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Digital customer relationship programme: Takko Fashion launches the Takko Friends app and strengthens e-commerce

The fashion retailer introduces its new customer relationship programme Takko Friends as part of the digitalisation process and launches its first Germany-wide customer app.

Telgte, 1st March 2022. After the successful test phase in Berlin/Brandenburg in October 2021, the international fashion retailer Takko Fashion is launching its digital customer relationship programme Takko Friends throughout Germany. The app of the same name offers customers the opportunity to collect points with every purchase, which can be redeemed for individually selected vouchers and coupons.

Manuela Holler, Senior Director Marketing Takko Fashion, explains: "With more than 70,000 downloads, the Takko Friends test phase has shown how much our customers like to benefit from the many advantages of the app. In the coupon area, users have all the advantages and exclusive discounts at a glance. They can also view their purchases and receipts at any time via their smartphone. In addition, the Takko Friends app has a news section with FAQ and product content as well as a store finder with navigation to the nearest Takko Fashion Store. Through the integration of the Takko Fashion online shop, customers have round-the-clock access to up to 3,500 items from the fashionable range, which includes clothing, underwear and accessories for women, men, children and babies.

Karl-Heinz Holland, Executive Chairman Takko Fashion, adds: "Takko Friends is an essential element in our omnichannel strategy by linking the shopping experience in our stores with e-commerce. We are very excited about the nationwide rollout, which will help us further expand our customer relationship management in the digital space."

Takko Fashion will continue to test further functionalities for the app after the launch, based on customer feedback, in order to constantly improve the customer experience.

The Takko Friends app is available for 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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