



6 July 2015

ATTRAQT Group plc
("ATTRAQT", the "Group" or the "Company")

PRE-CLOSE UPDATE

Strong KPI improvements and 100th client signed

ATTRAQT Group plc (AIM: ATQT), a leading provider of eCommerce visual merchandising, site search and recommendation technology, is pleased to provide a pre-close update for the six months ended 30 June 2015.

The Group has continued to see strong operational, financial and KPI performance improvements in the first half of 2015, and is on track to deliver results for 2015 in-line with market expectations.

ATTRAQT continues to experience growing demand from retailers for its Freestyle merchandising platform, in both the UK and international markets, signing its 100th client in June 2015. The Group signed 23 new client sites in the period (H1 2014: 21), including All Beauty, Bonmarché, Brown Thomas, Joules and StylistPick.com, as well as the extension of the existing Screwfix contract into other European markets.

The Group delivered a solid financial performance in the period, recording particularly encouraging trading in the month of June, which saw the value of new client sites signed increase 48% year-on-year, with a strong sales pipeline in place for H2 2015 and beyond.

Further investment in ATTRAQT's production processes has also proved successful, driving increased efficiencies with the launch of nine new sites in the period (H1 2014: 9), with a strong production pipeline in place for the second half and beyond. The Group has also seen a 180% increase in the value of new sites being delivered during H1. Platform usage has also continued to grow with a 57% increase in page impressions H1 2015 vs H1 2014.

ATTRAQT has continued to invest in platform enhancement and product development and expects to release its new hyper-caching technology in H2, which will provide significant increases in platform capacity and performance following successful testing in the first half of the year. In addition, the launch of the new ATTRAQTMail™ product in Q4 2014, which allows retailers to merchandise to customers through their current email marketing systems, is already proving successful.

Results for the six months ended 30 June 2015 are expected to be released during the first two weeks of September.

André Brown, CEO of ATTRAQT Group plc, commented:

"I am pleased to report that we continue to trade in line with market expectations and that demand for the ATTRAQT Freestyle Merchandising Platform is growing strongly. We have continued to make excellent progress during the first half of the year, growing sales and expanding our productive capacity, as well as continuing to develop partnerships and extending our technology platform.

"With both the number of new client sites and our production pipeline ahead of the same period last year, we remain confident about the outlook for the year and look forward to updating shareholders further at the Interim Results in September."

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About ATTRAQT

ATTRAQT launched its merchandising platform ***Freestyle Merchandising*** in 2009 which included product recommendations, site search and visual merchandising. The client base has now grown to approximately 90 clients, including Tesco Clothing (part of Tesco Plc (LSE: TSCO)), boohoo.com (LSE: BOO) and Superdry (LSE: SGP). The Company has market presence in Western Europe and the US with offices in London and Chicago. For more information please visit: <http://attraqt.com/>