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Eagle Eye Solutions Group plc
("Eagle Eye", the "Group", or the "Company")

Contract win with France's largest retail chain for new EagleAI product
E.Leclerc adopts EagleAI's new Personalised Flyer offering and renews its contract for Challenges

Eagle Eye (LSE: "EYE"), a leading SaaS technology company that creates digital connections enabling personalised, real-time marketing, is pleased to announce that E.Leclerc, the largest retail chain in France, has signed a one-year contract for EagleAI's new AI-powered, 'Personalised Flyer' offering, alongside a two-year renewal for EagleAI's Personalised Challenges product.

E.Leclerc is a French cooperative and hypermarket chain, operating in more than 720 locations in France and a further 85 locations internationally. The retailer currently uses EagleAI's Personalised Challenges and has renewed its contract following its success. E.Leclerc's use of the new digital Personalised Flyer offering will enable the retailer to strengthen its engagement with customers by offering a fully personalised experience to any of E.Leclerc's 15 million loyalty program members, who have given consent to profiling. The Personalised Flyer will be further developed in conjunction with E.Leclerc, before launch by the retailer by early 2025.

The new Personalised Flyer offering leverages Eagle Eye's existing and new AI machine learning capabilities to create a digital, highly personalised version of the traditional grocery flyer, a promotional tool for advertising sales, discounts and special offers which is either distributed via print or made available online. Promotional flyers attract customers, encourage larger purchases, and increase purchasing power of customers, but are largely still mass produced. Eagle Eye's digital Personalised Flyer will be personalised for each customer, making it a far more effective marketing tool, in strict compliance with regulations on the protection of personal data, including the requirements of GDPR, such as clear customer consent, data in the European Union and data retention periods.

EagleAI's new product strengthens Eagle Eye's offering in the French and US markets in particular, where the use of digital flyers is well established, particularly in France as the use of paper has recently been banned and where E.Leclerc will serve as a strong reference customer.

Tim Mason, CEO of Eagle Eye, said "We are delighted to deepen our relationship with E.Leclerc, the first customer to utilise our newly developed digital Personalised Flyer offering, following its success with Personalised Challenges. Our latest AI-powered product is targeted at the significant and growing digital flyer market, opening up new addressable opportunities for Eagle Eye within the enterprise loyalty market. We are confident that with a strong reference customer in E.Leclerc the offering will garner significant interest once fully launched, particularly in the US and French markets."

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About Eagle Eye

Eagle Eye is a leading SaaS technology company enabling retail, travel and hospitality brands to earn the loyalty of their end customers by powering their real-time, omnichannel and personalised consumer marketing activities.

Eagle Eye AIR is a cloud-based platform, which provides the most flexible and scalable loyalty and promotions capability in the world. More than 850 million personalised offers are executed via the platform every week, and it currently hosts over 500 million loyalty member wallets for businesses all over the world. Eagle Eye is trusted to deliver a secure service at hundreds of thousands of physical POS destinations worldwide, enabling the real-time issuance and redemption of promotional coupons, loyalty offers, gift cards, subscription benefits and more.

The Eagle Eye AIR platform is currently powering loyalty and customer engagement solutions for enterprise businesses all over the world, including Asda, Tesco, Morrisons, Waitrose and John Lewis & Partners, JD Sports, Pret a Manger, Loblaws, Southeastern Grocers, Giant Eagle, and the Woolworths Group. In January 2024, Eagle Eye launched EagleAI, a next-generation data science solution for personalisation, already being used by leading retailers worldwide including Carrefour, Auchan and Pattison Food Group. Web - www.eagleeye.com

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