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Escher Group Holdings plc

Mobile wallet contract win with food retailer, Just Falafel

Escher Group Holdings plc (AIM: ESCH, "Escher" or the "Group"), a world-leading provider of outsourced, point-of-service software to the postal industry, announces that it has signed a contract with international food retail chain, Just Falafel, for the provision of a loyalty, coupon and pre-payment solution across its retail outlets in the UK.

Escher will deliver a tailored mobile wallet solution to Just Falafel in the UK market. It will launch this month in the Fulham store followed by a rollout in all Just Falafel stores throughout the UK.

Escher's innovative mobile wallet technology will enhance Just Falafel's ability to engage with their customers in a more relevant way, by giving them meaningful rewards for their purchases. The mobile wallet will provide a greater service experience to customers too, allowing them to make closed loop payments using a secure dynamic QR code as identity for payment. This functionality and the delivery of relevant content and offers to its customers will support Just Falafel's customer loyalty and acquisition goals.

Liam Church, Chief Executive of Escher Group said:

"With increasing competition on the high street, businesses are constantly seeking ways to differentiate themselves. Providing customers with rewards for their custom and convenience in how they can fulfill their purchases is a key way for retailers to define and strengthen their offering."

"Our mobile wallet solution for loyalty and couponing has been hugely successful with our existing customers. Furthermore, our secure pre-payment technology is enabling businesses to offer their customers something unique in today's marketplace".

Since 2012, Escher's mobile wallet solutions have been deployed to over sixty high street retailers throughout Ireland. Brands include Daybreak convenience store, Health Matters, Finnbees Coffee House, Graham O'Sullivan and most recently the newly launched food court Green and Baker in Dublin's prime shopping centre, St Stephen's Green.

Just Falafel is a vegetarian fast food chain of restaurants. Founded in 2007 from a single restaurant in Abu Dubai it has grown to be the biggest falafel franchise in the world with 47 stores, and agreements signed with commitment of developing more than 903 outlets in 18 different countries.

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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.