

## Press release

# ITAB CONTINUES ITS GROWTH WITH LEADING GROCERY RETAILER IN UNITED KINGDOM

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ITAB Group ("ITAB") has now completed the deployment of their market leading Onred technology platform into a leading UK grocery retailer. The platform offers highly configurable set of application modules to service the demand for growing consumer choice for quick-serve solutions across the Grocery Food-to-Go category. The successful implementation of 300+ Café self-order points across 300 stores, supporting over 100,000+ weekly transactions, has delivered a double digital uplift in basket size, more relevant payment choices for consumers whilst enabling a significant reduction in overall operating hours, without impacting overall service levels.

Following the successful deployment of the Onred platform ITAB have created an end-to-end solution for the retailer's Cafés, including item level inventory management, intelligent digital signage, self-service order point, mobile order application, kitchen management, loyalty and 3rd party integrations to Deliveroo and Uber Eats, along with multiple payment providers. ITAB is now working closely with the retailer to further enhance their Hot and Cold Food-to-Go offer across their wider store formats.

ITAB's quick-serve solution, powered by ITAB's Onred technology platform, is helping to evolve and support consumer choice across the Food-to-Go journey, delivering an 18 month or less Return on Investment. It has been deployed as part of a strategic roadmap, ensuring minimal disruption to the retailer's IT roadmap. The core functionality delivers multiple digital consumer end points, leveraging one set of data integrations and single proactive maintenance interface for all software and hardware support.

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).

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*AT ITAB we help customers turn consumer brand experience into physical reality with our know-how, solutions, and ecosystem of partners. We co-create with our customers, efficient retail solutions that deliver convenient and inspiring consumer experiences. The offer includes consultative design services, customized interiors, checkout systems, consumer guidance solutions, professional lighting systems and interactive digital solutions for the physical store. ITAB has annual sales of approximately SEK 6.9 billion and approximately 2,900 employees. ITAB's share is listed on Nasdaq Stockholm.*