



PRESS RELEASE

Adapty and Newmine announce Strategic Partnership to provide End-to-End Omni-Channel Commerce Solutions

Southborough, MA / Cranford, NJ – June 2, 2016 – Adapty, an Omni-Channel technology solutions provider, and Newmine, an Omni-Channel retail strategy and execution company, today announced the creation of a strategic partnership. Newmine’s team brings exceptional experience and expertise in the execution of Omni-Channel business initiatives, Adapty provides comprehensive Omni-Channel solutions and technology expertise, as well as strong offshore development capability. The Adapty and Newmine partnership will combine their complementary talents to help retailers execute transformational business and technology solutions in North America and Asia. The partnership will include the joint development of products and services that will substantially improve efficiency and productivity.

“Adapty and Newmine have combined to deliver effective solutions that encompass the entire customer transaction cycle. From the **“first click to the last mile,”** we can offer an integrated team approach to implement and optimize the Omni-Channel experience” says Navjit Bhasin, Founder and CEO, Newmine.

“We are pleased to be a strategic technology partner with Newmine and look forward to integrating our solution expertise with their deep strategy experience, thus delivering end-to-end value to retailers across the globe.” said Abbas Bhinderwala, CEO, Adapty. “We share the same vision of providing our customers with best options to achieve their business objectives.”

About Adapty

Adapty is a niche consulting company specializing in implementation and support for digital eCommerce platforms. Our experts have provided Omni-Channel solutions for Retail, Luxury Goods, Financial Services, Media, Publishing, Telecom and Subscription Model based businesses.

Collaboration, transparency, plus proven software development and delivery processes allow us to maximize project success. We are specialists in Oracle Commerce, Demandware and Magento Commerce platforms with a proven record of successful delivery. We also provide services in mobile app development, UI/UX development along with manual & automation testing services which complement our core eCommerce services.

Adapty is headquartered in New Jersey, USA with delivery centers in Mumbai, India. For more information visit www.adapty.com

About Newmine

Newmine is a focused consultancy with practices that support the full retail business cycle. Services include systems and operations strategic planning, evaluation and optimization, due diligence for merger and acquisition events, change management and business integration. Newmine provides these services to retailers, consumer brands and private equity firms with investments in the retail sector.

The company specializes in helping businesses develop and bring to market a coherent Omni-Channel retail strategy, assess and optimize operations and systems for revenue growth, cost reduction and risk



mitigation. Newmine's experienced, hands-on team offers a high-value alternative to large, traditional consulting firms.

Newmine's consultants have worked with internationally known retailers like Barneys, Eddie Bauer, Express, and Staples, Brooks Brothers, Coach, Coldwater Creek, and Orchard Brands, as well as top private equity companies like Golden Gate Capital and Sycamore Partners. Newmine is a business partner with Demandware and Oracle.

For more information about Newmine visit www.newmine.com