



StrongPoint strengthens UK & Ireland and expands Product division

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StrongPoint, a leading provider of grocery retail technology solutions, announces that Alex Eveleigh has been appointed as Senior Vice President and Managing Director for the UK & Ireland. In addition, StrongPoint is expanding the responsibility of its Product business division.

"Alex has extensive grocery retail experience in the in-store, online, and automation segments, making him the perfect fit to lead our UK & Irish business unit. The UK is a priority market for StrongPoint, with opportunities that align seamlessly with our retail technology solutions. From ultra-efficient grocery e-commerce to efficiency-boosting in-store solutions, we continue to see substantial opportunities for our solutions in one of Europe's largest grocery retail markets," said Jacob Tveraabak, CEO of StrongPoint.

Alex Eveleigh has over 15 years of experience working in the grocery retail industry, holding senior positions at Asda, Aldi and Ocado. In these roles he led teams across various domains, including in-store operations, online grocery fulfillment, automation and robotics. Most recently, he served as the VP of Business Development & Strategy and as the Director of Growth at Takeoff Technologies, a grocery e-commerce automation company, where he oversaw sales, strategy development, implementation, and operations.

"I am delighted to join StrongPoint at a time of great promise for both the company and the growing grocery retail market. The UK & Ireland are facing unprecedented challenges, including labour costs, competition from discounters, and how to make e-commerce more profitable. StrongPoint's in-store and e-commerce solutions, purpose-built to drive profitability while creating better and faster customer experiences, are exactly what these markets need," said Alex Eveleigh.

Drawing upon his deep and extensive expertise in grocery retail, Alex Eveleigh will drive the introduction of StrongPoint's portfolio of solutions within these markets, encompassing both in-store and e-commerce segments.

He will receive support with the appointment from Anita Aldridge as Director of StrongPoint ALS, where she has been working for over 20 years. In this role, Anita Aldridge will continue with the responsibility for the shopfitting business, predominantly operating in the UK and Ireland.

Alex Eveleigh starts his role on January 15, 2024. He will join the Executive Management Team of StrongPoint and will be based in the UK.

At the StrongPoint ASA Group level, its Product business division has been expanded. The Product business division will now encompass all StrongPoint's proprietary and partner technologies, in-store and e-commerce. Julius Stulpinas, currently the Senior Vice President of Technology and Supply Chain, will be leading this team. Previously, the product teams were divided into separate e-commerce and in-store units.

The primary objective of this new division is to establish a swifter, more efficient Product team focused on the innovation and development of StrongPoint's proprietary and partner solutions. This has been further enabled by migrating and consolidating all existing StrongPoint IT environments, a process that has been ongoing for the past six months.

"By combining our in-store and e-commerce product development teams, we are forming a stronger, unified team that harnesses their shared expertise and resources. This newly combined team will bring benefits to StrongPoint and our customers, ensuring greater innovation whilst leveraging efficiencies and synergies," said Jacob Tveraabak, CEO of StrongPoint.

Consequently, StrongPoint will now comprise five business units overseeing 9 countries (Norway, Sweden, Baltics & Finland, UK & Ireland and Spain), supported by a single Product business division.

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About StrongPoint

StrongPoint is a grocery retail technology company that provides solutions to make shops smarter, shopping experiences better and online grocery shopping more efficient. With over 500 employees in Norway, Sweden, the Baltics, Finland, Spain, the UK and Ireland and together with a wide partner network, StrongPoint supports grocery and retail businesses in more

than 20 countries. StrongPoint provides in-store cash management and payment solutions, electronic shelf labels, self-checkouts, task and labor management software, click & collect temperature-controlled grocery lockers, in-store and drive-thru grocery pickup solutions and grocery order picking solutions, both manual and automated. StrongPoint is headquartered in Norway and is listed on the Oslo Stock Exchange with a revenue of approx 1.4bn NOK [ticker: STRO].

Attachments

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