

FARFETCH and Neiman Marcus Group Announce Global Strategic Partnership and Investment

Including Expanding Bergdorf Goodman's E-Commerce Capabilities and Reach



José Neves
Founder, Chairman and CEO of FARFETCH



Geoffroy van Raemdonck
CEO of Neiman Marcus Group

Partnership brings together the resources of two industry leaders with a shared commitment to creating a seamless customer experiences



FARFETCH

NYSE: FTCH

LEADING

global platform for the luxury fashion industry

190+

countries and territories serving

1,400+

of the world's best brands, boutiques and department stores

LARGEST

omnichannel luxury retailer in the U.S.

3,000+

talented selling associates

115-YEAR

legacy of building unmatched relationships with luxury-obsessed customers

Neiman Marcus | Group

Neiman Marcus BERGDORF GOODMAN



Advances FARFETCH's Luxury New Retail Vision and NMG's Pioneering Omnichannel Strategy to Revolutionize Integrated Luxury Retail

FARFETCH to make minority common equity investment of \$200 million in NMG to further accelerate growth and innovation through investments in technology and digital capabilities

Initial focus on re-platforming Bergdorf Goodman website and mobile application to expand its global capabilities and services



Joins existing NMG investors PIMCO, Davidson Kempner Capital Management, and Sixth Street



Expected to be completed by Q3 2022



Expect to launch BG.com on FARFETCH platform in 2023



Utilizes FARFETCH Platform Solutions (FPS) to introduce Bergdorf Goodman's digital customer experience and curated offering to customers globally, integrating seamlessly with the iconic New York City flagship



Bergdorf Goodman and Neiman Marcus to join FARFETCH Marketplace as a partner, adding participating brands in key global geographies

José Neves
Founder, Chairman and CEO of FARFETCH

"I believe the U.S. Luxury market is at a pivotal point. Whilst the U.S. is proving to be a long-lasting source of growth for the Luxury industry, fueled by younger generations who are highly engaged with the category, businesses will have to significantly upgrade their digital capabilities – powering both online and offline customer journeys – to meet these new customer expectations and stay ahead in what is going to be a competitive space in the coming years."

Geoffroy van Raemdonck
CEO of Neiman Marcus Group

"We are thrilled to be partnering with FARFETCH to accelerate our e-commerce strategy, creating a seamless customer experience. José and the entire FARFETCH team have built a best-in-class technology platform and are the ideal partner to help us grow Bergdorf Goodman to be an even stronger global digital luxury retailer. FARFETCH's investment demonstrates their confidence in our omnichannel strategy, and we look forward to partnering with FARFETCH to continue revolutionizing the luxury customer experience and delivering value to all our stakeholders."

Neiman Marcus Group Forward-Looking Statements

NMG has included statements in this press release that constitute "forward-looking statements." As a general matter, forward-looking statements are those focused on future or anticipated events or trends, expectations and beliefs including, among other things, NMG's expectations with respect to the actions described herein. Such statements are intended to be identified by using words such as "believe," "expect," "intend," "estimate," "anticipate," "will," "project," "plan" and similar expressions in connection with any discussion of future operating or financial performance. Any forward-looking statements are and will be based upon NMG's then-current expectations, estimates and assumptions regarding future events and are applicable only as of the dates of such statements. Readers are cautioned not to put undue reliance on such forward-looking statements. Such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and actual results may differ materially from those projected in this press release for numerous reasons, including factors outside NMG's control. NMG undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

Farfetch Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements contained in this release that do not relate to matters of historical fact should be considered forward looking statements, including, without limitation, statements regarding the global strategic partnership, Farfetch's investment in NMG, the terms and anticipated benefits thereof, opportunities and expectations regarding FPS, any further transactions, market opportunities, whether the global strategic partnership or investment will reach closing, and assumptions underlying all such statements, as well as statements that include the words "expect," "intend," "potential," "plan," "believe," "project," "forecast," "estimate," "may," "should," "anticipate" and similar statements of a future or forward-looking nature. These forward-looking statements are based on management's current expectations. These statements are neither promises nor guarantees, but involve known and unknown risks, uncertainties and other important factors that may cause actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements, including the factors discussed under the caption "Risk Factors" in Farfetch's Annual Report on Form 20-F filed with the U.S. Securities and Exchange Commission ("SEC") for the fiscal year ended December 31, 2021, as such factors may be updated from time to time in Farfetch's other filings with the SEC, which are accessible on the SEC's website at www.sec.gov and the Investors page of Farfetch's website at www.farfetchinvestors.com. In addition, Farfetch operates in a very competitive and rapidly changing environment, and new risks emerge from time to time. It is not possible for Farfetch's management to predict all risks, nor can Farfetch assess the impact of all factors on Farfetch's business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements that Farfetch may make. In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances discussed in this release are inherently uncertain and may not occur, and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. Accordingly, you should not rely upon forward-looking statements as predictions of future events. In addition, the forward-looking statements made in this release relate only to events or information as of the date on which the statements are made in this release. Except as required by law, Farfetch undertakes no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.