

EIS Eligible.

SFD Systems Ltd seeks £2m



www.sfdsystems.com



Sector:
Retail Technology

Stage:
Early stage (post revenue)

Location:
Newmarket

Roles available:
Front End Web UI Developer, DevOps Engineer, Full Stack Engineer, International Account Managers - US and Australia

The retail industry is in crisis: faced with online competition bricks & mortar retailers must transform. SFD's technology enables this transformation by digitising store operations and improving the shopper experience at the shelf.

SFD's platform launched in 2017 with the first customers including Waitrose, Morrisons, World Duty Free & Home Depot. The platform puts full-colour video capable screens at the shelf edge, allowing retailers to do automatic price updates and deliver digital advertising to shoppers when they are deciding on a purchase.

SFD's technology offers retailers the ability to streamline paper price label and promotional operations. With a leading US retailer spending \$1bn per annum on printing and managing price labels and promo. signs and Tesco changing up to 10 million paper labels per week the potential cost savings are enormous. The platform also opens up new revenues from in-store advertising and delivers higher sales - Debbie Ansell, Head of Beauty at World Duty Free has said 'Brands displayed on the [SFD] video-ESLs are enjoying a sales uplift of +40-50% compared to others in the same promotion.'

SFD is on a mission to digitise the physical shelf edge. Digital pricing and advertising are only the first steps - with power and data to shelves our platform will be able to help retailers to maximise in-store sales, streamline processes and reduce operating costs through new digital services enabling better product assortments, stock management and shopper experience.

Our team comprises experienced retail executives and digital technology experts. We are laser-focused on delivering retail-ready technology tools that solve the myriad costly problems associated with store operations.

Today we are expanding our retail footprint and are talking to the largest retailers in USA, UK, Europe and Australia. The commercial opportunity presented by each retail customer is enormous and we are preparing for explosive growth. We seek investment to:

- Expand our team to service more customers
- Scale up our sales and marketing
- Invest in technology platform development

The aim is to build our global customer base and store coverage with the intention of an exit by trade sale to a large retail technology player.



For more information, please contact:

Chris Brown on chris.brown@sfdsystems.com or call **01638 333155**

Investing in early stage businesses is high risk and you may lose some or all of your invested capital. Other risks include Illiquidity and lack of dividends. These investments are not suitable for all investors, they should only be made as part of a diversified portfolio and they are targeted exclusively at sophisticated investors who understand these risks. Prospective investors should read the documents provided in relation to any specific investment opportunity in their entirety and consult with their own advisers before deciding whether to invest.

The levels and basis of taxation depend on an individual's circumstances and may change in the future. In addition, the availability of tax relief depends on the company invested in maintaining its qualifying status. There is likely to be a lack of operating history upon which to evaluate performance, and investors should also be aware that past performance is not a reliable indicator or guarantee of future performance and should not be relied on when considering investment. Investors' interests are unsecured and rank subordinate to other creditors. The lack of corporate listing for any private company may make it difficult or impossible for shares to be sold and prices may also fluctuate significantly.

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