NEWS RELEASE

Pivotree Introduces Innovative Product Upgrades to Enhance Order Management and eCommerce Efficiency

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Control Tower and SKU Build products focus on optimizing inventory and product data for superior customer experience

TORONTO--(BUSINESS WIRE)-- Pivotree Inc. (TSXV: PVT) (“Pivotree''), a leading provider of **frictionless commerce** solutions and services, today announced new and improved features have been added to its products **Control Tower** and **SKU Build**. Leveraging insights from key customers in retail and B2B distribution. Pivotree Control Tower has introduced new inventory and product data quality dashboards, enhancements featuring improved usability and security administration to enable better inventory visibility and management. Pivotree SKU Build improves its product data augmentation and data analyst tooling to continue delivering improved accuracy at a lower cost than manual data enrichment.

“These new features help our clients remove friction from their customers’ buying experiences,” said **Cliff Issacson**, Chief Product Officer at Pivotree. “Control Tower is an ideal solution to help our clients quickly identify and resolve inventory, commerce, and product data quality problems. SKU Build makes it even easier for consumers to find and buy products with confidence, increasing revenue and reducing return costs for our clients.”

Two new dashboards added for inventory and data health

Pivotree Control Tower is a SaaS solution that provides real-time visualization and monitoring of commerce and fulfillment operations, processes, and data. It now includes an inventory dashboard designed for use with Fluent Commerce’s Order Management System, providing visibility into inventory positions across all products. It includes visualization of products with negative inventory, stock-outs, and canceled or short-shipped orders due to lack of inventory.

The new data health dashboard helps users visualize products, categories, and subcategories that have a low data health score for completeness. This allows customers to tie data quality to commerce, order management, and overall business performance.

Pivotree is also introducing a new commerce performance dashboard to highlight order health and other Key Performance Indicators across sales channels, along with other performance visualizations.

Other enhancements include benefits like single sign on for easy and fast access as well as extending historical data to one year.

AI automation within SKU Build gets a boost

Pivotree SKU Build is a service that combines AI automation with data analyst expertise to deliver channel-ready SKUs directly integrated with eCommerce systems. Release 7.0 updates both the AI automation and data analyst-in-the-loop components of automated SKU delivery.

Augmentation can improve search and comparison results so that more customers visit and buy from eCommerce sites. SKU Build now offers SEO generation from text and image, color normalization, AI-generated product titles and descriptions, and image enhancements.

Additional enhancements improve the efficiency of Pivotree data analysts to deliver high-quality SKUs quickly and at scale.

These product enhancements are immediately available to new and existing customers which include leading retail and industrial distribution brands. To learn more, contact Pivotree at **sales@pivotree.com** or call 1-877-767-5577.

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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