

Milan, November 2<sup>nd</sup> 2016

***TXT Retail: second consecutive year as a Leader in Gartner's Magic Quadrant for Merchandise Assortment Management Applications and positioned the Highest for "Ability to Execute"***

TXT Retail announces it has been positioned for the second consecutive year as a leader in Gartner's 2016 Magic Quadrant for Merchandise Assortment Management Applications (RAMA) and has been positioned the highest for Ability to Execute.

According to the Gartner study, by 2021, 70% of Tier 1 multichannel retailers will have implemented Retail Assortment Management Applications: "Adoption of assortment management applications is growing, as retail CIOs emphasize cloud, big data, advanced analytics and algorithmic approaches to improve retail performance," states the author of the report, Robert Hetu, Gartner Research Director.

"We believe our improved position in Gartner's Leaders quadrant confirms TXT Retail's momentum in the market", comments Peter Charness, Chief Marketing Officer at TXT Retail. "We have worked hard to develop our AgileFit deployment methodology in the past years and feel the highest position on the 'ability to execute' axis recognizes the high satisfaction of our customers and our ability to support large scale international projects with sector's best practices, with our unique vision and with our agile implementations which accelerate time to benefits".

TXT also achieved the highest score in the use case for Fashion Merchandising and scored third highest in the use case for General Merchandising in the Gartner Critical Capabilities for Merchandise Assortment Management Applications Report.

"Our End-to-End Merchandise Lifecycle Management solution is uniquely positioned to support the needs in modern Fashion, Luxury and Specialty retail", concludes Charness. "Creating customer-focused assortments requires the ability to orchestrate all merchandising activities, from design to omnichannel distribution, and to continuously refine the end-to-end process with customer insights and market intelligence."

"We are proud that our solutions are recognized by Gartner, our customers and the retail community. It is particularly gratifying to receive the highest score in the Critical Capabilities Report for the Fashion Merchandise use case", notes Charness. "We believe all business models are converging to a typical Fast Fashion scenario with high frequency product introduction and obsolescence coupled with the need to create a variety of curated and customer focused assortments. Fast Fashion companies are exemplars of businesses with needs to manage retail with increasing speed and accuracy."

## About TXT Retail

TXT Retail is the first mover and leading provider of End-to-End Merchandise Lifecycle Management solutions for the Luxury, Fashion and Specialty Retail sectors. The TXT Retail solution is based on a flexible platform, is easy to use and to adopt and encompasses the full spectrum of activities in planning, designing, buying, distributing and delivering assortments through every stage of their lifecycle. TXT Retail projects leverage the TXT AgileFit processes, best practices and reference applications, thus ensuring high quality and fast benefit generation. TXT Retail counts on more than 300 retail specialists and serves more than 300 customers worldwide, including leading global players such as adidas, Arcadia Group, Auchan, Bata, Build-a-Bear, Camper, Carphone Warehouse, Desigual, DFS, Dior, Furla, Geox, Guess, Ecco, Lacoste, Levi Strauss & Co., Loewe, Louis Vuitton, Monoprix, Miroglio, Moncler, Orsay, Pandora, Safilo, Sephora, Sonae, Starboard Cruise Services, Takko, Tesco, Tod's, Urban Outfitters. TXT Retail Global Headquarters are in Milan, Italy with offices in Australia, Canada, France, Germany, Hong Kong, Italy, Singapore, Spain, United Kingdom and United States. TXT Retail collaborates with selected specialized partners worldwide.

TXT Retail is part of TXT e-solutions, a company listed on the Italian Stock Exchange (TXT.MI)

[www.txtretail.com](http://www.txtretail.com)

Gartner Magic Quadrant for Merchandise Assortment Management Applications, Robert Hetu, 01 September 2016

### Gartner Disclaimer:

*Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.*