



**3Q Holdings Limited**  
**ABN 42 089 058 293**

## **Talent Acquisition in US and UK**

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-  Benjamin Baghdadi joins 3Q as Chief Technology Officer for Island Pacific
  -  Helen Vaughan joins 3Q as Chief Executive Officer of Intelligent Retail
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**Sydney, 16<sup>th</sup> November 2016:** 3Q Holdings Ltd today announced the recruitment of two high-potential and experienced resources, US-based Benjamin Baghdadi and UK-based Helen Vaughan.

Ben joins us as the Chief Technology Officer for Island Pacific and will also head up an initiative to standardise under one Global Technology Group (GTG) the 3Q group's Software Development Life Cycle for the benefit of all 3Q entities: Island Pacific, AdvanceRetail and Intelligent Retail. Under Ben's guidance the GTG has a mandate to create better structures, processes, communication and teamwork internally, thereby improving quality and delivery for our customers.

Ben is well qualified for this position, both in education, and with rich experience in the retail sector as well as general software development.

After graduating as a Bachelor of Business Management, Ben began his impressive career path with STS (becoming Epicor and then Aptos) gaining technical and analytical expertise across all stages of the software development cycle servicing STS's retail customers. Subsequently Ben spent five years with SAP Germany, where he headed up the Product Development organization of a SAP Tier 1 partner, introducing new methodology and processes that would facilitate its growth.

More recently, Ben has worked for Upland Software out of Austin, Texas, where he managed several development teams globally across three product lines, responsible for strategy, quality, R&D, implementation and standardisation of processes.

Davy Rosen, CEO of Island Pacific, commented "Ben's recruitment is part of a well thought through strategy of integrating Product Management and Software Development across our teams in the USA, EMEA, APAC and Australasia, with the aim of delivering world-class software and technology services to our global customer base"

Intelligent Retail welcomes Helen Vaughan as the company's new CEO. The company's management team in the UK is now changing with co-founders Neil and David Mackley moving to Non-Executive roles to continue their involvement in the strategic direction of the business. Helen will lead the Executive Team responsible for planning and delivery of the next exciting phase of growth for Intelligent Retail which includes further international expansion to the USA.

Helen comes with a wealth of experience and in-depth knowledge of the retail industry, with a strong background in retail systems. Helen has worked at executive level in growth companies including Retek (becoming Oracle Retail) as Director of Business Solutions where she headed up a diverse global team delivering complex solutions in the retail sector; as VP Operations at Island Pacific Europe where she grew this retail systems business over a ten year period; and as Programme Director at Tesco, where Helen led the design, build and deployment of the Tesco operating model, a suite of best practice systems and processes for global deployment.

David Mackley, non-Executive Director, Intelligent Retail said "Intelligent Retail is well into an exciting major new upgrade for its Connect multichannel product. It has also established a presence in Australasia and plans to expand into other international markets. It is a very exciting time for the



business and we are very fortunate that we have secured an executive with Helen's talents to drive the business forward".

Helen Vaughan, said "I am thrilled to join the loyal and dedicated team as well as to get to know our incredible customer base. Retail is such an exciting and innovative place to work in. I am looking forward to building upon an incredibly strong foundation to ensure our customers of today and tomorrow continue to remain competitive in the retail market place in partnership with the Intelligent Retail software and team."

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**About 3Q Holdings**

*3Q Holdings originally acquired 100% of Island Pacific Australia Pty Limited, a software company that provides software applications to the retail industry in Australia and New Zealand – with both point of sale (POS) and head office solutions into a wide range of retail clients operating in the fashion, electronics, furniture, general merchandise and discount variety industries.*

*In March 2006 the company acquired the San Diego based Applied Retail Solutions business (ARS), now known as Island Pacific Store (IP Store). IP Store has been providing software and services to mid-sized and large retailers in the United States since 1987. Its core product "Store" provides a Post to Host solution in market segments such as apparel, footwear, entertainment, discount and variety, giving 3Q an excellent entry into the US retail software and services market.*

*New Zealand based AdvanceRetail Technology was acquired by 3Q in March 2007, and is a leading retail solutions provider with offices in Auckland, Sydney and Brisbane and representation in Malaysia, China and Singapore – giving it a high quality customer base in Australia, New Zealand and Asia.*

*In December 2007 the company acquired Island Pacific, which provides access to market leading retail merchandising, store operations, CRM, and multi-channel software solutions internationally. With offices in the United States and the United Kingdom, 3Q not only has better access to those markets, but has the advantage of a springboard into the broader European markets. Island Pacific was founded in 1978 and has developed a reputation for delivering high-quality, high-reliability software to the retail industry. The company is headquartered in Irvine, California.*

*In May 2013 the company acquired UK based Intelligent Retail, Founded in 2004, Intelligent Retail was the first company in the UK to design a multichannel retail solution specifically around the needs of independent retailers - encompassing in-store PoS systems, eCommerce, mail order, telephone orders, as well as online marketplaces. The company's award-winning "Connect" software is used today by around 600 customers throughout the UK and Ireland providing retailers with both a comprehensive in-store solution as well as an online "Connect eCommerce" webstore. In 2014 Intelligent Retail was launched in Australia and New Zealand.*