

## Press Release

Paris, November 24th, 2023

### **TRF Retail acquires Adexio, French leader in Warehouse Repleanshiment Optimization**

The French company TRF Retail acquired Syslife, the publisher of the Adexio solution, a recognized specialist in upstream / warehouse supply chain optimization, on October 31, 2023.

With this acquisition, TRF Retail strengthens its offer in supply chain optimization with its Q-suite.AI module and reaffirms its position as a leading player in decision-making tools for retail industry.

#### **About Adexio**

Syslife has been supporting distributors in optimizing their platform supplies since 2001 with the Adexio solution, which it publishes, distributes, and maintains. Adexio is used by leading retail brands in key sectors such as home improvement, building materials trading, garden centers, and agricultural cooperatives (Adeo Group, Saint Gobain Distribution, In Vivo Retail, etc.).

Based in Paris area, Syslife has built its added value on the high functional level of Adexio, which allows it to adapt to many configurations of flow management and supply chain strategies. Syslife demonstrates a very strong loyalty from its customers and users, which is reiterated year after year regardless of changes in strategy, management, or ERP. The operational results achieved on logistics platforms in terms of stock reduction and product availability optimization are the main drivers of the close ties built between Syslife and its customers.

#### **About TRF Retail**

TRF Retail has been a pioneer in artificial intelligence since 2010. Its innovative platform, based on a Software as a Service (SaaS) model, offers a complete suite of automated decision-making tools, covering areas as broad as assortment, supplier negotiation, and supply chain process optimization. TRF Retail, owned by its three founders, all of whom come from the retail sector, generates more than 60% of its revenue from exports and has a strong track record in many retail sectors, including Carrefour, Monoprix, BUT, Brico Dépôt, Casino, and Leroy Merlin.

TRF Retail customers improve their productivity with SaaS solutions that integrate AI models trained for more than ten years on a wide variety of data and operational situations, combined with strong human expertise from the retail industry.

***"The new Adexio solution will give our customers access to the latest technologies from TRF Retail, both in SaaS architecture and artificial intelligence, combined with over 20 years of experience. In addition, the TRF Retail platform approach will allow our customers to benefit immediately from key features to drive sales" says Sébastien Natale, former shareholder of Syslife.***

***"We are delighted to welcome the Syslife team, including Sébastien, who will lead our commercial & marketing activities. This acquisition allows us to offer our current and future customers a complete set of solutions that cover both decision-making analytics and supply chain process optimization, at both the point of sale and logistics platform levels. Our customers and prospects are strongly demanding solutions that cover both analytics and execution functions, with a unified view from supplier to point of sale, which we call integrated supply chain" says Jean-Mickaël Gay, co-founder & CEO.***

The next appointment is at the NRF International Expo, the "National Retail Federation" in New York City from January 14 to 16, 2024, where TRF Retail has been selected with 38 other leading companies to join the French Tech Pavilion led by Business France.



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