NEWS RELEASE

Pivotree Leads Digital Transformation with Sonepar Canada

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Pivotree partners with leading Canadian electrical products distributor to process 350K SKUs with 95% accuracy in just 24 hours, saving 56% in operating costs

TORONTO--(BUSINESS WIRE)-- Pivotree Inc. (TSXV:PVT) ("Pivotree" or the "Company"), a leading provider of **frictionless commerce** solutions, announced today achievements in its ongoing partnership with Sonepar Canada to automate its data enrichment processes. As a result, the company has been able to process 350,000 SKUs with 95% accuracy within just 24 hours, while also realizing 56% in operational cost savings.

With advanced AI/ML technology, Pivotree helps Sonepar Canada efficiently manage a complex product portfolio, improving speed-to-market and data integrity to deliver a fully digitalized omnichannel experience to customers. Photo copyright: Sonepar

Sonepar Canada (member of the Sonepar Group, which is Canada's largest privately-held B2B electrical products distributor), is an independent family-owned company with market leadership in the business-to-business electrical, industrial, safety products and related solutions with over 90 locations and coverage in 8 provinces.

As part of Sonepar Group's ambitious agenda to provide a fully digitalized and synchronized omnichannel experience, the collaboration with Pivotree illustrates the capacity for efficiency and innovation in the electrical distribution sector. The integration of Pivotree's proprietary DIVE platform, which leverages cutting-edge AI/ML technology, has enabled Sonepar Canada to seamlessly manage a vast and complex product portfolio, enhancing both speed-to-market and data integrity. The direct connection between their onsite Product Information Management (PIM) system and DIVE **streamlined a lengthy manual process that once took weeks or months, turning it into a same-day service**. Without time restrictions, they have shifted from one-time data enrichment to a continuous update model as new data emerges.

"The DIVE tool has been invaluable in automating the enrichment of the hundreds of thousands of SKUs we

manage," says Chris Staples, Director, Master Data Management, Sonepar Canada. "Achieving scale at this level has allowed us to bring our products to market much faster, while making customer experience seamless. Our ultimate goal is to make it easy for our customers to find, buy, and remain confident in the brands we represent."

Companies looking to embark on a similar digital transformation journey are encouraged to explore product data management solutions offered by Pivotree.

"Our goal is to streamline the process of product data management for distributors and retailers in the electronics industry," said Cliff Isaacson, Chief Product Officer, Pivotree. "With our fully-enriched SKUs, businesses can focus on what they do best—serving their customers and driving growth."

Pivotree recently launched the first edition of their Electronics SKUs library, encompassing interconnect, passive, and electromechanical parts (IP&E) components from the industry's top manufacturers.

For electronics distributors interested in transforming their data processes and enhancing customer experiences, contact Pivotree at 1-877-767-5577 or pivotree.com.

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, distributors, and manufacturers 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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