



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

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## **Two high-profile US fashion labels select Island Pacific SmartSuite**

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- ▶ 3Q signs business with a contract value of US\$2.7 million
  - ▶ SmartSuite again proves its 'end-to-end retail' value and versatility
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**Sydney, 18 February 2015**, - The Board of 3Q Holdings Limited today announced that its subsidiary in the USA, Island Pacific Inc, has recently signed new business worth US\$2.7 (AUD\$3.5) million, with two high profile fashion retail brands, to deploy its Island Pacific SmartSuite retail software solution.

Island Pacific SmartSuite provides a comprehensive, intuitive and scalable end-to-end retail business software suite, which has been developed in response to today's changing retail landscape and the emergence of a more technically knowledgeable and sophisticated consumer. It's a next generation multi-platform software solution that will easily adapt to future technological advances.

Island Pacific SmartRetail, a core merchandising application and part of Island Pacific SmartSuite, was selected by a leading footwear group to provide their head office and retail stores with an integrated end-to-end solution. Its rich functional applications will enable the group to strategically manage all aspects of the business under the brand. It will provide the group with seamless systems, real-time information and provide their customers with an exceptional shopping experience.

To manage the transition into the omni-channel world, the other fashion business (one of the fastest growing retailers in the US) selected Island Pacific SmartSuite as it required an integrated application that delivered data integrity, scalability, ease-of-use and compatibility with third party applications. The deployment of Island Pacific's technology is accelerating the launch of their new stores as the business transitions from a pure ecommerce environment to an omni-channel one.

Shaun Rosen, Chairman of 3Q, said, "We are thrilled to have signed such established and successful brands in the US. We look forward to working with both companies to ensure we deliver an outstanding and successful implementation of Island Pacific SmartSuite solutions. These solutions will assist them in implementing their global online and expansion strategies, so essential in today's omni-channel world."

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### **About 3Q Holdings Limited**

*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.*