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Escher Group Holdings plc

Escher to pilot loyalty platform for Saudi Post

Escher Group Holdings plc (AIM: ESCH, 'Escher' or 'the Group'), a world leading provider of outsourced point-of-service software to the postal industry, is to pilot a loyalty platform for Saudi Post. The pilot will last six months across 100 post offices, with the potential to then expand to all 800 Saudi Post offices.

The pilot consists of an identity, post office network and loyalty scheme management platform. The pilot phase will see Escher provide a loyalty platform built upon customer identification via QR codes. The QR codes will be pre-printed on cards which can then be issued to customers.

The system will be fully customised for Saudi Post and provides the ability to manage customer registration and loyalty offers through the easy to use administrative portal.

Liam Church, CEO Escher Group, said:

"Continuing our excellent relationship with Saudi Post, the pilot will facilitate the introduction of a potentially company-wide loyalty programme.

"Our loyalty platform is ideal for post offices who are trying to bridge the customer relationship across an omnichannel platform. It leads to an enhanced digital consumer experience for the customer as well as providing buying patterns for the organisation.

"Saudi Post have always been an innovative organisation and this loyalty scheme further enhances its ability to engage with its customers and provide a superior digital customer experience."

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About Escher Group

Escher is a world leading provider of outsourced, point-of-service software for use in the worldwide postal, retail and financial industries. Its core software, Riposte®, a Transaction Services Platform, enables our customers to expand their offerings, providing new services, reducing costs and increasing efficiency.

The Riposte® Platform securely extends the retail branch network. Our technology creates new revenue opportunities, streamlines operations, and its flexibility allows it to be deployed across

multiple platforms and devices, giving the ultimate freedom of choice when it comes to channel and hardware selection.

Our focus is to ensure the success of our customers by delivering the very best in innovative technology for their business.