

JD Sports chooses Eurostop Retail systems for stores in South East Asia

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Specialist global retailer of sports, fashion and outdoor brands selects Eurostop's connected systems for omnichannel operations across Asia

Eurostop has announced that JD Sports has selected Eurostop Retail Systems for 24 of its stores across Malaysia, Singapore and Thailand. JD Sports have chosen Eurostop's connected EPOS, mobile POS, ERP, data warehouse and business intelligence and reporting solutions for the region. The connected solutions which will also be integrated by Eurostop to JD Sports' existing systems will provide a centralised, fully connected stock management and fulfilment system to process online and in store sales in SE Asia, linked to its local country and UK warehouses to efficiently manage its multichannel offering.

JD Sports selected Eurostop systems following an in depth market review and in light of the work that Eurostop has completed with the Tiso Group, which is part of the JD Sports Group.

Barry Loftus, Group IT Director of JD Sports Fashion PLC said "I am looking forward to working with our strategic partner, Eurostop, once again on this expansion in South East Asia."

Hew Poh Yin, Managing Director for Eurostop operations in Asia said; "For large retailers like JD Sports, the challenge is to have a complete overview of stock and sales across a multi-channel and international business. Investing in Eurostop's connected systems ensures that every item and sale is managed, from purchase through to sale and despatch, across JD Sports' entire estate in the UK and SE Asia."

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NOTES TO EDITORS

About JD Sports

Established in 1981 with a single store in the North West of England, JD Sports Fashion PLC is a leading international multichannel retailer of sports, fashion and outdoor brands.

JD is a specialist multiple retailer of fashionable branded and own brand sports and casual wear combining globally recognised brands such as Nike, Adidas, Puma and The North Face with strong own brand labels such as Pink Soda and Supply & Demand. JD is an industry leading retail business with the best of physical and digital retail combined to give a compelling proposition which enables its consumers to shop seamlessly across all channels. JD's acknowledged strength in its core UK and Republic of Ireland markets is increasingly being complemented internationally with further significant progress in Europe and the Asia Pacific region and the recent entry into the United States.

For more information please visit: JD Sports PLC (<https://www.jdplc.com>)

About Eurostop

With over 25 years' experience, Eurostop provides a range of products and services to help retailers of

all sizes in the fashion, footwear and lifestyle sectors manage their business. Founded by retailers Eurostop demonstrates time and again its deep understanding of the issues that retailers face every day.

Eurostop solutions manage EPOS, stock control, merchandise, fulfilment, warehouse picking and packing, and footfall. To ensure that retailers get the best out of the systems and keep on top of their business, Eurostop provides a range of easy to use analysis and reporting tools. Eurostop systems integrate with all the major ERP and e commerce platforms, providing customers with a truly best in class approach.

People use Eurostop's systems in over 30 countries worldwide, and are supported from operations in London, Singapore, Shanghai, Xiamen and Hong Kong. High profile customers include: ANTA, Aquascutum, Erke, FatFace, Help for Heroes, Joseph, Marks & Spencer, Missguided, Pavers Shoes, Pentland Brands Plc, Trespass and many more.

For more information visit: Eurostop (<http://www.eurostop.com>) or contact:

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