

SLI Extends Leadership Strengths with Two Industry Experts to Key Executive Positions

CHRISTCHURCH, New Zealand – April 16, 2018.

SLI announces it has added to its executive leadership team two highly accomplished industry experts.

Cheri Winterberg will be joining the company effective April 16th as the Chief Marketing Officer. Cheri was Vice President of Marketing for BigCommerce bringing deep eCommerce knowledge and marketing expertise. This combined with her earlier career experience in senior/principal marketing consulting agencies makes her an ideal fit. Cheri's depth of experience aligns directly to drive the SLI marketing strategy, thought leadership and performance improvements in Branding/Communications, Content Marketing, Customer Engagement as well as Product and Partner Marketing.

As reported to the markets in February, SLI was successful in the six months to 31 December at restoring growth and achieved a maiden profit and positive cash flow. Solid sales performance contributed to those achievements and the continuous improvement in sales success has led to the promotion of Carter Perez to the position of Chief Revenue Officer. Carter was hired to lead the Americas organization in March 2017. Since then, he has taken additional responsibilities for the APAC region and now the EMEA region with responsibility for all global sales activities.

"I am very pleased to announce and welcome both of these high performance leaders to our executive team" said Chris Brennan, CEO SLI Systems. "Cheri was an absolute standout candidate and arrives at the company at a strategically critical time. Further, Carter has brought strong experience and leadership to drive consistent sales methodologies and processes across the organization that has resulted in improvements in overall sales performance. As a consummate, bare-knuckle competitor, Carter thrives on winning and brings that attitude to the entire organization. Both additions further strengthen and extend leadership to our Executive Management team."

About SLI Systems

SLI Systems (SLI.NZ) accelerates e-commerce for the world's top retailers by converting shoppers into buyers, maximising order values and generating more traffic. The SLI Buyer Engine™ is a cloud-based, artificial-intelligence platform that predicts what shoppers are most likely to buy, shortening the path to purchase through solutions that improve site search, navigation, mobile, merchandising, personalisation, 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.