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CONSISTENT PROMOTIONS MANAGEMENT ACROSS ALL CHANNELS AT PETS AT HOME

Watford, UK - 15 January 2016 – Specialist pet shop retailer Pets at Home has decided to streamline its promotions management processes by deploying SAP's Promotions Management for Retail (PMR) software. The project will be delivered by specialist SAP partner retailsolutions UK.

The new promotions management solution will enable Pets at Home to consistently manage promotional activity across all channels by providing a single system of record along with the management of vendor funds and rebates, deals, offer management and best practice promotions execution.

PMR is underpinned by SAP's Customer Activity Repository (CAR) powered by SAP HANA (SAP's in memory database technology). SAP CAR will ultimately deliver a real time view of promotional activity, inventory and orders.

The new system will be integrated with Pets at Home's current SAP ERP landscape with the implementation due for completion in June 2016.

Alan Robinson, retailsolutions UK General Manager commented "SAP's PMR software helps retailers maximise sales by planning promotional offers and advertising to match consumer preferences. As consumers grow more sophisticated and channels and vendor contracts proliferate, automated planning of promotions and advertising campaigns becomes essential to maintaining a competitive edge. SAP solutions integrate merchandising and marketing users on a common platform for managing pricing and content holistically. Benefits include a reduction of the manual workload, tighter channel and vendor management, and increased collaboration. Promotion and advertising planning raises customer loyalty and satisfaction levels, ultimately boosting sales and profitability".

Dan Harvey, Pets at Home SAP Programme Director said: "The SAP PMR application will help Pets at Home to effectively manage our promotional activity across our store, web, grooming and veterinary practice channels. Our current processes are manual and have evolved over time. SAP PMR will enable us to drive promotional best practice into our business."

Dan continued "We selected retailsolutions for this project due to their unique skillset around SAP Retail project delivery. In addition we will continue to work with retailsolutions to ensure our SAP Retail landscape continues to run to a consistently high service level for our business."

About Pets at Home

Pets at Home Group Plc is the UK's leading specialist pet omnichannel retailer and services provider. Pets at Home operates from 413 stores located across the UK. The Group operates the UK's largest small animal veterinary business with 359 practices, run principally under a Joint Venture model using the Vets4Pets and Companion Care brand names, and two specialist referral vet hospitals. Pets at Home is the UK's leading operator of pet grooming services offered through its 205 grooming salons. The Group also operates 4 specialist High Street based dog stores, called Barkers, as well as Ride-away, an equine retail business with a superstore and website. For more information visit:

<http://investors.petsathome.com/>

About retailsolutions UK

retailsolutions is one of the leading retail consulting companies in Europe. With more than 100 consultants, we support national and international customers from the retail trade in the implementation of their IT projects. Our portfolio includes solutions along the entire value chain.

Our exceptional expertise comes, to a large extent, from our close partnership with SAP, from which we emerged about 15 years ago through a management-buy-out. A total of 450 years' experience with SAP Retail speaks for our technology and industry expertise.

Do you have any questions?

Further information and contact details of our offices in

Switzerland, Germany and UK available at:

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