

NEW LOOK

12 April 2021

New Look appoints Chief Technology Officer

Ed Alford appointed CTO to support New Look's omnichannel strategy

New Look Retail Holdings Limited ("New Look" or the "Company") is pleased to announce the appointment of Ed Alford to the newly created role of Chief Technology Officer (CTO) effective from today.

The appointment represents a significant step forward in the Company's ongoing investment in its omnichannel strategy to capitalise on the respective strengths of its conveniently located store portfolio and online business, which has grown strongly over the past year.

Ed is a senior executive with over 20 years of international business experience in technology and joins New Look's experienced executive team comprised of Nigel Oddy (CEO), Richard Collyer (CFO), Clare Dobbie (Chief Customer Officer) and Helen Connolly (Chief Commercial Officer).

Ed will work closely with the executive team to drive New Look's omnichannel strategy forward and will have responsibility for the Company's technology investment, engineering and IT functions.

He joins New Look from BP where he last held the position of VP and CIO Digital Transformation. During his time at BP, Ed was instrumental in transforming the culture and operating model of BP's IT function into a modern, best-in-class technology organisation.

Prior to BP, where he worked for over 15 years, Ed worked at Accenture for over a decade focusing on executing strategic transformation.

Ed is an Everywoman ambassador, a board member for Modern Muse - a charity which provides a platform for girls aged 13-18 to see female role models working in a number of different fields - and was named one of the top 30 men tackling gender diversity in the UK workplace by Management Today.

Nigel Oddy, CEO, said: "I am delighted to welcome Ed to New Look. He brings a wealth of highly relevant experience and expertise, and will be a valuable addition as we continue to drive forward our omnichannel strategy. As stores begin to reopen in the UK, we look ahead with measured optimism. We will continue to invest prudently and remain resolutely focused on delivering our strategy and enhancing our position as one of the UK's leading omnichannel womenswear retailers."

Ed Alford said: "I am excited to be joining such an established and well-loved brand. Looking ahead, there is a significant opportunity to further strengthen New Look's digital and omnichannel capabilities and I look forward to working with Nigel and the wider team to help drive that strategic priority forward."

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About New Look

New Look is a leading omnichannel retailer operating in the value segment of the clothing and footwear market in the UK and ROI. We focus on delivering value for money and 'newness', wherever, whenever and however customers choose to engage with us. The New Look brand has high levels of awareness and recognition in the affordable womenswear market, catering to a broad customer audience. We also have a range for teen girls and an online menswear offer.