

PRESS RELEASE

Naveo Commerce and Strategix team to introduce Naveo Commerce Online Grocery Solution to the Polish market

Dusseldorf, October 22, 2020 – Naveo Commerce, the Finnish creator of the award-winning online grocery Connected Commerce platform, and Strategix, a boutique consulting company and system integrator are partnering to introduce the Naveo Commerce Connected Commerce platform to the Polish grocery market. This partnership will allow Polish grocers to take their offering online in a matter of weeks and provide their customers a convenient, personalized shopping experience coupled with the most effective fulfillment solution on the market.

Online grocery has been slow to start in Poland. The global spread of Covid19 virus has been a game changer as consumers have learned to buy food online driving an increasing demand of online grocery services in Poland. All data indicate this growth is sticky and there is fundamental change in consumer behavior. The partnership will provide Polish grocery retailers a platform specially designed for online grocery accompanied with local support services for implementation and support.

Strategix, with its long history of involvement in the grocery sector, is perfectly placed to help retailers make the challenging concept of making the online grocery a success. The partnership allows Stratgix to enter the demanding online grocery segment with the perfect end-to-end platform. After the successful launch in Poland, Strategix is planning to roll-out the cooperation to its other focus markets.

With the help of Strategix's services and Naveo Commerce's cloud based Connected Commerce platform taking a retailer's brand and assortment online is no longer a time consuming and difficult project. Deploying Naveo Commerce's platform is a streamlined, rapid, and cost-efficient process, which can be completed in weeks. Additionally, the Connected Commerce platform is a true end-to-end solution covering everything from web frontends to last mile, including efficient store fulfillment modules. The platform is market tested with grocery retail incumbents such as the Co-op UK and the Finnish S-Group. Today more than a quarter million grocery orders are placed through the platform each month.

"The rapid, global spread of the COVID-19 virus has changed online grocery shopping habits forever. Out of sheer necessity, it has educated the public that buying food; fruits and vegetables, perishable products, etc., is reliable, doable, and easy. Online grocery purchasing has seen a surge as millions of consumers stay home but must still feed their loved ones. Online grocery has been slow to pick-up in the mainland Europe, but we are now seeing that the market share grew from 1-3% to near double digits in only a few weeks. We are proud to be a partner with Strategix and excited for the opportunities this will provide us. The partnership reinforces our position as the leading online grocery platform provider in the world", explains **Moris Chemtov**, CEO of Naveo Commerce.

„In particular, the coronavirus crisis has accelerated the development of the segment of Internet commerce. Months of restrictions on traditional retail sales and free movement of people have forced even the most conservative merchants and sellers to use the Internet, creating a new habit of consumption among millions of Poles and opening new distribution channels for retailers.

According to the German Statistical Portal Statista, by 2021 the world e-commerce market will be \$4.9 trillion per year. According to an analysis carried out by Digital Commerce 360, online sales worldwide increased on average by 20% per year between 2016 and 2019. At the same time, offline retail sales increased by 3.5% per year. If this trend continues, the global e-commerce market will exceed the size of traditional retail trade by 2036.

That is why our partnership with Naveo is important from a point of view potential projects" explains **Mariusz Koczor**, CEO of Strategix CFT sp. z o. o..

More information about Naveo Commerce's platform:

<http://www.naveocommerce.com>

About Naveo Commerce

Since the beginning we had a dream - it was simple - to make buying online as smooth and easy as possible. Digital Goodie was founded by a group of friends and entrepreneurs back in 2009. Ten years on and Digital Goodie acquired Maginus in 2019. In September 2020, the two products combined, and Naveo Commerce was born!

Naveo Commerce is venture-backed by the US based eCommerce growth fund Black Dragon Capital. Today we employ retail industry experts and technology specialists in two different continents across three locations. We work closely with our customers to help them realize their potential online growth through connected commerce. The Naveo Commerce platform has won awards for the best user experience in 2015, best online store of the year in 2013, and comet of the year in 2012. Our proprietary recommendation technology is praised by IGD Retail Analysts. What's more, we are listed alongside leading applications in the Gartner Digital Commerce Vendor Guide and eConsultancy's Top 100 Digital Agencies Guide - both for two years in a row.

About Strategix CFT

Strategix CFT GmbH is a boutique consulting company and system integrator specialized in the area of Category Management. Our mission is to help leading retailers achieve growth and sustainability by progressing merchandising productivity. We do this by providing Space and Category Management expertise, a deep understanding of available technologies on the market as well as honest and sincere business process and technology recommendations based on 20+ years of experience. Strategix has already helped leading retailers and manufacturers worldwide to execute a seamlessly integrated space and assortment management.