

YOOX NET-A-PORTER GROUP

PRESS RELEASE

YOOX NET-A-PORTER ANNOUNCES APPOINTMENT OF MARY RANSOM AS GENERAL MANAGER FOR THE US

NEW YORK, 11 OCTOBER 2021 – YOOX NET-A-PORTER today announces that Mary Ransom has been appointed General Manager of the company’s business in the United States.

Based in New York City, the US headquarters, Mrs. Ransom will oversee the business operations for NET-A-PORTER, MR PORTER, THE OUTNET and YOOX, driving the continued growth in the region and providing customers with an ever more localized experience. She will report directly to Paolo Mascio, Chief Regional Officer for YOOX NET-A-PORTER.

Mrs. Ransom has held senior executive positions at several digital businesses in the US. Most recently, she was Executive Vice President at The Knot Worldwide, owners of TheKnot.com, WeddingWire.com and TheBump.com.

Prior to that, she held roles at Bloomingdales (General Manager of Bloomingdales.com) and Borderfree.com. She was also Chief Operating Officer of AHAlife, a global curated marketplace, which she co-founded in 2009.

Commenting on the appointment, Paolo Mascio, Chief Regional Officer for YOOX NET-A-PORTER said:

“It is a privilege to welcome Mary to our team. As a global business, we are committed to strengthening the localization of our teams, offer and services across the region. In her role as General Manager of our US operations, Mary will leverage her experience and insights to deliver an exceptional digital service to our clientele, bringing the world’s best luxury and fashion brands straight to their doors.”

Ends

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PRESS CONTACTS

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ABOUT YOOX NET-A-PORTER

YOOX NET-A-PORTER is a leading online luxury and fashion retailer with 4.5 million high-spending active customers in 180 countries. As pioneers in bringing together the realms of technology and luxury, YOOX NET-A-PORTER connects the most discerning clientele with the joy of luxury and fashion that lasts a lifetime and beyond. It combines a curated edit of the world's most coveted brands with personalised end-to-end service, all shaped by 20 years of insights into the modern shopper.

YOOX NET-A-PORTER is uniquely positioned in the high-growth luxury e-commerce sector thanks to a focused business model that comprises a complete luxury retail ecosystem. YOOX NET-A-PORTER sells directly to customers globally through its own family of multi-brand online shops: NET-A-PORTER, MR PORTER, THE OUTNET and YOOX. In addition to this, its Online Flagship Stores Division partners with many leading luxury brands to power their own e-commerce destinations, including the next era of omnichannel solutions that blur the line between online shopping, mobility and the boutique.

Its localised approach to serving customers is supported by offices and operations in the United States, Europe, Middle East, Japan, China and Hong Kong SAR, China. YOOX NET-A-PORTER strengthened its presence in the fast-growing Chinese and Middle Eastern luxury markets through joint ventures with the strongest local partners, namely Alibaba and Mohamed Alabbar's Symphony Investments.

YOOX NET-A-PORTER is part of Richemont. Geoffroy Lefebvre is the CEO.

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