



12 July 2023

### **N Brown launches new trading website for Jacamo**

N Brown Group plc (the "Group" or "N Brown"), the inclusive fashion and homeware digital retailer, is pleased to announce the successful launch of its new trading website for Jacamo, the Group's leading inclusive menswear brand. The launch follows the successful implementation of a new trading website for Simply Be in September, and is another important step in the Group's digital transformation journey.

The platform will deliver a more seamless customer experience, allowing users to effortlessly navigate the site, experience a frictionless checkout process, and receive the same rich experience across mobile devices.

Simply Be's new customer facing website has demonstrated positive results since launch. It performs 20% faster than the historic website's legacy technology and has received external endorsement of its performance, with its Google Lighthouse score increasing, a measure based on a combination of performance, accessibility, Search Engine Optimisation (SEO), and best practice criteria. Jacamo's new site is already showing improvements to conversion rates.

Both the new Jacamo, and recently launched Simply Be sites will be updated on an ongoing basis, with new features developed and added as customers continue to feedback on their experiences.

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

*"From the positive results we have seen across both the new Simply Be and Jacamo sites, it's clear our digital transformation is successfully addressing the Group's legacy online infrastructure and delivering a better customer experience."*

*"Utilising the latest technology to create an enhanced, customer-first experience is central to our aim of providing a flexible, responsive, and ergonomic platform from which to drive future growth."*

**-ENDS-**

#### **For further information:**

##### **MHP Communications**

Eleni Menikou / Charles Hirst

+44 (0) 20 3128 8789

[NBrown@mhpgroup.com](mailto:NBrown@mhpgroup.com)

#### **About N Brown Group:**

N Brown is a top 10 UK clothing & 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 1,700 people across the UK.