal of passion to deliver the evolution of Simply Be across all digital, brand and product touchpoints as we execute our ambition to become the UK's most inclusive fashion brand for young women. Heidi's digital, product and media experience will no doubt provide instant value and adds to the talent joining the Group during our transformation."

Heidi Kenyon-Smith said:

"I'm delighted to be joining N Brown as the General Manager for Simply Be at such an exciting time for the business during its transformation. I have been a long advocate of Simply Be's values and strongly believe every woman deserves the amazing feeling that comes with great fit."

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About N Brown Group

N Brown is a top 10 UK clothing and footwear digital retailer, with a home proposition, headquartered in Manchester and employs over 1,700 people nationwide. Through our strategic retail brands including JD Williams, Simply Be and Jacamo, we exist to make our customers look and feel amazing, and take great pride in passionately championing inclusion and serving the under-served. Our customer-first shopping experience, supported by our innovative financial services proposition, is designed to deliver choice, affordability, and value to our customers, and allows us to be truly inclusive and accessible.