



3Q Holdings Limited
ABN 42 089 058 293

SuperGroup PLC select 3Q's Island Pacific SmartPlanning Solution

- ▶ 3Q signs business to the value of \$1.3m
 - ▶ Island Pacific SmartPlanning chosen to support a leading and prestigious international brand operating a multi-channel business
-

Sydney, 3rd August 2015: 3Q Holdings Ltd today announced that its subsidiary in the UK, Island Pacific UK Limited, a leading provider of global software solutions and services to the retail industry, has signed a major deal with SuperGroup PLC for the deployment of its Island Pacific SmartPlanning solution.

SuperGroup is a distinctive branded UK fashion retailer offering quality clothing and accessories. It operates a multi-channel business through a combination of Superdry standalone stores, Superdry concessions, e-Commerce and its UK and International Wholesale operations.

Island Pacific SmartPlanning provides the tools to carry out strategic, high-level pre-season and in-season plans across merchandise in all channels. It drives full planning lifecycle management, strategic budget planning, cross-channel and store planning, export capabilities, integrated reporting and much more.

Ms. Nicole Smith, Merchandise Director at SuperGroup PLC, said: "We feel the Island Pacific SmartPlanning solution has rich functional applications, which will enable us to strategically manage all aspects of planning within our business. It will provide the Merchandising team with an effective set of tools that will significantly reduce manual input and support the growth of the retail business through more efficient and timely planning, monitoring, forecasting and reporting. The solution will address the needs of our growing international fashion business and will provide industry best practice that includes modern, flexible, and timely planning techniques. This will be important to ensure the continued international success and growth of our brand. We were impressed with Island Pacific's customer references, the company's 'can do' approach and the quality of its team. We look forward to further developing our relationship and building on Island Pacific's reputation for developing innovative and leading-edge retail solutions."

Mr. Mike Dotson, Managing Director at Island Pacific UK, said: "The Superdry brand is synonymous with style and fashion, and we are delighted that Island Pacific SmartPlanning has been selected to support such a leading and prestigious international brand. We look forward to working together to ensure that the Island Pacific solution provides SuperGroup PLC with a world-class planning system to ensure the continued success of the Superdry brand globally."

For more information please contact:

Alan Treisman
Chief Financial Officer
+61 2 9369 8591
alan@threeq.com.au
<http://www.threeq.com.au>

Stephe Wilks
Non-Executive Director
+61 2 9226 9839
stephe.wilks@threeq.com.au
<http://www.threeq.com.au>

About 3Q Holdings

3Q Holdings originally acquired 100% of Island Pacific Australia Pty Limited, a software company that provides software applications to the retail industry in Australia and New Zealand – with both point of sale (POS) and head office solutions into a wide range of retail clients operating in the fashion, electronics, furniture, general merchandise and discount variety industries.

In March 2006 the company acquired the San Diego based Applied Retail Solutions business (ARS), now known as Island Pacific Store (IP Store). IP Store has been providing software and services to mid-sized and large retailers in the United States since 1987. Its core product "Store" provides a Post to Host solution in market segments such as apparel, footwear, entertainment, discount and variety, giving 3Q an excellent entry into the US retail software and services market.

New Zealand based AdvanceRetail Technology was acquired by 3Q in March 2007, and is a leading retail solutions provider with offices in Auckland, Sydney and Brisbane and representation in Malaysia, China and Singapore – giving it a high quality customer base in Australia, New Zealand and Asia.

In December 2007 the company acquired Island Pacific, which provides access to market leading retail merchandising, store operations, CRM, and multi-channel software solutions internationally. With offices in the United States and the United Kingdom, 3Q not only has better access to those markets, but has the advantage of a springboard into the broader European markets. Island Pacific was founded in 1978 and has developed a reputation for delivering high-quality, high-reliability software to the retail industry. The company is headquartered in Irvine, California.

In May 2013 the company acquired UK based Intelligent Retail, Founded in 2004, Intelligent Retail was the first company in the UK to design a multichannel retail solution specifically around the needs of independent retailers - encompassing in-store PoS systems, eCommerce, mail order, telephone orders, as well as online marketplaces. The company's award-winning "Connect" software is used today by around 600 customers throughout the UK and Ireland providing retailers with both a comprehensive in-store solution as well as an online "Connect eCommerce" webstore. In 2014 Intelligent Retail was launched in Australia and New Zealand.

About Supergroup PLC

SuperGroup is a distinctive branded UK fashion retailer offering quality clothing and accessories. It operates a multi-channel business through a combination of Superdry standalone stores, Superdry concessions, e-Commerce and its UK and International Wholesale operations. Superdry was founded in 1985 and has since been developed to design and sell a wide range of premium men's and women's clothing under its flagship brand, Superdry. It offers an international brand proposition targeted at discerning customers who are looking for stylish clothing that is uniquely designed and well made. Superdry is a global fashion brand and, via its store portfolio and websites, is sold in over 100 countries