<u>**PRESS RELEASE**</u>

'Out of the box' inventory software and AI solutions for retailers – Detego to showcase their market leading tech at NRF 2019

Graz/London, December 11th, 2018 — Detego, a provider of innovative software solutions for the retail industry, will be showcasing the latest digital in-store solutions on January 13-15 at NRF 2019. Returning as a co-exhibitor on the SAP booth (#3426), Detego will display their RFID-based inventory management software and latest AI applications for retailers.

Detego has been complementing the SAP offering in fashion retail by utilizing IoT technology and providing SAP systems with real time data on item level. Exhibiting at NRF will be the Detego InStore Lean Edition, a new mobile solution for retailers, offering faster and cheaper access to the benefits of digital connectivity via an RFID based system. This solution allows fashion retailers to quickly adopt a "smart" replenishment process and carry out "intelligent" stocktakes, by starting small and scaling across the entire store network. Offered as a SaaS (Software-as-a-Service) model with cloud hosting, retailers benefit from high inventory accuracy and consistent article availability at low cost. Detego's software has already proven to be the most cost-effective and fastest to implement on the market with over 1500 stores running on Detego around the globe.

To complement their core product offering, Detego have also developed AI applications which benefit both retailers and consumers alike. Detego's new digital assistant/chatbot can be used at any time on a customer's smartphone to help provide more pertinent product information or recommendations, based on real-time data on actual availability and customer preferences. The built-in machine-learning and artificial intelligence (AI) capabilities adapt to the ever-changing dynamics of retail, which means that results get better and better over time.

Detego has also found opportunity within AI to help revolutionize the planogram. Since the manual maintenance of the planogram per store can be enormously time-consuming, Detego's self-learning system adapts to possibly changing conditions and continuously optimises the individual planogram per store. "By optimising the sizing profile of individual items for each store and greatly simplifying the in-store refilling process, we provide retailers with tools that make it easier for them to plan and implement optimum product presentation and thereby help them to boost their sales." Says Michael Goller, Detego CTO.

Characters : 2.525

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

Detego on Social Media: Xing, LinkedIn or YouTube:

https://www.xing.com/companies/detegogmbh
https://www.linkedin.com/company/detego-ltd
https://www.youtube.com/channel/UC38zjertxlBg_wUoTd_ek6g/feed
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Press contact:

Detego Ltd
10-11 Park Place
London, SW1A 1LP
United Kingdom
Luke Sinclair – Marketing
Tel: +44 (0)203 507 1821
l.sinclair@detego.com