NEWS RELEASE

# Pivotree Appoints Sarah Joyce to Board of Directors

10/10/2023

TORONTO--(BUSINESS WIRE)-- Pivotree Inc. (TSXV: PVT) (“Pivotree''), a leading provider of **frictionless commerce** solutions and services, today announced the appointment of Ms. Sarah Joyce to its Board of Directors, effective as of September 28, 2023.

**Sarah Joyce** is Senior Vice President of Discount at Empire Company Limited, a leading Canadian grocery retailer and food distributor. Prior to this role, Ms. Joyce led the implementation of cutting-edge robotic automated warehouse technology to launch Sobeys’ newest grocery ecommerce business, Voilà, in Ontario, Quebec and Alberta. Under Sarah’s leadership, Sobeys built one of Canada’s leading e-commerce offerings and expanded it across the country in a short period of time.

“We are delighted to welcome Ms. Joyce to the board," said Bill Di Nardo, CEO of Pivotree. "Her experience in building and growing e-commerce businesses for large scale enterprise retailers will be invaluable as we continue to enable our customers to address the fast-changing market demands and to digitally transform their business and retail experience."

“I’m looking forward to working with the Pivotree team and bringing to the board my own firsthand experience building and leading e-commerce businesses for enterprise retailers,” said Ms. Sarah Joyce. “Understanding the pressures that our customers are facing is a key differentiator for Pivotree, as we help them accelerate their digital transitions.”

Prior to joining Empire, Ms. Joyce was at HBC where she was General Manager of Saksoff5th.com and Gilt.com, managing strategy and all aspects of day-to-day operations for the two brands. Ms. Joyce is a seasoned, strategic new-world retail leader with a remarkable track record at the forefront of online retailing.

A native of Ottawa, ON, Ms. Joyce holds a Bachelor of Commerce from Queen’s University and an MBA from Stanford University.

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 200 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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Source: Pivotree Inc.