



77 Hatton Garden, London EC1N 8JS, United Kingdom

Stylscape Limited • +44 20 8099 1785 • hello@edited.com

FOR IMMEDIATE RELEASE

EDITED Powers Speed to Market at Arcadia

LONDON — January 14, 2016 — Every day, more than 1,000 retail professionals at Arcadia Group use EDITED to spot big commercial opportunities. Directors, buyers and merchandisers across the group, which includes the brands Topshop/Topman, Dorothy Perkins and Miss Selfridge, use EDITED's real-time analytics to quickly react to changes in the retail market and make better strategic decisions. And given the company's 24% increase in total online sales worldwide in 2014/2015, it's paid off.

Arcadia's buying and merchandising teams across its brands use EDITED to quickly respond to market changes with data on what's selling, what's not and when products are being discounted. For Dorothy Perkins, EDITED has improved speed and effectiveness so greatly that it now requires new joiners to undergo a specialized training on the software during orientation.

Sion Parry, Merchandise Director at Dorothy Perkins, says, "The great feature of EDITED is the quickness and reactivity, which makes it an invaluable asset in a fast-fashion industry. At Arcadia, we operate out of 2,000 high street stores with many product launches, so getting it right and being ahead of our competitors are absolutely vital."

As new-tech focused retailers have soared over the last couple of years, the demand for real-time data and analytics (collectively called retail analytics) has skyrocketed at every market segment and across a variety of roles, from buyers and merchandisers to strategy and finance departments.

"Using data cleverly has seen some of the best brands outperform their competitors. Now there are so many success stories out there, the fashion industry tangibly understands that this is a get-in-or-get-left-out scenario," says Geoff Watts, CEO and co-founder of EDITED. "In 2016, it's not going to be about having or not having EDITED, but how good you are at using it."

CEO of Arcadia, Ian Grabiner, says, "In any omni-channel business, speed to market and efficiency are key. There are many commercial benefits to Arcadia working with EDITED, their retail analytics capabilities and endless data help strengthen our brand mix, enabling us to react promptly to maintain our competitive edge."

About EDITED

EDITED retail technology is the industry standard for real-time analytics of pricing, assortment, demand and competitive metrics. EDITED, a retail technology company, helps brands like Topshop, Boohoo, and Saks Fifth Avenue have the right products at the right price, at the right time. This is the most important thing to get right in the apparel business, and is how all the value is created or lost in the industry. The software is used by buyers, planners and trading teams to generate a huge competitive advantage.

Press Contact:

Natalie Yee

natalie.yee@edited.com

+44 (0)20 3137 0226