



PRESS STATEMENT FOR IMMEDIATE RELEASE

Tuesday 28th August 2018

Retail Excellence and Pointy – Empowering local retailers

Retail Excellence and Pointy join forces to help local retailers be found online

Irish tech company Pointy and Ireland's largest retail representative body, Retail Excellence have come together to offer 21 complimentary Pointy boxes, valued at €400 each, to help local retailers increase their visibility online and footfall in-store.

McSharry's Pharmacy Group and Home Project Centre Group which includes well respected trading names like TJ O'Mahony's, C&D Providers, PH Ross and McCarthy's Hardware will be given the opportunity to discover the advantages of using Pointy in their respective stores.

Pointy aims to make it easy for customers to find the products they're looking for in local stores from Dublin City Centre to Achill Island and everywhere in between. In Dublin alone 15% of all stores use Pointy. The company is one of Ireland's standout tech success stories, serving 7,000 stores across all 50 states in the US. They have recently raised \$12m to help accelerate their growth.

The Pointy box automatically creates a Pointy page for a shop's products, by plugging into its barcode scanner. Without having to do any extra work, a shop can have its own dedicated web-page displaying all the critical-store information and its up-to-date product catalogue in one place. Businesses using Pointy appear higher on search engines like Google, which in turn drives increased in-store footfall and revenue.

Lorraine Higgins, Chief Executive of Retail Excellence said "with retailers facing challenges both here in Ireland and externally, it is important to respond as efficiently and creatively as possible. eCommerce, Technology and bricks and mortar can work together. Retail Excellence has called for greater supports for our members to use technology like the Pointy device, to get their businesses online and to drive increased revenue. I would like to thank Pointy for partnering with us on this project".

Commenting on the initiative, Mark Cummins, CEO and Founder of Pointy said "We're delighted to partner with Retail Excellence on this initiative. For many local retailers, keeping up with technological changes can be hard to do in addition to running a store. Retailers just don't have the time to create digital stores as well. But most customer journeys now start with a search on a mobile phone. If someone takes out their phone to search for a product they want to buy, they often only see results from big eCommerce

companies, even if a local shop 100 metres away has the product in stock. It's frustrating for local retailers and consumers alike. Pointy is solving that problem in a way that's effortless for retailers.”

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Notes to the Editor

About Retail Excellence Ireland

Established in 1995, Retail Excellence is owned by the members, for the members. We are an organisation which invests in innovative and exciting learning, market intelligence, human resources services, Government representation and member networking initiatives. Retail Excellence has over 1,750 leading retail companies in Ireland. Our members are the most progressive and innovative retailers. Retail Excellence is by far the largest retail industry body in Ireland.

About Pointy

Pointy was founded by Mark Cummins and Charles Bibby in 2014. The company's device makes it effortless for a retailer to get their entire inventory online and attract customers to their brick-and-mortar location.

Retailers simply plug in a Pointy device, and the complete contents of their store is displayed online automatically. The entire process involves less than five minutes work. When someone locally is searching online for something the store sells, Pointy helps them find the local store, where they can buy in person. It's an alternative to e-commerce that's simple and effective for local retailers. Pointy is used by retailers in 50 states across the US, as well as in the UK, Canada, Ireland and Australia. Pointy's local store pages have appeared in search results tens of millions of times.

In 2018 Pointy signed major partnerships with Point Of Sale (POS) giants Lightspeed, Clover and Square to help get even more bricks and mortar stores online.

www.pointy.com

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