



NEWS RELEASE

Pivotree Introduces Innovative Products Powered by AI to Empower Frictionless Commerce at NRF 2024

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Experts in digital commerce, supply chain and data management demonstrate their award-winning technologies, paving the way for retail success in 2024

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 be unveiling its latest solutions at NRF 2024, Retail's Big Show in New York, January 14-16, Booth #4047. Retailers can **pre-book a meeting today** with key executives at Pivotree to learn more about Pivotree's latest products, and how to better address the frictionless commerce expectations of your customers.

Pivotree Empowering Frictionless Commerce at NRF 2024 (Graphic: Business Wire)

"Adapting to inflation and supply chain uncertainty, the retail

world has endured numerous global challenges. In addition, a digital-savvy Gen Z consumer base has established itself as an influential gamechanger with expectations for flawless delivery and impeccable experience," said Bill Di Nardo, CEO at Pivotree. "This new reality requires brands and retailers to adapt rapidly and keep brand promises intact through frictionless customer experience across every channel and full-spectrum digital transformation."

Pivotree SKU Build has been created to deliver fully enriched and curated SKUs. The product data service is designed by taxonomists and powered by AI and ML to get products to market 60% faster and 75% cheaper than traditional manual methods. Pivotree is currently offering a **complimentary data assessment** to give retailers a better picture of their product data quality and the next steps businesses can take to resolve data gaps and address inconsistencies.

Pivotree Control Tower is a dynamic SaaS-based solution designed to help retailers gain control over commerce complexity. According to **Retail Systems Research** 51% of retailers are looking for real time views and insights into their operation. Control Tower addresses that market need. The newest feature is the BOPIS (buy online pick up in

store) dashboard, offering unique operational insights that can optimize staffing and hours for peak performance across the organization and at every store.

Pivotree WMS (Warehouse Management System) addresses the importance of integrated solutions for complete transparency and control of omnichannel fulfillment. With agility at the forefront, and access to an ecosystem of innovation partners and microservices, Pivotree WMS can increase operational efficiency, reduce cost, and respond to demand with future ready, frictionless fulfillment.

"We're very excited about Pivotree's product lineup this year at NRF'24 and eager to have them showcase their solutions and services in our booth. If you want to see our partnership in action and how we're helping retailers, visit the Fluent Commerce booth #6245 on Tuesday January 16, 2024 at 11 am for a live demo," said Chad Hooker, SVP, Global Channel & Alliances Fluent Commerce.

Retailers can also register for a **free expo pass** from NRF and visit Pivotree at Booth # 4047

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**.

About Fluent Commerce

Fluent Commerce is a global software company focused on inventory availability data management at scale and distributed order management (DOM) for commerce. Both B2C and B2B organizations rely on their cloud native, highly flexible and fully scalable solutions to transform fulfillment complexity into a competitive advantage. Fluent Order Management provides accurate, real-time inventory availability across all locations, order orchestration, fulfillment optimization, fulfillment location management, in-store pick and pack, customer service, and reporting. This enables retailers, brands, and B2B organizations to ensure they never oversell or undersell and to deliver their orders profitably every time.

Fluent Commerce works with organizations such as JD Sports, L'Oréal, Prada Group, Aldo, LVMH, Dulux and Kingfisher. For more information visit fluentcommerce.com

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