NEWS RELEASE

Cyber 5 Results are in: Pivotree Retailers Experience Another Record-Breaking, Frictionless Cyber 5 Peak Shopping Season in 2023

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Leaders spanning various retail sectors experienced a seamless ecommerce journey characterized by site speed, stability, and availability, as supported by Pivotree

TORONTO--(BUSINESS WIRE)-- Pivotree Inc. (TSXV: PVT) ("Pivotree" or the "Company"), a leading provider of **frictionless commerce** solutions and services, today announced its clients, including leaders across several retail categories, experienced record-breaking 2023 sales throughout the Cyber 5: Thanksgiving, Black Friday, Small Business Saturday, Sunday and, of course, Cyber Monday.

"We're elated to see our clients having such a profitable start to the holiday retail season. We have been working closely with our clients to enhance the customer experience and strengthen their digital infrastructure, which has helped them surpass all their Cyber 5 performance expectations," said **Bill Di Nardo, CEO, Pivotree**. "Akin to last year, this year has seen us come together for our clients to tailor their offerings to meet the needs of an ever-evolving digital world. Retailers reported their strategic testing and mitigation efforts yielded exceptional results, with zero preventable outages on their servers during this crucial period."

Pivotree Control Tower, a vital SaaS solution, played a key role in tracking record sales on Black Friday and Cyber Monday by providing real-time visibility and control over commerce and supply chain operations for retailers. On average, top performing Pivotree retailers saw a 412% increase in daily number of orders on Black Friday and Cyber Monday when compared to an average day from the previous month.

The majority of Pivotree Customers saw their biggest day of sales to date this year as Black Friday including a leading apparel retailer that experienced a record-breaking Thanksgiving Day with an increase of 7% compared to last year, as well as a record-breaking 34% increase in Black Friday sales compared to 2022. Another customer, a sports apparel retailer, recorded Black Friday 2023 as the best day ever in the company's history, with a 15%

increase over their previous best day.

Overall industry results indicate a 7.8% increase in sales from the five days from Thanksgiving to Cyber Monday compared to last year, as reported by **Adobe Analytics**, with consumers in the United States spending $12.48 billion online. More than ever, shoppers are leaning on buy now, pay later services; **Retail Dive** highlights a 30% surge in Black Friday orders through services such as Klarna. Electronic sales were up by 171% over Cyber 5 compared to October's daily averages, with smartphones claiming 54% of online sales in the United States, tallying over $5.3 billion, according to **Digital Commerce 360**.

High-traffic, peak shopping periods like the Cyber 5 require diligent monitoring to mitigate any service issues and ensure site speed, stability, and availability are supported. Pivotree clients utilize Holiday Readiness Services, including Tuning, Load Testing, and Scaling, to guarantee seamless site performance, sustained optimization for peak traffic, and a robust infrastructure ready to swiftly tackle any potential issues.

“The collective efforts and commitment demonstrated by teams on both the client and Pivotree side were instrumental to our success. We maintained proactive collaborations throughout peak periods to ensure a seamless experience for each and every customer,” added **Di Nardo**. “As we celebrate another successful Cyber 5, our attention shifts to the future – additional holiday spikes and new heights of ecommerce growth in the New Year. We’re also looking ahead at what’s to come in 2024 - with new product launches, expansions, and ecommerce initiatives to reaffirm we are here to support our clients throughout the entire journey.”

To provide a more in-depth look at ecommerce growth, Pivotree recently published a report, “Holiday eGuide 2023,” **available for download here**.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

About Pivotree

Pivotree, a leader in **frictionless commerce**, strategizes, designs, builds, and manages digital Commerce, Data Management, and Supply Chain solutions for over 200 major retailers and branded manufacturers globally. With a portfolio of digital products as well as managed and professional services, Pivotree provides businesses of all sizes with true end-to-end solutions. Headquartered in Toronto, Canada, with offices and customers in the Americas, EMEA, and APAC, Pivotree is widely recognized as a high-growth company and industry leader. For more information, visit **www.pivotree.com** or follow us on **LinkedIn**.

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