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Sitoo's expansion continues with new UK office and team

Leading cloud-based mobile POS system provider Sitoo is moving from strength to strength as the company's international expansion continues with the opening of its UK office in the heart of London.

Sitoo's UK operations will be run by Tim Larcombe, who brings with him a wealth of experience from working with some of the world's leading brands. As the former VP of Commercial Operations Europe for Levis and Commercial Director Northern Europe for Adidas, he's worked at the forefront of retail for more than two decades and is now set to help propel Sitoo's growth in the UK and beyond.

"The potential for Sitoo's growth is huge and, not only do they have ambition and vision, they have great people on board to help execute it," he says. "I visited some of the stores who use Sitoo as their POS system and saw the teams in the stores talk about how straightforward it is to use. I was taken aback by the ease of use and the confidence in which the store teams were talking about Sitoo.

"There was a beauty about it too. More and more brands are thinking about how their stores look and turning their store teams into ambassadors and storytellers. Sitoo is a product that adds to the impact a brand wants to make and changes the emphasis on what staff are in the store to do."

The last decade has seen a huge transformation in retail with the rise of e-commerce and the ways in which business can reach and engage with their customers. It's when this is connected with bricks and mortar stores that retail businesses can realise their true potential.

As Tim says: "Bricks and mortar won't disappear, it will just change. Omnichannel helps people unlock efficiency as well as giving businesses the ability to provide an amazing in store service that makes life easy for consumers."

"The future of businesses and brands is about having a clear, concise and compelling vision of who and what they are. This then has to be executed consistently with the brand always being the best version of themselves."

"The best retail businesses learn to evolve and are really clear on who their consumer is, what their speciality is and what their product offering is. The birth of e-commerce has allowed them to tell that story to a much wider audience."

"Where Sitoo fits in is as the missing piece of the jigsaw that allows those different elements to be connected and empowers brands to deliver a compelling experience that generates sales and ensures the consumer leaves with a smile on their face. Sitoo enables the two worlds of bricks and mortar and ecommerce to join up and make sure that clear, concise, compelling proposition is followed right the way through to the finish line."



Jens Levin, Sitoo CEO and co-founder, adds: “Over the past year there has been a growing interest in our product from international retail chains and partners. Therefore, we’re launching our international expansion in earnest and are delighted to have someone of Tim’s calibre onboard.”

“There’s a revolution in which the physical and digital customer experience blends together. The Sitoo platform is scalable and easy to implement regardless of language or legal requirements and it gives us every chance to succeed globally. It's great that we now are on the offensive together and are adding people to our team with extensive experience of leading successful international companies.”

For more information, contact:

Jens Levin, CEO Sitoo, jens.levin@sitoo.com , +46 (0)709-46 61 00

About Sitoo

Sitoo is a world-leading cloud-based Mobile Point of Sales (mPOS) for global retailers. Sitoo has a razor sharp focus on the digitalization of brick-and-mortar stores - helping retailers sell everywhere and fulfill anywhere.

The Sitoo Platform enables fast deployment, is built for high transaction volumes, adapted to local legal requirements, languages, currencies and payment methods. Today, Sitoo is trusted by chain stores in the Nordic countries, Europe, North America and Asia-Pacific. Sitoo is a Swedish company with headquarters in Stockholm.

For more information: www.sitoo.com