

RNS Reach
23 September 2024

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

Five-year contract win with a leading UK retailer

Eagle Eye (LSE: "EYE"), a leading SaaS technology company that creates digital connections enabling personalised, real-time marketing, has secured a five-year contract for its AIR platform, to power the loyalty scheme of a leading retailer in the UK.

The AIR platform's ability to deliver enterprise level loyalty programmes, securely and at scale, means it is the market leader in loyalty software in the UK and increasingly internationally, counting many of the world's leading grocers, retailers and hospitality providers as customers.

Tim Mason, CEO of Eagle Eye, said *"We are delighted to win another major retailer in the UK, consolidating our position as market leader for loyalty and promotions software. The five year contract provides increased visibility over further growth of Eagle Eye, this year and beyond."*

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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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