

NEW LOOK TO SUPERCHARGE DIGITAL GROWTH WITH £30M INVESTMENT FROM SHAREHOLDERS

- *Significant investment into data, AI and e-commerce platforms to enhance seamless, personalised shopping experience for its 10 million customers*
- *Intention to double digital orders from £500m to £1bn by 2030, and achieve 10% online market share by FY28*

3 April: New Look, one of the UK's leading womenswear brands in the 18-44 sector, has secured a £30m investment from shareholders to accelerate its digital transformation and optimise its online experience for customers.

The opportunity is clear. The UK has an online womenswear market of £4.3bn. New Look already has market-leading positions in several key categories¹: #1 in dresses, #1 in outerwear, #1 in footwear and #1 in denim, and over 10 million engaged customers. Over the last five years New Look has invested significantly to elevate its digital capabilities: upgrading its website and app, building a social media community of 7m followers, and creating a proprietary Enterprise Data Platform with a leading tech stack.

This cutting-edge technology uses data and AI to provide New Look's customers with hyper-personalised marketing and a tailored shopping experience, leading to higher satisfaction and lower return rates.

The new £30m investment will power the next stage of New Look's digital transformation. This funding will be strategically deployed across four key growth areas:

1. Data driven innovation – Enhancing insights, decision-making, and customer personalisation

- Expanding New Look's proprietary Enterprise Data Platform to deliver hyper-personalised shopping experiences.
- Leveraging real-time analytics to improve supply chain speed and efficiency, and anticipate customer trends.

2. Technology investments – Optimising the app and online shopping journey

- Improving search and product discovery to make it easier for customers to find what they love.
- Streamlining the checkout experience, improving the customer journey and driving sales growth.

3. Loyalty and engagement – Cementing New Look's market dominance and fashion authority

- Leveraging New Look's strong brand and sustainability credentials, using AI driven insights to refine product development ensuring collections continue to delight customers with trend-led, great value and high-quality design.
- Consistently delivering in New Look's best-selling categories to reinforce its market-leading position.
- Introducing new digital initiatives for its loyalty programme, Club New Look, to offer members exclusive rewards, products and promotions to enhance engagement and loyalty.

¹ Kantar market share data

4. Customer migration: Streamlining and elevating the customer journey

- Optimising the store network to underpin digital initiatives in selected retail locations, streamlining the customer journey and strengthening in-store digital engagement.
- Drawing on learnings from recent upgrades to flagship stores in Manchester and Bluewater where digital enhancements have delivered double digit like-for-like sales growth.

Helen Connolly, CEO of New Look, commented: *"New Look is an iconic British brand. Our goal is to be the number one online destination for feel-good fashion, powered by our loyal customer base and proven digital model. This new capital injection means we can ramp up our digital operations, enhance customer service, and drive growth and achieve our goal of £1bn online demand by 2030.*

"Our customer is at the heart of everything we do. We know them inside out - what they love, how they shop, and what inspires them. This new funding is a clear endorsement of our compelling strategy. It will allow us to get even closer to our growing customer base, giving them more of what they want: trend-led, high-quality fashion and a seamless shopping experience. By combining our digital expertise with our UK store network, we're creating a shopping journey that's smarter, faster, and more personalised. I have never been more excited about the future of New Look."

- Ends -

About New Look

New Look is a leading fashion retailer operating in the clothing and footwear market in the UK, with a strong online presence and store estate. New Look offers products, and a shopping experience based on excitement, value and newness. The New Look brand is distinct and trusted in the UK, with strong sustainability credentials, catering to a broad customer audience.

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