

RNS Reach

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Huddled Group plc

("Huddled" or the "Group")

Feature In Docuseries

Huddled Group plc (AIM:HUD), the circular economy e-commerce business, is pleased to announce that it will be featured on the upcoming Channel 4 docuseries 'Secrets of Supercheap Shopping'.

Huddled will provide some insight into life behind the scenes at one of the UK's leading discount disruptor brands, Discount Dragon. The four-part series will be available to stream or watch on Channel 4 from Monday 27 October, 8pm.

The rising cost of living has become one of the defining issues of the decade, both in the UK and globally. With no sign of easing, savvy shoppers are increasingly turning to discount disruptors to stretch household budgets further.

Huddled operates through three e-commerce retail brands, each specialising in a different FMCG sector: Discount Dragon (Groceries and Alcohol), Nutricircle (Wellness and Sports Nutrition), and BOOP Beauty (Beauty and Cosmetics). The Group sources and redistributes surplus goods, delivering perfectly good products to cost-conscious customers at a fraction of the retail price.

Michael Ashley, CEO, Huddled Group plc explains: *"Our goal is to be recognised as the UK's most trusted surplus goods e-commerce retail group, tackling food insecurity and climate change head-on by reducing unnecessary waste in the FMCG supply chain whilst giving more people access to affordable goods. It's a win-win for both people's pockets and the planet - and it makes good business sense at a time when households are facing unprecedented levels of ever-rising costs."*

Wayne Kersh, Managing Director, Discount Dragon said *"There's no sense in wasting perfectly good products when so many households are struggling to make ends meet. The products we sell may be deemed surplus for various reasons: outdated or damaged packaging, unsold seasonal items, proximity to their best-before date, over-production, or a formulation change. By taking and redistributing this surplus stock, we keep it out of landfill and get it in the hands of savvy-shoppers."*

Enquiries:

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