



13 January 2026

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

**Major US multi-year contract win**

*Wakefern Food Corp. selects AIR and Eagle AI for innovative, personalized AI-powered customer experiences*

Eagle Eye, a leading SaaS and AI technology company that creates digital connections enabling personalized, real-time marketing at scale, has secured a substantial multi-year contract with Wakefern Food Corp. ("Wakefern"), the largest retailer-owned supermarket cooperative in the United States. Wakefern will use Eagle Eye's AIR platform and AI-powered Personalized Challenges and Personalized Promotion solutions to support its customer loyalty platforms, at scale. The program is expected to go live in mid-2026, with a material contribution to Group ARR, supporting the Board's FY26 expectations.

Wakefern is made up of independent member companies that together own and operate more than 380 supermarkets under banners such as ShopRite, Price Rite Marketplace, The Fresh Grocer, Fairway Market, Gourmet Garage, Di Bruno Bros. and Morton Williams across nine East Coast states. Eagle Eye's solutions will support all of Wakefern's banners.

Wakefern selected Eagle Eye's AIR platform and AI-powered solutions to support its growing customer base and to use AI personalization at scale to create an innovative customer experience while growing incremental sales.

This new customer marks Eagle Eye's fourth North American win in FY2026 to date, following recent contract wins with a convenience store chain, a grocery supermarket chain and one of North America's largest independent food retailers, building on the Company's progress in the region and the growing success of its strengthened sales efforts.

**Tim Mason, Chief Executive Officer, said:** *"Wakefern's choice to partner with Eagle Eye reflects the increasing demand among leading US grocers and retailers for real-time, data-driven customer engagement at scale. Adding this leading retailer to our client roster shows the growing momentum behind Eagle Eye in the world's largest loyalty market, backed by three further US wins already in FY26."*

*"By selecting both our AIR platform and AI capabilities, Wakefern is bringing loyalty and personalisation together in a more powerful way and we are excited to support Wakefern on its journey to deepen relationships with its customers."*

**Enquiries:**

**Eagle Eye Solutions Group plc**  
Tim Mason, Chief Executive Officer  
Lucy Sharman-Munday, Chief Financial Officer

**Tel: 0844 824 3686**

**Investec Bank plc (Nominated Adviser and Joint Broker)**  
David Anderson / Nick Prowting / James Smith

**Tel: +44 20 7597 5970**

**Shore Capital (Joint Broker)**  
Corporate Advisory: Daniel Bush, David Coaten, Lucy Bowden  
Corporate Broking: Henry Willcocks

**Tel: +44 20 7408 4090**

**Alma Strategic Communications**  
Caroline Forde, Hannah Campbell, Kinvara Verdon

**Tel: +44 20 3405 0205**

**About Eagle Eye**

Eagle Eye is a leading SaaS and AI company, enabling retail, travel and hospitality brands to earn lasting customer loyalty through harnessing the power of real-time, omnichannel and personalized marketing. Our powerful technology combines the world's most flexible and scalable loyalty and promotions capability with cutting edge, built-for-purpose AI to deliver 1:1 personalization at scale for enterprise businesses, globally.

Our growing customer base includes Loblaws, Southeastern Grocers, Giant Eagle, Asda, Tesco, Morrisons, JD Sports, F. L. Smith, Carrefour, the Aldi Group and many more. Each week, more than 1 billion personalized

Sports, E.Leclerc, Carrefour, the Woolworths Group and many more. Each week, more than 1 billion personalized offers are seamlessly executed via our platform, and over 700 million loyalty member wallets are managed worldwide.

AI-powered, API-based and cloud-native, Eagle Eye's enterprise-grade technology is fully certified by the MACH Alliance and has received recognition from leading industry bodies, including Gartner, Forrester, IDC and QKS.

Web - [www.eagleeye.com](http://www.eagleeye.com)

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