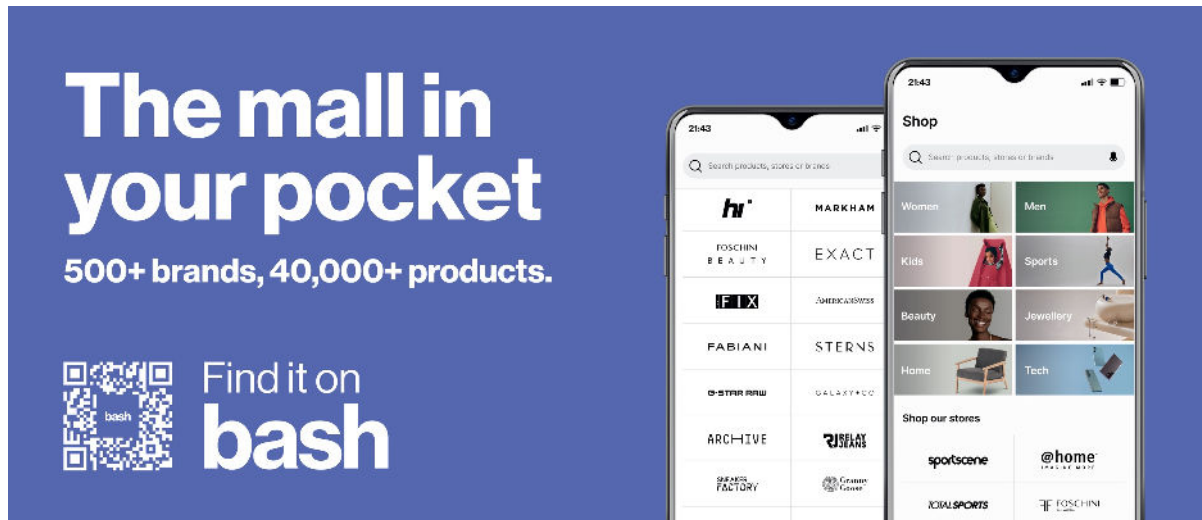


TFG offers customers a “mall in their pockets”



14 June 2023

TFG’s new fashion and lifestyle shopping platform, Bash, is putting the world of TFG into the pockets of its customers. Offering over 40,000 products from more than 500 top brands, Bash has quickly become one of South Africa’s leading apps. Shortly after its launch, Bash shot to the number one spot in the Apple App Store for all categories and ranked second in the Google Play Store’s shopping category.

Bash has registered impressive results since the TFG brands migrated to the platform, with app sales surging to 34% of total online sales within the first two months. The app’s conversion rate increased by a staggering 268% year-on-year, exceeding mobile web by 191% and desktop by 77%.

Commenting on Bash’s progress, TFG CEO Anthony Thunström, said, “While there is still work to be done, the foundation is now in place to capitalise on this platform. Our vision of creating remarkable omnichannel experiences for our customers means delivering the brands and products our customers love, anytime, anywhere. Bash is South Africa’s largest omnichannel fashion and lifestyle shopping platform and brings all of TFG’s popular brands and products into one virtual mall for our customers.”

In addition to exceeding expectations with its app performance, the platform has also solidified its position as the number one fashion and lifestyle retailer, based on traffic (app and web). Bash has also experienced a significant 73% increase in multi-brand orders, demonstrating the platform’s ease of use for cross-shopping.

TFG’s omnichannel platform utilises the retailer’s compelling rewards and credit offering and leverages its 3500 stores and more than 30 million customers.

“This platform is an ideal foundation on which to build a profitable e-commerce business and gives us numerous advantages over pure-play competitors. We are working to leverage these assets and provide our customers with maximum convenience and choice for minimal incremental cost to us,” said Bash co-founders and Chief Omni Officers, Claude Hanan and Luke Jedeikin.

What’s next? TFG has set its sights on providing customers with remarkable omnichannel experiences and its next move is to roll out a store-enabled app. The BashStore app will provide customers with an “endless aisle” capability, allowing them to access a wider range of products from any location.

Visit Bash on www.bash.com

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