Short Title  *Relationshop Acquires Stor.ai to Create iCommerce, a Unified Engagement + eCommerce Platform for Regional Grocers and Retailers*

Long Title   
Relationshop Acquires Stor.ai, to Create icommerce - a disruptive enterprise platform that embeds intelligent commerce across all customer touchpoints

**Magnolia, Texas**

Relationshop, a digital engagement platform for retail chains, has acquired Stor.ai, a global ecommerce solution for regional grocers. The acquisition will empower regional grocers with the first of its kind, unified *icommerce* platform, combining operational excellence with data analytics and omni-channel engagement capabilities to increase transactions, enhance loyalty and grow sales.

The new entity will be called Stor.ai, a Relationshop company.



Stor.ai, an ecommerce & fulfillment platform for regional grocers, was founded in Israel in 2014 and is the ecommerce provider for the top grocery chains in Israel. Today, the company has over 100+ grocery customers in the USA and more than 200+ customers globally.

Relationshop’s digital experience platform offers grocers true omnichannel engagement and personalization tools for health & nutrition, loyalty & rewards programs, Email & SMS marketing, digital circulars and data analytics of online, offline and hybrid customers. Relationshop clients include well known chains such as Albertsons, United Supermarkets & Big Y Foods and is deployed in 11 regional grocery brands across the US.

**Goodbye ecommerce. Hello iCommerce.**

*This acquisition gives retailers the ability to advance beyond ecommerce to* ***iCommerce****,* said Galen Waters, CEO of Relationship. *The “i” represents the tenets of our enterprise solution:* ***i****ntelligent data,* ***i****ndividual engagement and* ***i****ntegrated shopping. We believe that for regional retailers to compete with WIKA* (Walmart, Instacart, Kroger, Amazon), *they need a technology solutions partner and unified technology platform that drives all commerce– that’s* ***i****commerce*. *By merging the Relationshop shopper engagement and personalization suite with the ecommerce and fulfillment platform of Stor.ai, our clients will be able to provide a transformational and frictionless digital shopping experience to their customers, that drives both online and in store activity*.

*By combining the two product offerings, we will be able to provide regional grocers with a one-stop commerce solution that includes deep engagement and customer insights,* said Stor.ai CEO Mendel Gniwisch. *For regional chains, it is critical that we offer a cohesive shopping experience beyond what can be achieved thru bespoke third party integrations or external marketplaces.*

Galen Waters will be the CEO of Stor.ai. Walters is a 50 year veteran of the retail industry. He started his career working at Safeway Stores and subsequently launched & sold Adplex, a grocery marketing start-up, to private equity. He established Relationshop in 2007 (formerly known as Go Think!). Mendel Gniwisch, former CEO of Stor.ai with 9 years of business development in technology, will be President, a member of the board and will focus his time and efforts on M&A opportunities and the international operations.

High level stats about Stor.ai, a Relationshop company:

* $1B+ in grocery ecommerce sales transacted on the platform
* 140M+ personalized product recommendations made per month
* 8M+ ecommerce transaction executed on the platform
* 500+ retail locations served in 8 countries across the globe
* 12:1 Return on digital investment for our clients

About Stor.ai, a Relationshop company

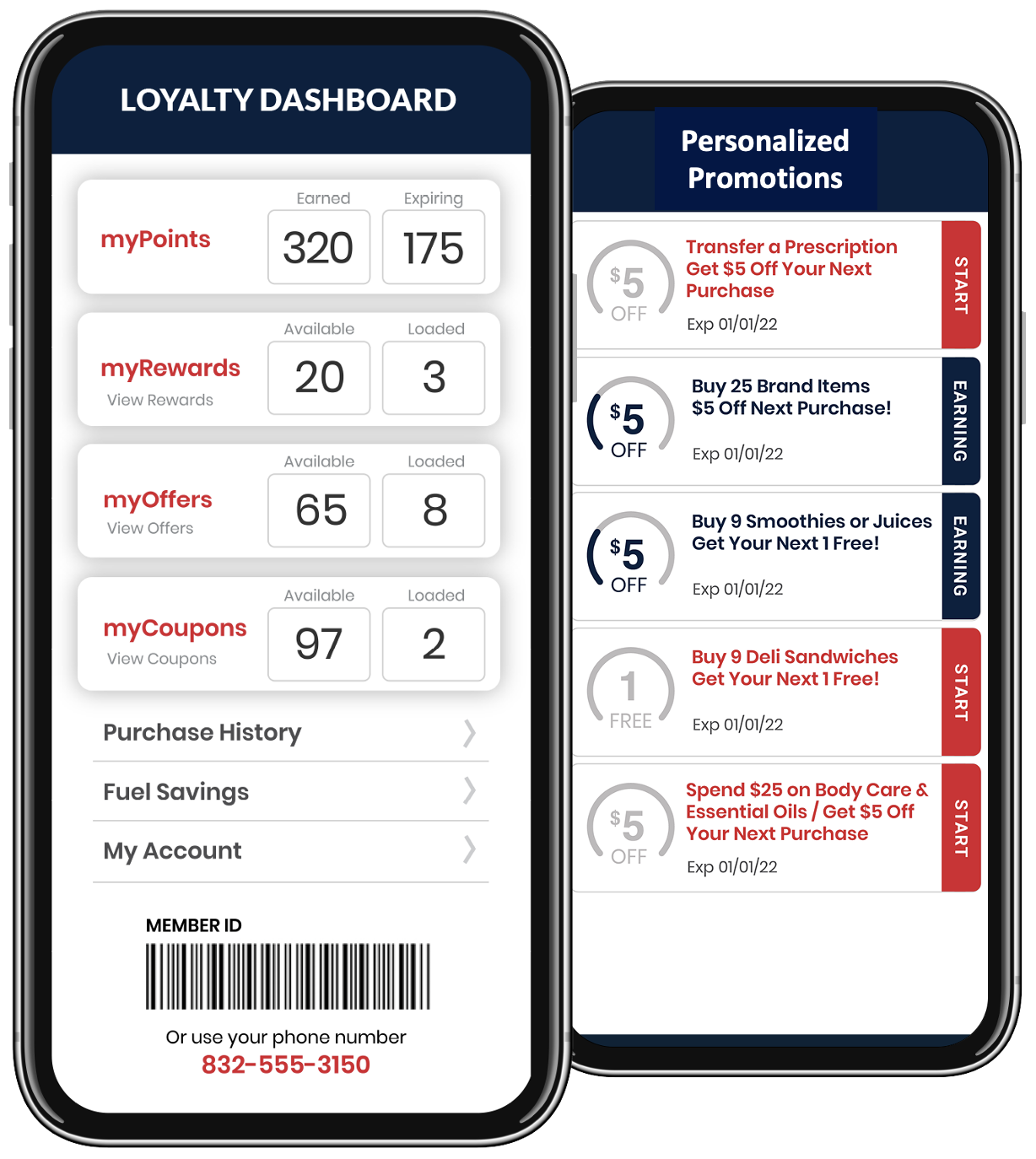
Stor.ai, a Relationshop company, empowers regional grocers with the first of its kind, unified icommerce platform, combining operational excellence with data analytics and omni-channel engagement capabilities to increase transactions, enhance loyalty and grow sales. The platform offers grocers true omnichannel engagement and personalization tools for health & nutrition, loyalty & reward programs, Email & SMS marketing, digital circulars and data analytics for online, offline and hybrid customers. Clients include well known chains such as Albertsons, United Supermarkets & Big Y Foods and is deployed in over 500 retail locations across 8 countries. To learn more, visit: www.stor.ai

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Graphical user interface, application

Description automatically generated  
product screenshot from the Stor.ai picking application

Product screenshot of the Relationship KPI dashboard and customer loyalty and promotion screens