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MATALAN PROGRESSES MULTIYEAR DIGITAL ROADMAP AS IT ANNOUNCES MARKET-FIRST PARTNERSHIP WITH THG INGENUITY IN 2022

- **Matalan today announces a partnership with THG Ingenuity in a collaboration to accelerate its digital ambitions, leveraging best-in-class proprietary technology and the development of bespoke, market-leading solutions**
- **Phase one of its roadmap has seen Matalan significantly accelerate its capacity to service online demand through warehouse automation and a nationwide fulfil-from-store strategy. The partnership with THG Ingenuity is set to take this further**
- **In 2022, as per phase two, Matalan will migrate its digital channels to THG Ingenuity, delivering a transformed customer experience**

Matalan, the omnichannel value retailer, is pleased to announce the successful completion of phase one of its exciting digital transformation programme, the first leg of a multiyear investment roadmap which supports its ambition to be a truly multi-branded omnichannel lifestyle retailer.

In collaboration with THG Ingenuity, market leading end-to-end bespoke tech solutions provider, Matalan is due to migrate to their high performing technology platform in 2022 to support and accelerate extensive online growth. The partnership with THG Ingenuity represents a new and strategic alliance and will see the introduction of a multitude of customer-focused features to transform the user experience. Key upgrades, amongst others are set to include:

- Significant increases in product availability and choice
- The ability to see store stock online
- Enhanced personalisation
- A significantly faster and scalable ecommerce operation
- State-of-the-art courier tracking
- Significantly improved customer service including live chat and faster response times
- Delivery of a number of upgrades that will support the relaunch of the long-standing Matalan omnichannel loyalty programme

The long-term partnership also presents many mid-to-long term opportunities to drive enhanced customer experience and efficiency improvements across the wider Matalan business.

Integral to the foundational phase of the roadmap was investment in new industry-leading automation technology to meet the continued demand in Matalan's Knowsley Distribution Centre, and the implementation of a nationwide fulfil-from-store strategy. This new, state of the art system will now double Matalan's capacity to fulfil rapid online demand and will be a core enabler for further improvements to the customer proposition in 2022.

Matalan continues to invest in high calibre talent to drive its digital transformation programme into the next pivotal phase for unlocking further growth. The retailer's existing in-house team will



collaborate closely with THG Ingenuity to develop new bespoke solutions, while enabling a seamless and agile trading operation by maintaining day-to-day ownership of the end-to-end process.

James Brown, Chief Commercial Officer at Matalan commented: *“There’s an incredible sense of energy around the business as we gear up our digital transformation and prepare for the next pivotal phase in Matalan’s growth journey. Our teams have been working hard through this extraordinary period in retail to make sure that we achieve our exciting growth ambitions and meet significant customer demand in the years ahead. Millions of families up and down the UK rely on us to offer great quality and value fashion and homeware, but we know that ultimately, it’s the customer experience that can make the real difference when choosing where to shop. That’s why we are dedicating so much of our focus to future-proofing our proposition through this digital transformation programme, across our stores, e-commerce site and Matalan app.*

“We are thrilled to have identified THG Ingenuity as a great partner who have impressed us with their extensive expertise, innovation and capabilities to accelerate the transformation of our business over the long-term, so that we can continue delivering ‘the Matalan Difference’.”

John Gallemore, CEO of THG Ingenuity, commented: *“We’re delighted to announce this new strategic partnership, which will significantly accelerate Matalan’s digital transformation strategy and represents a step-change in its direct-to-consumer operation. The brand is a trusted household name, with great heritage and considerable growth across ecommerce, making it an exciting client with huge potential.*

“Even at this early stage in the process, we have together identified a sizeable pipeline of impactful upgrades to Matalan’s systems to make a real difference to its customer proposition across different channels. The brand will now benefit from THG Ingenuity’s proven end-to-end ecommerce capabilities and best-in-class infrastructure, with the aim of rapidly delivering valuable scale across the business. -We look forward to working closely with the team for long-term success.”

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**About Matalan**

Matalan, a leading out of town fashion and homeware retailer, serves over 11 million annual customers through 229 stores in the UK, an e-commerce platform and 51 overseas franchise stores. The ultimate parent company of Matalan is Missouri Topco Limited, with the group being ultimately controlled by the Hargreaves family.

About THG Ingenuity

THG Ingenuity Commerce provides an end-to-end direct-to-consumer ecommerce solution for consumer brand owners under 'Software as a Service' (SaaS) licences. The wider THG Ingenuity division provides standalone digital services, including hosting, studio content, translation services and beauty product development and manufacturing. THG Ingenuity has the D2C platform to support and thrive in today's retail environment, powering dozens of beauty and nutrition brands globally.

www.thgingenuity.com