NEWS RELEASE

Pivotree and Purchasing Power® Unveil Streamlined Product Content Management Solutions

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Powered in partnership with Syndigo, Pivotree created an integrated solution to reduce manual work, increase data quality, and amplify customer satisfaction

TORONTO--(BUSINESS WIRE)-- Pivotree Inc. (TSXV: PVT) (“Pivotree” or the “Company”), a leading provider of **frictionless commerce** solutions and services, has reached a significant milestone for its customer Purchasing Power, LLC (PPC), a financial wellness voluntary benefit company offering the **leading employee purchase program** through the convenience of payroll deductions. Representing the next stage in PPC’s product content evolution, the new integrated solution is designed to enable PPC to onboard, manage and provide customers with faster, more accurate access to the products they desire.

“As Purchasing Power’s product offerings continually evolve and change to meet our customers’ demands, we needed a solution that allows for quick and efficient updates, all the while reducing manual efforts and internal costs," said Robin Holland, COO, Purchasing Power. “The Pivotree team, working alongside Syndigo and as an enabling partner, collectively designed a tailored integrated solution for Purchasing Power.”

“Our goal is to continue to enable frictionless commerce solutions for our customers and we are thrilled to have reached this milestone in our work with Purchasing Power,” said Derek Corrick, General Manager of Data Management at Pivotree. Powered by Syndigo’s integrated Enterprise Data Suite (EDC) and Content Experience Suite (CES), this dynamic solution ushers in a new era of enhanced product content management for PPC.

“Harnessing the power of growing data sources is one of the key advantages for businesses using the Syndigo platform,” said Derek Dean, President, Americas, at Syndigo. “Working alongside our partners at Pivotree, we were able to customize a solution that best meets Purchasing Power’s needs and leverages smart data to empower exceptional customer experiences for them.”

Founded in 2001, Purchasing Power is an Atlanta-based voluntary benefit company providing financial wellness solutions to employers. Its unique employee purchase program allows workers to acquire household necessities—including major appliances, electronics, furniture and automobile tires—as well as aspirational products and services through a more flexible and convenient payment plan. Purchasing Power is available to millions of people through large companies including Fortune 500s, associations and government agencies.

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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**

About Syndigo

Syndigo powers modern commerce by enabling the continual flow of data and content throughout the entire commerce ecosystem. With industry-leading data management, syndication, and analytics, combined with the largest two-sided network for content distribution, we deliver accurate information that improves decision-making and accelerates sales on every shelf. Syndigo serves more than 12,000 manufacturers, and 1,750 retailers and distributors globally across key industries including grocery, foodservice, hardlines, home improvement/DIY, pet, health and beauty, automotive, apparel, oil & gas, and healthcare. For more information, visit **www.syndigo.com** or follow us on LinkedIn.

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