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Eagle Eye Solutions Group PLC
13 January 2025



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Eagle Eye Solutions Group PLC
("Eagle Eye" or the "Company")

Eagle Eye announces multi-year global OEM agreement with one of the world's largest enterprise software vendors

*Eagle Eye's AIR platform to be embedded within the vendor's next-generation loyalty solution
Opportunity for significant contribution to ARR from the multi-year deal once solution is live*

Eagle Eye, a leading SaaS and AI technology company that creates digital connections enabling personalised, real-time marketing at scale, has signed a five-year global original equipment manufacturer (OEM) agreement with a major multinational enterprise software vendor. Under the agreement, features of Eagle Eye's AIR platform will integrate with the vendor's new cloud-based loyalty solution, launching in 2025, with the first customers expected to be live in early 2026.

This is the first OEM agreement secured by Eagle Eye and represents a significant global expansion opportunity for the Group, providing entry into new sectors and geographies. Once the product is live, the agreement provides the opportunity for significant contribution to Eagle Eye's Annual Recurring Revenue over time, with a minimum three-year commitment commencing in the current year.

Designed to meet the needs of the world's largest brands across diverse sectors, the loyalty solution will have key features of the Eagle Eye AIR platform embedded into it, including its highly flexible and scalable Omnichannel Promotions, Real-Time Loyalty and Cloud-based Basket Adjudication services, enabling enterprise customers to quickly launch sophisticated, omnichannel, real-time loyalty offerings, at scale.

Tim Mason, CEO of Eagle Eye, said *"Being selected by one of the world's largest enterprise software vendors for this multi-year, global agreement underlines our leading position in enterprise-grade, personalised, real-time loyalty at scale. We are excited by the opportunity to support further major brands in their loyalty programmes, accelerating our entrance into new sectors and geographies."*

This announcement contains inside information for the purposes of article 7 of the Market Abuse Regulation (EU) 596/2014 which is part of UK law by virtue of the European Union (Withdrawal) Act 2018. The person responsible for arranging release of this announcement on behalf of Eagle Eye is Lucy Sharman-Munday, Chief Financial Officer.

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About Eagle Eye

Eagle Eye is a leading SaaS and AI 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, at scale.

Eagle Eye AIR is a cloud-based platform, which provides the most flexible and scalable loyalty and promotions capability in the world. More than 1 billion 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 a certified member of the MACH Alliance and 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

information, please contact ms@seg.com or visit www.ms.com.

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