

16 January 2025



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

Dene Jones appointed new CEO of Retail

N Brown Group plc, the inclusive fashion and homeware digital retail platform, is delighted to announce the appointment of Dene Jones as the Group's new CEO of Retail. Dene will succeed Sarah Welsh, who last year confirmed her decision to leave the Group after five years in post.

Dene will commence his new role on 01 February 2025, leading N Brown's Retail domain and the continued evolution of a distinct brand proposition and unique product offering for customers across each of the Group's retail brands.

As well as leading the Product, Trade, and Marketing areas of the business, Dene will also be responsible for the Data Analytics and Data Visualisation teams. This expansion of the role will ensure clear accountability for the Group's commercial activity and performance and create strong alignment between the Group's Retail and Financial Services domains.

Dene brings extensive board-level experience in marketing and data having most recently been both Group Chief Marketing and Data Officer at Constellation Automotive Group, Europe's largest digital car marketplace, which owns brands such as webuyanycar and cinch, and CEO of one of its European businesses. He previously held a number of senior roles within the Very Group and Flutter Entertainment plc.

Dene will join the N Brown Executive Board, reporting directly to N Brown's Interim Chair and Group CEO, Steve Johnson.

Steve Johnson, Interim Chair and Group CEO at N Brown, said:

"I'm delighted to welcome Dene to N Brown's Executive Board. Dene joins us at an exciting time and brings proven expertise which will deliver greater clarity and strengthen accountability across our Group-wide commercial activity as we continue our evolution into an omni-channel e-tailer.

I'd like to thank Sarah for her passion and dedication to the Executive Board over the past five years. Sarah leaves the Retail domain in a strong position, having elevated the proposition and the unique product that we deliver for our customer, and I wish her all the very best for the future."

Dene Jones said:

"I'm excited to be joining N Brown and look forward to working alongside Steve and the wider team to further advance the strategic transformation to deliver the Group's commercial objectives. With a portfolio of distinct and inclusive brands, the Group has huge growth potential and I'm looking forward to leading the Retail domain."

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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 1,400 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.