NEWS RELEASE

Exclusive Webinar: Pivotree, Fluent Commerce and Psycho Bunny Offer Expert Advice on Responding to Disruptions in Supply Chain

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Learn from the experts and gain practical insights on the current state of supply chain and the transformative impact of embracing emerging technologies

TORONTO--(BUSINESS WIRE)-- Pivotree Inc. (TSXV: PVT) ("Pivotree" or the "Company"), a leading provider of **frictionless commerce** solutions and services, today announced that it will host a live webinar titled: The High Cost of Inaction. Embracing the New Status Quo in Supply Chain. During the session experts will share expertise with business leaders who want to be more resilient to market changes, and provide insights on how to respond to the pressing issue of declining customer experience caused by fulfillment-related challenges.

Exclusive Webinar: Pivotree, Fluent Commerce and Psycho Bunny Offer Expert Advice on Responding to Disruptions in Supply Chain (Graphic: Business Wire)

Hosted by Pivotree in partnership with **Fluent Commerce**, the leading provider of distributed Order Management System (OMS), the webinar will include integrated systems experts, including: **John Vurdelja**, Global Head of Partner Success, Fluent Commerce, **Keith Gorney**, Enterprise Architect, Pivotree, and **Monica Provenza** Director, Omnichannel & Experience, at Psycho Bunny.

"In today's retail supply chain landscape, businesses face relentless challenges that demand they adapt and evolve quickly," says **Keith Gorney**, Enterprise Architect, Pivotree. "There is a high cost associated with inaction. The good news is that by incorporating new supply chain technologies, they can take advantage of transformative outcomes. Psycho Bunny's case proves that out."

Register here to attend the session and learn how to stay ahead of the curve and learn how new technologies can help retail businesses thrive in the dynamic world of supply chain management.

Date: Wednesday, October 11, 2023

Time: 12:00pm ET, 9:00am PT

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, designs, builds and manages digital platforms in Commerce, Data Management, and Supply Chain for over 250 major retail and branded manufacturers globally. Pivotree's portfolio of digital solutions, managed and professional services help provide retailers with true end-to-end solutions to manage complex digital commerce platforms, along with ongoing support from strategic planning through platform selection, deployment, and hosting, to data and supply chain management. 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**

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