

April 30, 2021

INNO's new strategy becomes a reality in record time! Launch of online marketplace and complete rebranding

"As announced last year, INNO has developed a new strategy to become the preeminent Belgian omnichannel retailer for national and international customers. Fulfilling local needs outstandingly is one of our core targets. With 21 projects, spread across all areas of the company, we are taking determined strategic steps to become the Belgian department store chain of the future. These far-reaching changes will enable INNO to emerge stronger from the corona pandemic.

The cornerstones of the strategy are the digital marketplace, a whole new ERP system and the rebranding of the INNO brand that we will launch today in addition to a refurbishment of all stores in the coming years. This will allow us to maintain and further reinforce our unique position on the Belgian retail market. We are reinventing the department store completely anew and developing INNO into a fascinating place to be for all Belgians and tourists, where wishes arise and come true in an inspiring atmosphere that appeals to all the senses with - thanks to the digital marketplace – an assortment that offers unlimited possibilities. The basis for all these changes are our fantastic employees, who give our customers the best service day after day and carry INNO in their hearts."

Armin Devender, CEO INNO

INNO is the leading Belgian department store of the future. Or of 'innovation', if you will. With inno.be, INNO is launching a marketplace: a digital extension of the well-known department stores, in collaboration with a host of existing and new partners. A complete rebranding of the brand, including a phased redesign of the 16 stores, supports this new direction.

The aim is to come even closer to the Belgian public, which has carried the brand in its heart since 1897. In this way, the reinvented INNO will remain firmly rooted in the Belgian retail landscape.

INNO.be, leading the online retail market

With its marketplace inno.be, INNO is now set to play a leading role in the Belgian online retail market. The department store chain considers the digital shopping platform as a 17th INNO store which will seamlessly complement the physical stores in 16 major Belgian cities.

INNO.be is open 24/7 and naturally enhances the existing offline shopping experiences. And most importantly: shoppers can discover additional brands there.



INNO is committed to making life easier for its loyal customers and aims to appeal to a new - and broader - audience.

The 17th INNO store will be open all the time

On May 6, 2021 the inno.be marketplace will officially open its digital doors. Hundreds of brands from premium to mainstream, in a wide range of categories such as fashion, lingerie, jewelry, bags, luggage and homeware, are ready for the GO Live and further brands will follow soon, some of which are not represented in the 16 physical INNO stores.

The online platform will thus act as an extension of the existing stores. For loyal INNO customers it will become a trusted go-to address online, for other shoppers a unique entry point to the real department store experience.

Shop directly with partners

Those who shop at inno.be buy directly from INNO's partners. The brands take care of the shipping of each order themselves. From May 6, INNO customers will also be able to collect Loyalty points online. What's more, from the summer it will also be possible to pick up or return an order in the familiar INNO store.

After a successful launch in Belgium, the management will investigate the possibilities to expand the marketplace into other countries.

Rebranding makes INNO a true love brand

With the name INNO Department Store, the department store is returning to its roots. Many Belgian families have carried the brand in their hearts for generations. In 2021, INNO is more than ever an indispensable partner for them in their daily lives.

The department store's desire to be there for all Belgian families is reflected in this rebranding. It has opted once again for the name 'INNO', as Belgians have always liked to call the department store. The new baseline 'For you.' and the accompanying visual identity which is being phased in, reinforce this sense of home. Think of images of real people in real situations, warm, contemporary colours and an open, welcoming language.

Feeling at home in restyled stores

With the return to the INNO name and the Belgian rebranding, local management is fully responding to the Belgian context and the wishes of Belgian customers.



All 16 INNO stores will be given a new, trendy look that will immediately make customers feel at home. The redesigned stores welcome them with a warm, modern interior that is both stylish and soothing.

INNO Schoten was already remodelled in December 2020, for next fall the stores in Liege, Leuven and Waasland Shopping are planned. In the coming years, all stores will undergo this metamorphosis.

INNO and inno.be offer every Belgian the ultimate department store experience. From the loyal customer who now feels even more at home in one of the 16 stores, to the new generation who are getting to know us for the first time online.

New ERP system in record time

The basis for this transition to a modern omnichannel retailer is the new ERP system that INNO switched to in March. In collaboration with Business & Cloud Integrator Ctac, in barely 7 months, it implemented a new SAP platform which supports a wide range of business processes for INNO's core activities. In addition, this system of records will be integrated with other systems, including the marketplace inno.be and the Point of Sale loyalty programme.

About INNO

INNO is the only department store in Belgium with a wide range of premium and mainstream brands. The chain has been an integral part of the retail landscape of all major Belgian cities for almost 125 years and has been an ally of all Belgians in their daily lives for generations. INNO is one of the most important Belgian brands, with a loyal customer base that continues to grow. With the launch of the marketplace, INNO will now also play a leading role in the online retail market in Belgium. INNO offers Belgians an omnichannel shopping experience where online and offline shopping comfort complement and reinforce each other.

www.inno.be

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