

PRESS RELEASE

NET-A-PORTER AND MR PORTER LAUNCH IOS WIDGETS TO ENHANCE MOBILE SHOPPING EXPERIENCE

16 FEBRUARY 2021 – NET-A-PORTER and MR PORTER announce that they have launched new widgets for iPhone and iPad users, enabling customers across the world to preview and directly access the What's New pages for both stores from their iOS device's home screen.

The widgets - the first to be launched in the online luxury multi-brand retail sector, having been developed and tested through the Autumn of 2020 – reflect NET-A-PORTER and MR PORTER's continued commitment to embrace the latest Mobile First innovations at speed to give customers the most up-to-date, seamless and intuitive native mobile experience.

NET-A-PORTER and MR PORTER customers who add the widgets to their home screen can now, at a glance, see images of the newest arrivals on the sites as a preview of the What's New sections and simply make one tap to shop. The widgets are regularly refreshed, bringing new content images, ensuring that customers never miss out on the latest products available.

The luxury retailers will continue to customise the widgets as part of their wider mobile strategy, with a particular focus on personalising the customer experience and providing customers with even more up-to-date and useful information – such as product descriptions, multiple images and delivery tracking.

"As a mobile-led business, we are always looking to leverage the latest technology to enhance our customer's experience, making it as smooth and instinctive as possible from the palm of their hand. This new feature has been designed to bring glanceable, relevant content to the home screen, enabling our customers to shop our curation of the world's most coveted brands with ease."

– commented Alison Loehnis, President, NET-A-PORTER and MR PORTER

"Our customers' devices are constantly being enriched with new services and functionalities that quickly become part of their daily routines. When iOS 14 was introduced with the widget functionality, our teams planned a hack-day to explore how we could use the new native feature to enhance the customer journey. Just a matter of weeks later and we put the What's New widgets into our customers' hands and are now looking forward to delivering a host of additional and personalised experiences via the technology over the coming months."

– commented Mark Collin, Group Director of Mobile, Customer Experience & R&D, YOOX NET-A-PORTER GROUP.

NET-A-PORTER and MR PORTER's continued commitment to developing the most advanced mobile experience for luxury customers is also highlighted by other features that have been recently introduced, including Visual Search, which enables customers to take or upload an image to search for similar items on the sites, and Apple Business Chat on NET-A-PORTER[1], enabling customers to speak to customer care concerning their orders via Apple Messages.

ENDS

NET-A-PORTER

MR PORTER

[1] Apple Business Chat is available for NET-A-PORTER customers in all markets excluding the US

NET-A-PORTER

NET-A-PORTER delivers incredible fashion for incredible women. As the world's leading luxury retailer with the most authoritative product edit globally, the site offers the ultimate curation of fashion from the most coveted designer brands, the most exceptional assortment of fine watches and precious jewelry, and more than 200 specialist beauty brands. Its discerning edit places special emphasis on highlighting the creativity and promise of the next generation of fashion talent via the Vanguard, a program for emerging brands. Consideration for environmental and social impact increasingly shapes the product offering, and the launch of the NET SUSTAIN platform, was created to showcase brands that place sustainability at the core of their product. Uniting content and commerce to deliver an immersive and inspiring customer experience, NET-A-PORTER speaks to a global community and features a dedicated editorial vertical with PORTER, which is renowned for its award-winning content featuring a diverse range of incredible women.

NET-A-PORTER champions unparalleled customer service offering express worldwide shipping to more than 170 countries including same or next-day delivery to the UK, US, Hong Kong, Germany, France, Australia and Singapore, a seamless shopping experience across all devices, luxurious packaging, easy returns and a multi-lingual customer care and personal shopping team that is available 24/7, 365 days a year. A pioneer of personal shopping and client relations services for the digital era in 2000, NET-A-PORTER continues to innovate and strengthen its offering, with virtual styling, invitation only digital exclusives, and a world class suite of specialized offers for EIPs, (Extremely Important People), the brand's most loyal and valuable customers. NET-A-PORTER is part of YOOX NET-A-PORTER GROUP.

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For more information about NET-A-PORTER and YOOX NET-A-PORTER GROUP visit www.net-a-porter.com and www.ynap.com.

MR PORTER

Since launching in February 2011, MR PORTER has established itself as the world's leading, award-winning online destination for men's style, with an unparalleled product offering from the best menswear and luxury brands, including categories that range from fine watches and lifestyle through to own labels Mr P. and Kingsman.

MR PORTER produces unmatched digital and printed content across its shoppable online magazine, The Journal, and its bi-monthly newspaper, The MR PORTER Post. In 2019, MR PORTER founded MR PORTER Health In Mind, a content and fundraising initiative in partnership with Movember, developed to raise awareness around men's mental and physical health.

MR PORTER offers express worldwide shipping to more than 180 countries, including same-day delivery to New York, London and Milan, while providing a seamless shopping experience across mobile, tablet and desktop, with

NET-A-PORTER

MR PORTER

easy returns and multi-lingual customer care and personal-shopping teams who are available 24/7, 365 days a year. MR PORTER is part of YOOX NET-A-PORTER GROUP.

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For more information about MR PORTER and YOOX NET-A-PORTER GROUP visit www.mrporter.com and www.ynap.com

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