

NEW LOOK

16 June 2022

Directorate Change

Helen Connolly appointed Chief Executive Officer

The Board of New Look Retail Holdings Ltd ("New Look" or "the Company") is pleased to announce that Helen Connolly has been appointed as Chief Executive Officer (CEO), effective 16 June 2022. Helen replaces Nigel Oddy as CEO, who, as previously announced, has stood down from the role.

Before joining New Look in 2020 as Chief Commercial Officer (CCO), Helen was formerly Chief Executive Officer for four years at Bonmarché. Prior to this, she was a Director of Buying, Womenswear and Lingerie, for George at ASDA and Head of Buying at Dorothy Perkins.

During her time as CCO, Helen has focused particularly on New Look's Buying and Merchandising capabilities, improving both product and efficiencies across the business, as well as creating and driving partnership and concessions opportunities.

Mike Coupe, Chairman of New Look, said: *"Helen's appointment comes at a pivotal time for New Look, as having navigated the pandemic successfully the business now has a strong platform for future growth. Over the last two years, Helen has been critical in shaping and improving the business and has transformed the New Look product offer. Along with her knowledge of the business, she brings with her a wealth of sector experience, and I look forward to working with her and the team as we continue to deliver long-term, sustainable growth for New Look."*

Helen Connolly, incoming Chief Executive, added: *"It's a privilege to be taking on the role of CEO at this iconic British brand. New Look is a leading womenswear fashion retailer, and for good reason. People shop with us because we make them look good and feel great and I am excited about the many opportunities we have ahead of us."*

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About New Look

New Look is a leading fashion retailer operating in the value segment of the clothing and footwear market in the UK and Republic of Ireland, with a targeted online presence. We offer products and a shopping experience based on excitement, value and newness. The New Look brand is distinct and trusted in the UK, catering to a broad customer audience. We ranked No. 1 for overall Womenswear market share in the 18 to 44 age range (based on Kantar Worldpanel published data 52 weeks ended 7 March 2021 (Womenswear by value)).