

Loop Insights Inc.

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Loop inks contract with SG-retail as it eyes big opportunities in the UK and Europe

Loop Insights Inc (CVE:MTRX) (OCTMKTS:RACMF), a provider of contact tracing, contactless solutions, and artificial intelligence-driven automated marketing, said on Tuesday that it has signed a referral agreement with retail industry guru Steve Gray's UK-based SG-retail to expand Loop's services and products into the UK and Europe.

The Vancouver, British Columbia-based advanced technology company has gained traction in the US by signing a slew of deals, and Gray will tap the momentum to roll Loop's products and services into the €3.55 trillion European market.

Gray, a FCMG expert, who has been a leading innovator in customer loyalty, CRM data analytics and personalization in the retail sector, worked at Dunnhumby before founding his consultancy SG-retail.

READ: Loop Insights strikes an agreement to acquire global location data intelligence company Locally.io

Loop is now poised to tap into SG-retail's network of supermarkets, fashion brands and specialty retailers. SG-retail helps its clients find solution partners like Loop that have sought-after "capabilities, data, or intellectual property" that creates customer value. Significantly, Loop will now be on SG-retail's coveted technology partner list. In addition, SG-retail will introduce and resell Loop's services to clients that include retailers like Virgin Megastores, Tesco, Kroger, Sephora, Sainsbury, Asda, Morrisons, John Lewis, Waitrose, Boots, Woolworths, Coles, Petrovich, Esprit, and Net-a-Porter.

The UK-based company also has consumer brands such as P&G, PepsiCo, Barilla, British Gas, Rank, Paddy Power Betfair, The AA and Sky on its client list. It also provides inputs into loyalty programs run by British Airways/Avios, Tesco Clubcard, Nectar, Club Carrefour, Esprit Friends, Boots Advantage Card & Quidco.

In a statement, SG-retail managing director Steve Gray said: "The timing for this could not be any better as our retail and brand clients across Europe are desperately searching for just the type of innovative retail solutions that Rob and his team at Loop have built."

"From AI-based retail insights and analytics to consumer engagement and safety-focused reopening technologies such as Loop's contactless solutions with venue tracing. I believe that Loop is well-positioned to turn a lot of heads and gain a substantial market share in Europe, and I am thrilled to assist these efforts, as our clients will no doubt quickly see the power of Loop just as I have, and I expect we will make great traction here in Europe."

Loop revealed that Gray will also join Loop's Advisory Board to help steer overall market strategies for Loop's retail analytics and engagement technologies, which have caught on in North America.

Price: 1.41

Market Cap: \$149.31 m

1 Year Share Price Graph



December 2019 June 2020 December 20

Share Information

Code: MTRX

Listing: TSX-V

52 week High Low
1.49 0.05

Sector: Tech

Website: www.loopinsights.ai

Company Synopsis:

Loop Insights is a location-based marketing intelligence platform that provides brands, agencies, and retailers with real-time actionable insights to optimize customer experiences.

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"Having Steve Gray and his team at SG-retail join Loop at this pivotal time in our growth is nothing short of monumental. Loop's recent explosive growth across the spectrum is a testament that our business fundamentals and strategies are taking hold," Loop Insights CEO Rob Anson said in a statement.

"We expect Steve and SG-retail to be a strong contributor to implementing and guiding those same strategies abroad as we explore the UK and European markets."

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