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Takko Fashion achieves one million downloads with Takko Friends app

Only three months after the launch of the new digital customer programme Takko Friends, the number of downloads has exceeded one million, which confirms the smart discounter's omnichannel strategy.

Telgte, 2nd June 2022. As part of its digitalisation, Takko Fashion launched its Germany-wide app Takko Friends in March this year. The fact that the digital customer programme has been downloaded more than one million times just three months after its launch exceeds the fashion retailer's expectations: "We had set ourselves this target for the first half of the year after the app was launched and are overwhelmed by the positive response," says Manuela Holler, Senior Director Marketing & E-Commerce Takko Fashion. "We are delighted that one million Takko Friends are already actively collecting points and redeeming them for individually chosen vouchers and coupons."

With Takko Friends as an essential element in the omnichannel strategy, the smart discounter is further expanding customer relationship management in the digital area. The sustainable aspect of the app also represents added value: "Since the introduction of the app, we can offer our customers coupons in digital format. This saves paper, shipping costs and CO2," reports Tjeerd Jegen, CEO Takko Fashion. "In addition, ten percent of our customers now use the digital receipt via the app. This allows us to save around ten kilometres of paper every month. We want to continuously expand this figure."

The smart discounter is not resting on its successful launch of the digital customer programme - quite the opposite: based on customer feedback, further functions are to be launched in the future to enable all Takko Friends to be addressed even more individually and to provide tailor-made offers from the fashion company's fashionable assortment.

The Takko Friends app is available for free download for Android and iOS in the app store.

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About Takko Fashion

Takko Fashion owns and operates almost 2,000 stores in 17 countries across Europe. In online as well as offline sales, the company offers quality fashion collections at an attractive price. As a member of the Fair Wear Foundation, the Partnership for Sustainable Textiles, and as a partner of the Better Cotton Initiative, Takko Fashion is committed to sustainable and responsible production conditions as well as more sustainable cotton production.

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