



N Brown Group
(“N Brown” or “the Group”)

Passing of Lord David Alliance – Founding Shareholder of N Brown Group

It is with great sadness that the Company has learnt of the death of Lord Alliance of Manchester CBE, at the age of 93. Lord Alliance was a life-long supporter of N Brown Group and served on the Board as a director for over 50 years prior to the Group being taken private in 2025.

Steve Johnson, Executive Chair and Chief Executive Officer, said:

"Without Lord Alliance there would be no N Brown, an employer of around 1,500 people nationwide. Lord Alliance had a career defined by entrepreneurship, public service and philanthropy, and was a titan of British retail. He was a source of great wisdom for me and for so many of us at N Brown and it was a privilege to have worked with him. We will all miss him and our thoughts and deepest sympathies are with his wife, Lady Homa Alliance; his son Joshua Alliance, a Director of the Company; and their wider family."

The Board and all colleagues of N Brown wish to express their gratitude for Lord Alliance's extraordinary contributions to the Company. He will be remembered with great respect and admiration.

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About N Brown Group

N Brown is a top 10 UK clothing and footwear digital retail platform, with a home proposition, headquartered in Manchester and employs around 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.