

27 February 2024

itim Group plc

("itim" or "the Company" and together with its subsidiaries "the Group")

Contract Win with QUIZ clothing

itim Group plc, a SaaS based technology company that enables store-based retailers to optimise their businesses to improve financial performance, is pleased to announce the contract win and go live of itim's Omni channel retail platform for QUIZ clothing, a fashion retailer specialising in occasion wear and dressy casual wear with 73 stores and 274 concessions in the UK.

This five year multi-million-pound contract is a significant achievement for itim, as QUIZ is the first fashion retailer in its customer portfolio to implement the end-to-end retail platform as well as its new wholesale module. The addition of the wholesale module and fashion capabilities completes The Retail Suite product development and will enable itim to offer our platform to other fashion retailers. QUIZ will utilise the platform to drive omni-channel customer journeys online, via an app and in store, alongside driving its core retail and wholesale businesses.

itim's Retail Suite product, soon to be rebranded as UNIFY, provides its customers with a full omni-channel offering which allows retailers to drive sales and profitability by adopting the principles of Unified Retailing.

Ali Athar, Chief Executive Officer, commented:

"We are delighted to have been selected by Quiz to work with them to enhance and expand their omni-channel capabilities. This important contract demonstrates the breadth and depth of our platform and our ability to add value in the highly customer-centric fashion sector."

The Company also expects to provide a general trading update for the period ended 31 December 2023, shortly.

Enquiries:

Itim Group plc	Ali Athar, CEO	0207 598 7700
	Ian Hayes CFO	
WH Ireland (NOMAD & Broker)	Katy Mitchell	0207 220 1666
	Harry Ansell Darshan Patel	
IFC Advisory	Graham Herring	0207 3934 6630
	Florence Chandler	

This announcement contains inside information for the purposes of Article 7 of the UK version of Regulation (EU) No 596/2014 which is part of UK law by virtue of the European Union (Withdrawal) Act 2018, as amended ("MAR"). Upon the publication of this announcement via a Regulatory Information Service, this inside information is now considered to be in the public domain.

ABOUT ITIM

itim was established in 1993 by its founder, and current Chief Executive Officer, Ali Athar. itim was initially formed as a consulting business, helping retailers effect operational improvement. From 1999 the Company began to expand into the provision of proprietary software solutions and by 2004 the Company was focused exclusively on

digital technology. itim has grown both organically and through a series of acquisitions of small, legacy retail software systems and associated applications which itim has redeveloped to create a fully integrated

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

CNTQQLFLZLLFBBV