

## **SLI Systems to showcase success in its newest territory at SLI Connect Japan**

*SLI customer conference to help e-commerce leaders explore new ideas to attract customers to their websites, drive site sales and build brand profile.*

**CHRISTCHURCH, New Zealand – November [date], 2016** – [SLI Systems](#) (SLI.NZ) will next week showcase the success of its Japanese business, including accomplishments such as attracting computer parts retailer Tsukumo and mobile phone accessories manufacturer Hamee to its stable of customers.

SLI is holding its second ‘Connect’ conference in Japan on 30 November 2016. At the conference, Tsukumo, Hamee and women’s golf apparel retailer Curucuru will demonstrate how the deployment of SLI’s cloud-based, machine-learning platform is driving increased e-commerce site revenue and profitability.

SLI Connect Japan follows similar events in the United Kingdom, Australia, and North America. The half-day conference is being held in association with New Zealand Trade and Enterprise at the New Zealand Embassy in Tokyo.

SLI Systems Chief Executive Chris Brennan said: “Japan is an important new territory for SLI. It is the fourth largest e-commerce market in the world after China, the US and the UK, yet dedicated site-search providers are under-represented there. With our Japan Annualised Recurring Revenue<sup>1</sup> growing, albeit from a small base, by more than 550% in the year to 30 June 2016, it is also our fastest growing territory.

“We began supporting Japanese script in 2013 and have developed our own technology to address the challenges that are unique to Japan, while leveraging our globally-proven machine-learning system resulting in a very competitive product. Our success in attracting high profile customers such as Tsukumo is testament to our ability to drive e-commerce business success around the world.

“SLI Connect Japan brings together customers, partners, retail analysts, journalists and other visitors to share knowledge and best practice in retail e-commerce solutions. It provides real-world examples of how e-commerce leaders are attracting customers to their websites, improving linger times, lifting sales conversion rates and driving brand recognition.

In addition to the presentations from Tsukumo, Hamee and Curucuru, SLI Systems Co-Founder and Chief Innovation Officer Shaun Ryan will provide an overview of future innovations in the industry, SLI’s latest

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<sup>1</sup> Annualised Recurring Revenue (ARR) is a non-GAAP financial performance measure used internally by SLI as a basis for its expected forward revenue. ARR is calculated based on the subscription revenue from the existing customer base in the reference month and then annualised using exchange rates at the end of the reference month. ARR does not account for changes in behaviour of customers. For the Site Champion component of ARR it is necessary to apply judgement to mitigate the effects of one-off events that impact the reference month revenue of the calculation.

developments and its programme to further enhance its suite of solutions.

Mr Ryan said: "SLI Connect conferences are not only important for building SLI brand awareness, they are also a significant opportunity for customers to familiarise themselves with the rapid developments in e-commerce markets and how SLI is shaping and responding to these trends. Over time we expect SLI Connect Japan to become an important event on the Japanese e-commerce calendar."

### **SLI Connect Japan**

New Zealand Embassy

20-40 Kamiyamacho, Shibuya, Tokyo 150-0047

30 November 2016, 12:00 -18:00

### **Agenda Highlights:**

- Welcome New Zealand Trade Commissioner Craig Pettigrew
- Key note speech, SLI Systems Co-Founder and Chief Innovation Officer Shaun Ryan
- Case studies: Tsukumo, Hamee and Curucuru
- SLI's innovation roadmap
- Networking session

### **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 maximizing order values through solutions that improve site search, navigation, mobile, merchandising, personalisation, recommendations and SEO. For 15 years, established brands have trusted SLI Systems to deliver innovative features and knowledgeable service, and SaaS-based infrastructure to delight customers and increase revenue. The SLI Buyer Engine combines user behaviour and machine learning to accurately predict what shoppers are most likely to buy, shortening the path to purchase. The SLI Control Center™ organizes key sales insight and tuning capabilities into one easy-to-use console. SLI is the most chosen cloud-based site search provider to U.S. Internet Retailer Top 1000 retailers. The company operates on five continents, powering more than 800 websites and offering solutions in 20 languages. For more information, visit [www.sli-systems.com](http://www.sli-systems.com).

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