

Successful UK tech start-up goes global

Submitted by: Freuds

Tuesday, 30 September 2014

Constant Commerce – the technology which makes content shoppable – opens offices in San Francisco and Singapore.

30 September 2014: Constant Commerce (<http://constant.co/foodity/>) today announced it is opening offices in San Francisco and Singapore to reflect international demand for its innovative technologies and the company's explosive growth in the last year.

Connecting brands, publishers and retailers, Constant Commerce's technology has become the global standard for making the everyday products featured in all types of lifestyle content shoppable. The technology makes it possible for consumers to shop for products directly from content or advertising, whether it's online, on mobile or in print. When a shopper clicks a 'buy' button the technology adds that product to a shopper's online basket at any mainstream retailer in the UK, US or Australia.

Constant Commerce's current customer list boasts major brands such as Unilever and Jamie Oliver, publishers such BBC World Wide, and ten of the world's biggest retailers, including Walmart and Tesco. More than a third of the company's business now comes from the US and Latin American markets.

Commenting on the new office opening in the US, Constant Commerce founder, Johnathan Agnès said:

"The demand for our technology since we first launched two years ago has been pretty phenomenal. Last year we grew tenfold, beating even our own expectations.

"We are now working with some of the world's biggest and best-known brands and as we work with these partners to develop new technologies, the need for us to open offices in both the US and Asia became obvious. Over the next 12 months, we are expecting to grow by another two or three hundred percent, so we are looking to recruit the best possible talent. That means tapping into the talent pools in Silicon Valley and Southeast Asia."

The new office in San Francisco is based in San Mateo, where Constant Commerce will be working with five major US customers to develop new products that drive shopper engagement based on Constant Commerce's platform. The office will also serve as the base from which the business will manage key long-term customers like Walmart and Unilever's US operations.

The Singapore office will be an operations base for Constant Commerce's growing Asian and Australian activities, resulting in an enhanced service and support for customers in the region.

About Constant Commerce

Launched in 2012, Constant Commerce's widely adopted shoppable content platform makes content, apps and advertising shoppable across the web, on mobile, in print and on TV. Headquartered in London, Constant Commerce (formerly known as Foodity) now has offices across the world. The company creates distributed commerce tools and services for the world's major retailers, like Walmart and Tesco, and manages

shoppable content and advertising for major global brands, like Unilever and General Mills, in more than a dozen markets and in five languages.

For media enquiries, please contact:

freuds

Tel: 020 3003 6458

Email: joanne.bowdery@freuds.com

<http://constant.co/foodity/>