

SLI Systems Announcement 8 September 2017
Restructuring announcement as part of new strategy

CHRISTCHURCH, New Zealand – September 8 2017 – SLI Systems today announces that as part of the company’s new strategy the corporate development role is being disestablished leading to the redundancy of SLI Systems Co-Founder and Head of Corporate Development Shaun Ryan. Shaun will remain a Director of the company.

“SLI is indebted to Shaun for his early leadership of the company and more recently his contribution to driving innovation in the core product suite and building relationships with our key accounts. The company is fortunate it is able to continue to draw on his expertise in his role as a non-executive director,” Mr Brennan said.

Mr Ryan said SLI needed to change its approach to markets to achieve more widespread adoption of its industry-leading search solutions.

“SLI Systems’ technology significantly improves the reach and effectiveness of e-commerce sites and it has great potential, but change is needed to drive uptake of our services. The new strategy is the right approach and opens the potential for significantly higher growth. I am looking forward to working with SLI as a non-executive director and to continue to add value to SLI.”

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About SLI Systems

SLI Systems (SLI.NZ) accelerates e-commerce for the world’s top retailers by generating more traffic, converting shoppers into buyers and maximising order values. The SLI Buyer Engine™ is a cloud-based, machine-learning platform that powers all SLI apps and predicts what shoppers are most likely to buy, through solutions that improve site search, navigation, mobile, merchandising, recommendations, and SEO. The SLI Commerce Console™ organises key sales insight and tuning capabilities into one easy-to-use control centre. For 16 years, established brands have trusted SLI Systems to deliver innovative features, knowledgeable service, and

reliable SaaS-based infrastructure, that delights customers and increases revenue. SLI operates on five continents, in 20 languages, and is the most chosen cloud-based site search provider to U.S. Internet Retailer Top 1000 retailers.

For more information, visit www.sli-systems.com