PRESS RELEASE

Website Relaunch

Detego: Greater Focus on Retail Fashion in Germany, Austria and Switzerland

Graz, 11 June 2015 — **Detego has already equipped several hundred single-brand retail vendors with its RFID-based software products to provide greater inventory transparency on the sales floor, in the stockroom and in the central warehouse. With Detego, inventory is tracked at item level Retailers with tagged items are thus positioned to automatically restock articles on the sales floor and provide customers with information about the availability of a desired piece of clothing in realtime. Detego thus meets the needs of retailers – increased sales per customer in the store along with the enhancement of customer loyalty. The company's intelligent article managementsoftware, Detego Suite 4.1, with its descriptive reports and useful dashboards, provides category managers and store managers as well as top management responsible for turnover with an important reporting and management tool. Thedynamically growing Austrian company is focused on increasing fashion industry sales in Germany, Austria, Switzerland, and beyond. As part of this aim, the company is relaunching its website. Visitors to the internet platform can access an in-depth video presentation about how the Detego Suite works in real world applications and the positive impacts on sales that Detego can deliver to individual stores. In addition, visitors to the site will find information on our references, press coverage and careers with Detego as well as all the details of our presence on social media. To go along with our aim to grow internationally, the addition of more languages is planned in order to supplement the currently available English and German language content.**

www.detego.com
#Video: "Intelligent Article Management for the Fashion Industry":
https://www.youtube.com/watch?v=22KT0orBpgM#t=30

About Enso Detego

Enso Detego GmbH, is an innovative software vendor, founded in 2011 and headquartered in Graz (Austria). The company develops and sells the Detego Suite 4.1., an intelligent article management solution for the fashion retail industry. It comprises item level based stock transparency in the store, in the back store and the DC. The software prevents out-of-stock situations, ensures a perfect product presentation and availibilty on the shop floor. The suite comes with comprehensive analysis and reporting features for realtime stock – unique for the store and category managers and managing directors. The product portfolio of Detego supports the omni-channel strategies of fashion retailers and enables them to provide their clients with a consistent shopping experience throughout all channels. Detego`s software offer is completed by Managed Services, such as software-as-a-Service (SaaS) and attractive financial models. Amongst Detego`s customers are

international mono-brand manufacturers, big retailers and department stores. The software has been employed in over 1,500 stores in Europe so far. More information about customers and products can be found at www.detego.com.

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