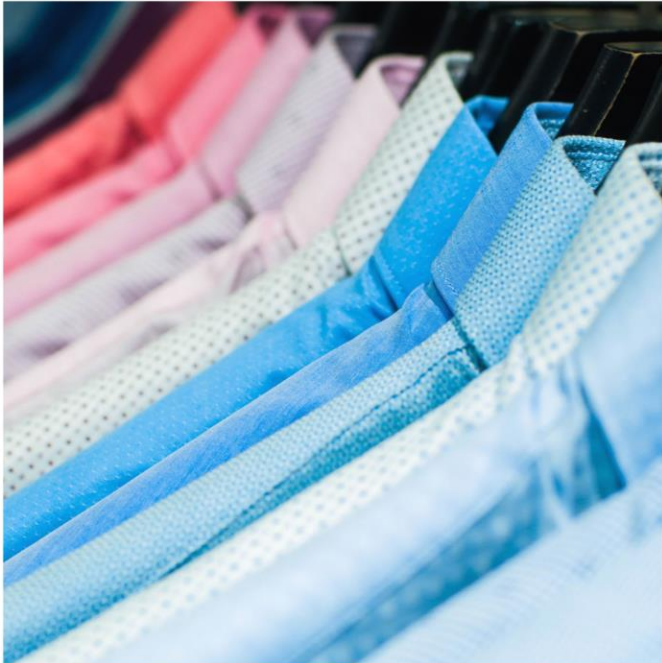


# Meet NewCo!



**NewCo** is a national retail brand committed to helping customers discover products they love - quickly, easily and affordably. With a strong presence across email, social media, and web platforms, **NewCo** blends trusted quality with a fresh and friendly shopping experience.

In today's fast-moving landscape, **NewCo** is focused on smart growth - particularly expanding its base of new customers. Recent marketing efforts have tested varied message styles and channels to better understand what resonates with first-time buyers. As a data-driven company, **NewCo** leverages every campaign to learn, adapt and refine its outreach - ensuring we connect with new audiences in ways that feel both personal and impactful. Our mission? Make every visit to **NewCo** feel like a find!