



ASX Announcement

3Q Holdings Limited

ABN 42 089 058 293

Primark to Install Island Pacific Merchandising Solution in a multi-million £ deal

Major value retailer will support growth with comprehensive merchandising solution that is fully integrated to Island Pacific's best of breed planning solution

8 October 2012, Sydney, Australia –The Board of 3Q Holdings Limited (ASX: TQH) has today announced that its subsidiary, Island Pacific (UK) Limited, has signed a license agreement for Island Pacific Merchandising (IPMS) licenses with Primark, a European retailer, with over 240 locations in the United Kingdom, Ireland, Spain, Portugal, Germany, The Netherlands, Belgium and Austria. This follows the signing of the services engagement on 4 May 2012 which was announced to the market at that time. Together, the licences and implementation and other services amount to a multi-million pound deal for 3Q, again demonstrating the value that major enterprises place on the Company's leading software solutions.

IPMS is the flagship product in the Island Pacific suite of products that provides a comprehensive merchandising solution that is integrated to the already in use Island Pacific Planning solution at Primark. The total solution includes product management, purchase order management along with merchandise planning and key item planning, as well as, Island Pacific Assortment Manager incorporating assortment planning, option planning and store grading.

"Having already collaborated with Primark on the successful implementation of Island Pacific Planning and Assortment Manager where significant benefits have already been realized, we are delighted to be partnering closely with Primark on the next phase of this important project. The comprehensive Island Pacific Merchandising Solution will add new feature and function that will provide increased visibility and access to important information enabling key metrics to be reached in a timely and efficient manner." said Mike Dotson, Vice President, Global Sales, 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 fulfil consumer demand. These operations include, point-of-sale, full mobile offering, customer relationship management, vendor relationship management, multi-channel, planning, replenishment, allocation, and event planning.

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About Primark

Established in 1969, Primark, a retail group in the value sector, operates over 240 stores in eight countries - Republic of Ireland (where it trades under the Penneys brand), The UK, Spain, The Netherlands, Portugal, Germany, Belgium and Austria. Primark employs over 43,000 and is a subsidiary of Associated British Foods plc.

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 Island Pacific Australia Pty Limited, 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), now known as Island Pacific Store (IP Store). IP Store has been providing software and services to mid-sized and large retailers in the United States since 1987. Its core product "Store" 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.