

16 January 2024

**THG PLC**

**THG Ingenuity announces Enterprise fulfilment partnership**

**New and expanded Ingenuity partnerships contributing c.£175m incremental GMV**

THG PLC ("THG" or the "Group"), today announces an agreement in principle with leading UK wellness retailer Holland & Barrett ("H&B"), regarding a major new Ingenuity partnership.

Subject to the ongoing employee consultation process, from Q2 2024, H&B will utilise THG's automated facilities in the UK. The three-year agreement will see THG Ingenuity become H&B's main ecommerce UK and Ireland operational partner, providing fulfilment and courier management services for H&B's rapidly scaling digital business.

THG's best-in-class automated facilities and proprietary software has been developed with a D2C customer first view, with clients benefiting from leading UK delivery service levels and a sophisticated courier management system, whilst leveraging the scale and capacity of 13 international fulfilment centres.

Today the Group also announced in its Q4 2023 trading statement, continued progress on its Enterprise strategy, signing major brands including L'Oreal, Access Corporate Group and PepsiCo, while broadening partnerships with Asda and Mondelez.

Together these partnerships will add c.£175m of incremental GMV to the Ingenuity operations and technology platform during 2024.

**Matthew Moulding, Chief Executive Officer, THG PLC, commented:**

*"Holland & Barrett is one of the UK's largest health and wellness retailers, and a major online player. We're delighted to be supporting their ecommerce ambitions through underpinning their operational efforts for D2C fulfilment and courier management services, directly into their customers hands."*

*"We feel this is a true demonstration of how the THG Ingenuity platform can provide incremental services to established brands, delivering operational excellence, becoming world class at a fraction of the cost and in a fraction of the time."*

**Anthony Houghton, Chief Operating Officer, Holland & Barrett, commented:**

*"Holland & Barrett's goal is to be the trusted health and wellness partner for over 100 million people globally by 2026. We're growing as a business, with digital sales making a significant volume of our total sales. Our proposed three-year partnership with THG Ingenuity will mean we can continue to grow at pace with a partner who are industry experts in D2C fulfilment, while we invest in transforming our supply chain capabilities."*

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**ENDS****Notes to editors**

THG PLC operates three distinct businesses in THG Beauty, THG Nutrition and THG Ingenuity, each scaled from the UK to hold global leading positions in their respective sectors.

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