

PRESS RELEASE

Smartcart Ltd.

27 March 2017



Smartcart Ltd. announces a successful round of financing and share issue

Smartcart Ltd. announces a successful round of financing and share issue. The global frontrunner in personalized shopping experience enhancement via digitalized shopping carts, raises 850,000€ in a financing round and directed share issue where the demand for stocks exceeded supply. This additional financing enables Smartcart to continue bringing forward the ambitious vision of a renewed digitalized shopping cart that's become the new standard, the Smartcart standard.

All Smartcart personnel were given the opportunity to participate in a new share issue round. The combined financing round totalling 850,000 EUR included all personnel and was led by Mr Jarkko Veijalainen and Mr Marko Sjöman, whom together have created and are major shareholders of 3StepIT, a massive IT Asset Management success-story with a turnover exceeding 500M€ in 2016 and TEKES - the Finnish Funding Agency for Innovation.

"Achieving growth and especially guidance towards growth is in our company's DNA. To achieve growth there must be both courage and belief. We believe Smartcart will sail forward in this shopping cart revolution" says a smiling Jarkko Veijalainen.

The CEO at Smartcart, Mr. Petteri Heiman commented on the announcement:

"The team has performed systematically and passionately to achieve yet another amazing milestone at Smartcart. The new round of financing shows that our path to bringing value and innovation to an 80-year-old product, the shopping cart, is in good form. Over the past 18 months the Team has gathered valuable data on product performance, produced platform enhancements and innovative additional features to Smartcart, not to mention signing partnerships with the likes of Ruokakesko and other well-known brands. I am very proud of the Smartcart team as it moves forward into a new very bright future for a digitalized shopping experience."

Additional Information

Petteri Heiman, CEO

Tel. +358 40 9000019

petteri.heiman@smartcart.fi

Smartcart is an easy-to-use location based solution that helps you spot products at the point of sales, when it matters the most. In other words, Smartcart enables location-based in-store marketing profitably – as first in Europe.

www.smartcart.fi