

# Escher Group Holdings plc

## Escher signs contract with Insomnia Coffee for loyalty and mobile wallet.

Escher Group Holdings plc ("Escher"), a world-leading provider of digital point of service solutions, has won a new contract to supply Insomnia Coffee Company ("Insomnia"), Ireland's largest coffee retail chain with a mobile wallet solution in Insomnia's 81 locations across Ireland as a fully managed service. The solution delivers interactive loyalty, coupons, mobile payments and iBeacon technologies to enhance customer engagement across Insomnia's growing retail network.

The contract, awarded in July, saw Insomnia go live in its stores last week. This contract win further underpins Escher's growing success in diversifying into mobile commerce solutions.

Since 2012, Escher's Interactive Service Division has developed an innovative range of in-store engagement software that enables retailers to offer customer engagement and payments through a mobile wallet and other card based programs. The wallet supports both NFC and QR code based transactions.

Escher's mobile wallet solutions have been deployed to over 60 high street retailers throughout Ireland and the UK. Brands include Daybreak convenience store, Health Matters, Finnbees Coffee House, Graham O'Sullivan, Green and Baker, and Just Falafel. In April of this year, Escher was awarded Best Loyalty System in the highly coveted Visa sponsored Contactless and Mobile Awards in London.

**Liam Church**, CEO of Escher said:

***"We have established ourselves as a leading digital point-of-service provider and are positioning ourselves as the preferred supplier of mobile wallet and loyalty solutions amongst some of the leading retail brands."***

***"Insomnia was looking for a solution that would enrich their relationship with their customers and reward those customers for their loyalty. Our award-winning mobile wallet solution will deliver an innovative and easy way for Insomnia customers to receive coupons and pay for Insomnia goods at a wide range of locations nationwide."***

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Note to editors

### **About Escher Group**

Escher is a world leading developer and provider of outsourced, point-of-service software for use in the worldwide postal industry. Its core software, RiposteEssential™, enables post offices to expand upon their traditional offering, providing additional new services, reducing costs and increasing efficiency. Riposte® is a messaging middleware that enables applications operating on different computers to communicate with each other. The Riposte® software manages data, monitors the system status and communicates across the network. Escher Group operates across two divisions - a Retail Software Division and a Message Based Communications Division.

The Retail Software Solution (RiposteEssential™) serves the postal and courier markets. Transactions include mail and financial services and the system is integrated with utilities and financial services companies, banks and central and local governments.

Escher's Message Based Communications Division (RiposteTrEx™) is based on a digital post office box model and is designed to provide a national digital infrastructure linking governments, businesses and citizens via a secure platform.

### **Insomnia Coffee Company**

Insomnia Coffee Company is Ireland's leading independent premium coffee and sandwich café chain. The company was established in 1997 and since then the company has grown rapidly through organic growth and now has 81 outlets which includes company owned high street stores and partnerships with Spar/BWG & Eason.