

Aubert Selects Mi9 Retail for Omni-Channel Commerce

MIAMI, FLORIDA October 27, 2017 - Mi9 Retail is pleased to announce that Aubert, a leading retailer of infant, toddler, and childcare products, has selected the Mi9 end-to-end omni-channel commerce suite to power all 200 stores across France and Switzerland. The Mi9 Retail suite includes integrated point-of-sale, merchandising, clienteling, and order management, and will enable Aubert to cost-effectively deliver a consistent, personalized shopping experience across all channels.

"We need to meet the challenge of delivering an excellent customer experience across channels in a particularly competitive market where young parents are tempted to sacrifice personalized service and quality for a low price," says Julien Navarro, CIO, E-Commerce & Customer Relations at Aubert.

The Mi9 Retail solution will enable Aubert to efficiently manage merchandising and store operations, and build customer loyalty with features that include a baby registry and clienteling. The central back office management modules, most notably the order management system (OMS), will allow Aubert to process omni-channel orders and deliveries. This will allow Aubert to centralize commercial activities while preserving the autonomy of its individual stores.

"Aubert selected Mi9 Retail after a thorough evaluation of our solution and its capabilities, especially those relating to moms, parents, and the like," said Neil Moses, CEO of Mi9 Retail. *"Our clienteling, personalization, and customer engagement features will allow Aubert to create real value as they deploy this strategic platform across the company,"* he added.

About Aubert

Aubert has 200 stores in France and Switzerland, as well as a website dedicated to moms, parents, and friends of toddlers. More than 1,000 childcare professionals are available year-round to help young parents find the best solutions for the comfort and development of their child.

This family business was created by Mr. Aubert in 1931, and has evolved into a leader in the childcare market. Today, the brand is able to offer a vast choice among thousands of items, bringing together in one place all that the market can offer in terms of quality, variety, options and price. They have worked for more than 80 years with parents to discover with them, day after day, the unparalleled pleasure of being parents. Visit www.aubert.com to learn more.

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.