PRESS RELEASE

Takko Friends app achieves 10 million users

- Takko Fashion celebrates a milestone: ten million registered users of the customer loyalty program Takko Friends
- Successful relaunch of the loyalty app and launch in seven additional European countries
- Takko Friends strengthens customer loyalty through personalized inspiration as well as store-specific information and discounts

Telgte, February 17, 2026. Takko Fashion has reached the milestone of ten million registered users of the Takko Friends App. This achievement demonstrates both the successful development of the customer loyalty program and the strong implementation of the company's omnichannel strategy in its local markets.

Strengthening customer retention and interaction is a key component of the Quality Fashion Discounter's growth strategy SHINE 2028. Since the introduction of the loyalty program in Germany in 2022, the Takko Friends App has become a significant driver of brand loyalty and is now available in ten countries.

The relaunch in summer 2025, which took place in Germany, Austria, and the Netherlands, significantly accelerated the growth of the Takko Friends community. Throughout the year, the app was gradually launched in seven more countries: the Czech Republic, Slovakia, Hungary, Italy, Belgium, Switzerland, and Slovenia. Since the relaunch, 2.5 million new users have joined in just six months.

Takko Friends is an essential part of the company's marketing strategy. Through the Takko Friends App, as well as push notifications and newsletters, Takko Fashion reaches millions of households, supported by media engagements and stores as important touchpoints. The data obtained helps Takko Fashion better understand customer desires and trends, thereby sustainably strengthening trust in the brand.

Matthias Lueg, Senior Director Marketing at Takko Fashion: "The expansion into new countries has led to a strong increase in registrations. Our engaged store teams are significantly contributing to this growth across Europe, while the new app with enhanced features is becoming increasingly popular. The app enables us to communicate directly with our customers and offer them a shopping experience tailored to their needs."

Sebastian Weber, CPO of Takko Fashion: "The Takko Friends App is the key component of our marketing and CRM strategy. Our community is growing rapidly, and the enormous number of users demonstrates the success of our loyalty concept. Our customers take advantage of

the Takko Friends app for more than half of all their purchases. This confirms both our CRM strategy and our long-term investments in innovations and the expansion of the app."

Takko Fashion plans to add further features to the app in the new fiscal year. These will include gamification elements – complementing the successful seasonal Christmas calendar – as well as an expansion of personalized offers. These changes are intended to continuously improve the shopping experience and increase the amount of time spent in the app.

With the Takko Friends App, Takko Fashion offers its customers many benefits, including:

- Tailored coupons
- Bonus program with special discounts and promotions that reward repeat purchases
- Personalized fashion inspirations for all target groups
- Direct access to the online shop within the app (*only applicable to countries with an online shop)
- Takko Fashion store locator
- Digital receipts
- Cross-border usability
- €5 welcome voucher

About Takko Fashion

Takko Fashion is a leading quality fashion discounter offering clothing for the whole family at affordable prices, from everyday essentials to fashion pieces. In the 2024/2025 financial year, Takko Fashion generated an adjusted net revenue of EUR 1.3 billion. The company operates about 2,000 stores in 17 European countries, supported by a team of 18,000 employees across Europe. Martino Pes-sina (CEO), Stefan Macheleidt (CFO), Thomas Füllhaas (COO) and Sebas-tian We-ber (CPO) form the executive management board of Takko Fashion. The company was founded in 1982 and is headquartered in Telgte, Germany. For further information, visit company.takko.com

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