

PRESS RELEASE**UK Retail Tech upstart Detego appoints prestigious Advisory Board Members**

London, March 23rd, 2017 — Detego, the UK retail software company behind SaaS based real-time inventory intelligence and in-store analytics as well as several pioneering IoT and artificial intelligence (AI) projects in fashion retail, has appointed three new advisory board members to provide senior counsel to the company's leadership team and encourage thought leadership and growth through technology innovation.

Daniel Bobroff provides a unique insight into the tech driven future for retail and fashion that includes everything from wearable technology to the changing nature of consumers purchasing behaviour. He is an advisor and a frequent speaker on trends in Fashion Tech. He previously established ASOS Ventures, the venture capital division of the online fashion retailer ASOS. Daniel is also an independent advisor to major fashion retailers across Europe.

Steve Gray brings a wealth of knowledge on retail analytics with a prime focus on consumer loyalty and reward based on his previous positions as Managing Director and Chief Executive roles at Dunnhumby, Payback and at Emnos and Mobilize. Steve runs SG-retail and is also an advisor to BCG in UK.

Rene Homeyer is a pioneer and specialist in retail supply chain software where he was the CEO and Founder of Aldata Solution that he successfully grew to become a leading €100m retail ERP software company. Rene is also an independent advisor to major retailers across Europe.

"As a fast-growing retail software company that prides itself on its technological prowess, the advisors of Detego are a key element in our strategic planning and development," says Uwe Hennig, CEO at Detego. "They have all been leaders and experts in their respective fields and will bring additional thoughts and insights to stimulate Detego's current market positioning as an innovative leader in Fashion Tech. We're sure to benefit from a better understanding of upcoming market and IT trends which will ensure we stay at the forefront of innovation enabling us to serve the fashion industry with products that offer a competitive advantage to our customers.

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About Detego

Detego, a European retail software provider, was founded in 2011 and is headquartered in London, UK, with offices in Graz, Austria and sales representatives throughout Europe. The company develops and distributes a suite of software products that provide real-time analysis and article transparency which help prevent out-of-stock situations and ensure optimal product availability for fashion retailers. The use of the Detego product portfolio supports the omni-channel and digital strategies of many fashion retailers, enabling them to actively manage stores while providing customers with a consistently good shopping experience across all channels. Detego's software is complimented by managed services and software-as-a-service (SaaS), along with attractive financing models. Detego's customers include international fashion brands, retailers and department stores. Detego is already being used in over 1,500 stores. More information can be found at www.detego.com

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