



**3Q HOLDINGS LIMITED**

ABN 42 089 058 293

## **ASX Announcement**

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### **Primark to Install Island Pacific Planning Solution for \$1.7 million**

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Major value retailer will support growth with comprehensive planning solution

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**Wednesday 4th November 2009:** Sydney, Australia – The Board of 3Q Holdings Limited (ASX: TQH) announced today that Island Pacific UK Limited (Island Pacific) signed an agreement for Island Pacific Planning licenses and services with Primark, a European retailer with over 190 locations in the United Kingdom, Ireland, Spain, Portugal, Germany, The Netherlands, and Belgium.

Island Pacific Planning is the cornerstone of Island Pacific's Assortment Management solution and consists of Merchandise Planning (incorporating Price Points and Category Mix Analysis and Key Item Planning), Store Planning (incorporating Store Clustering and Grading) and Assortment Planning.

The Island Pacific Planning solution will be interfaced to Primark's existing systems and will allow Primark to efficiently and accurately plan across all levels of their retail business

"Primark's business is based on high volume, low cost, with massive levels of stock constantly moving through their supply chain. Not only is our solution robust, efficient and simple to use, but it will allow Primark to be more reactive to meet the demands of their ever changing and expanding business. We believe it will provide the Buying and Merchandising teams with an effective set of tools that will support the growth of the business through more efficient and timely planning, monitoring and forecasting and significantly reduce manual input" said Mike Dotson, Vice President of Global Sales for Island Pacific

Island Pacific continues to develop and deploy high value and innovative software solutions that enable retailers to manage their operations and to understand, create, manage and fulfill consumer demand. These operations include point-of-sale, customer relationship management, vendor relationship management, merchandising, demand forecasting, planning, replenishment, allocation, and event planning.

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### **About Primark**

*Primark is a retail group in the value sector and operates a total of 191 stores in Ireland (where it trades under the Penneys brand), The Netherlands, Spain, Portugal, Germany and the UK. Primark employs in excess of 28,500 people. In GB, in terms of market share in the 24 weeks up to 21<sup>st</sup> June*

2009, TNS ranks Primark as GB's largest clothing retailer by volume. Verdict Research now places Primark as the leading retailer in value clothing and Primark was recently voted 'Best Budget Store on the High Street' by GMTV viewers.

Primark is successful because it offers:

- Super-competitive prices (the result of technology, efficient distribution, supply and volume buying)
- Mainstream market product quality
- High Street locations
- Superior store fit
- Clear focus on the target market.

Primark targets young, fashion-conscious under 35's, offering high quality commercial fashion at value for money prices. Almost half of sales are in Womenswear. A quarter of sales is dedicated to Menswear and Childrenswear, with other items constituting the remaining sales.

Primark is a subsidiary of Associated British Foods. Associated British Foods is a diversified international food, ingredients and retail group with global sales of £8.2bn, and 96,000 employees in 44 countries.

### **About 3Q Holdings**

3Q Holdings Limited (ASX: TQH) has been listed on the ASX in its current form since 28 December 2005. It originally acquired 100% of QQQ Systems, a software company that provides software applications to the retail industry in Australia and New Zealand – with both point of sale (POS) and head office solutions into a wide range of retail clients operating in the fashion, electronics, furniture, general merchandise and discount variety industries.

In March 2006 the company acquired the San Diego based Applied Retail Solutions business (ARS). ARS has been providing software and services to mid-sized and large retailers in the United States since 1987. Its core product "OnePointe" provides a Post to Host solution in market segments such as apparel, footwear, entertainment, discount and variety, giving TQH an excellent entry into the US retail software and services market.

New Zealand based AdvanceRetail Technology was acquired by TQH in March 2007, and is a leading retail solutions provider with offices in Auckland, Sydney and Brisbane and representation in Malaysia, China and Singapore – giving it a high quality customer base in Australia, New Zealand and Asia. The company has a range of strategic alliances through which the Company takes its products and services to market, including industry leaders that include SAP, Microsoft and IBM.

In December 2007 the company acquired Island Pacific, which provides access to market leading retail merchandising, store operations, CRM, and multi-channel software solutions internationally. With offices in the United States and the United Kingdom, TQH not only has better access to those markets, but has the advantage of a springboard into the broader European markets. Island Pacific was founded in 1978 and has developed a reputation for delivering high-quality, high-reliability software to the retail industry. The company is headquartered in Irvine, California.