

Le Groupe CSP Selects Mi9 Retail Omni-Channel Solution to Drive their Retail Transformation Strategy

MIAMI, FLORIDA April 28, 2017 – Mi9 Retail is pleased to announce that The CSP Group, a leading French brand in professional haircare and beauty products, has selected the Mi9 Retail omni-channel suite to run its 150 stores under the Bleu Libellule and Objectif Coiffure Store banners.

The Mi9 Retail solution will be implemented at all points of sale to enhance the company's operational effectiveness and support their omni-channel strategy. The integrated solution includes merchandise management, store operations, CRM, business intelligence and back-office modules.

"We need to adapt to future omni-channel challenges in order to remain agile in our growth. In honor of our 20th anniversary this year, we are excited to implement this new solution to reenergize our teams and bring new services to our customers," said Mickaël Labarias, CFO at Le Groupe CSP. "Mi9 Retail has the ability to meet the great challenges our company faces, and that played a key role in our decision: we want to manage multiple prices, franchisees and brick-and-mortar stores on the same system, use a cutting-edge mobile solution, and understand our customers in order to communicate with them effectively," he added.

"When embarking on their vendor search, Le Groupe CSP established clear and specific requirements in support of their business plan." said Neil Moses, CEO of Mi9 Retail. "From the very start of their selection process, we established an atmosphere of trust, having open, meaningful exchanges with their team that allowed us to understand their vision. We're delighted to participate in the growth of such an exceptional French company, and the Mi9 Retail team is committed to making this strategic project a success."

About Bleu Libellule

Bleu Libellule is a network of stores that focuses on providing customers with high-quality haircare and beauty products. With over 15 years of experience in the field, Bleu Libellule has engaged in quality partnerships with the world's top brands in haircare and beauty, allowing them to offer customers more than 15,000 products and tools, used by hairstylists and beauty professionals, at affordable prices. Visit www.bleulibellule.com for more information.

About Mi9 Retail

Mi9 Retail is passionate about helping retailers create great experiences for their customers – online, in-store, and on any device. We know that great retail experiences happen when optimized inventory management intersects perfectly with well-executed customer engagement strategies to deliver higher customer loyalty, better margins, and a more engaged workforce. Our solutions for merchandise management, digital commerce, and store operations are used by leading retailers across the globe. The company is headquartered in Miami, FL, with operations in North America, Europe and Asia. Visit www.mi9retail.com to learn more.