

## Press release

# ITAB LAUNCHES ONRED – A TECHNOLOGY PLATFORM THAT CONNECTS AND ENHANCES RETAIL EXPERIENCES

---

ITAB Group ("ITAB") continues to strengthen retailers' competitiveness with the launch of Onred, a unified software platform that connects ITAB's suite of digital and physical solutions, from self-service order points and Click & Collect lockers to automated gates and vision fraud detection. Enabling one integrated platform to drive multiple customer experiences at the same time, it is possible for retailers to aggregate and analyse data across all endpoints, use AI modelling to build personalised in-store solutions for their consumers, and allow a consolidated view for maintenance and support.

The unique multi-dimensional data insight element of ITAB's Onred is key, eliminating silos and opening up opportunities to streamline a shopper's brand experience, offering them more targeted, bespoke and interactive journeys and recommendations. By selecting the optimal products for individual consumers, the retailers' average basket sizes increase, and sales conversions improve.

The Onred platform also drives efficiencies and lower costs for retailers in the short, medium and long term – increasing return on investment, while supporting their strategic growth. On top of those benefits, Onred provides a single integration platform and just one maintenance system for all endpoints, facilitating swift and proactive support.

"We are really excited about the results we have seen across successfully concluded customer projects, where our solutions are powered, linked and maintained by Onred, creating an end-to-end platform that continually improves the consumer and employee experience, bridging the gap between digital and in-store journeys," says Andréas Elgaard, President & CEO of ITAB Group.

"In an era when consumers are demanding better retail experiences and costs are rising, Onred helps retailers differentiate from their competitors by strategically harnessing the power of data to change the way physical shops are run," adds Andréas Elgaard.

ITAB will be showcasing Onred and the benefits of the platform at the world's leading retail trade fair EuroShop in Düsseldorf on 26 February-1 March 2023 (Hall 10 Stand 42).

Jönköping, 21 February 2023

### ITAB Shop Concept AB (publ)

*This information was submitted for publication at 1:00 p.m. CET on 21 February 2023.*

#### **For further information, please contact:**

Andréas Elgaard, President & CEO  
Telephone: +46-73 232 16 35

Mats Karlqvist, Head of Investor Relations  
Telephone: +46-70 660 31 32

ITAB Shop Concept AB (publ), Box 9054, SE-550 09 Jönköping, Sweden  
itab.com, itabgroup.com