

PRESS RELEASE

Thursday 6 July 2023



CLARKS ANNOUNCES BOB NEVILLE AS NEW MANAGING DIRECTOR – UNITED KINGDOM AND REPUBLIC OF IRELAND

Clarks, the iconic British shoe brand, announces the appointment of global business leader, Bob Neville, as their new Managing Director for the United Kingdom and Republic of Ireland, effective from August 2023.

Bob returns to the UK from Hong Kong, where he has been based for 30 years, leading teams with some of the world's largest retail brands including Under Armour, New Balance and Adidas. Prior to joining Clarks, he was the Global Vice President of Retail at leading international sportswear brand, Under Armour.

Whilst being based out of Hong Kong, Bob has worked extensively throughout the Asia-Pacific region, with a particular focus on China. This global viewpoint started early on; born in France, raised in the UK, and living in Asia for the past 30 years, he is a true global citizen.

Working with brands around the world has honed Bob's business acumen and he joins Clarks with a proven track record of leading profitable businesses, driving growth in existing markets and successfully expanding into new territories.

"Bob brings significant global retail and brand creative experience to Clarks. He builds great teams and empowers them to create exceptional consumer experiences," said Jon Ram, Clarks CEO. "As we look to build on our recent good company performance, Bob will play a leading role in delivering our strategic goals and growing our business in the UK & ROI. We will also build out our global retail centre of excellence under his leadership."

Bob has been appointed to the role to activate Clarks' long-term strategy of sustainable growth and brand-strengthening, as it enters its third century of business.

"I'm excited to be coming back to England and joining Clarks as Managing Director – UK and ROI," said Bob. "It's an iconic brand, known the world over for its innovation, expertise and craftsmanship. I'm really looking forward to getting started, growing the brand, increasing our retail presence, and most importantly, to continue delivering Clarks' customers the best experience possible."

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For further information, contact the Clarks Press Office: press.office@clarks.com

ABOUT CLARKS

Clarks, based in Somerset, England, has been at the forefront of innovative shoemaking since its foundation in 1825, when brothers James and Cyrus Clark made a slipper from sheepskin off-cuts.

At the time it was ground-breaking; a combination of invention and craftsmanship that's remained at the heart of what the brand does now. In the Clarks archive of more than 22,000 pairs are shoes that have sparked revolutions and defined generations.

From the original Clarks Desert Boot, first designed by Nathan Clark and launched in 1950 to the iconic Wallabee, each design has an instantly recognisable signature - a unique combination of craftsmanship and innovation that make it unmistakably Clarks.

Clarks is a global business operating retail, wholesale, franchise, and online channels in over 100 markets. www.clarks.com / www.clarks.co.uk



Bob Neville