



Fact Sheet

Company **StoreNext Retail Technologies L.L.C.**

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Description

StoreNext Retail Technologies L.L.C. is a joint venture of Retailix Ltd. (NASDAQ: RTLX) and Fujitsu Transaction Solutions Inc. StoreNext markets Fujitsu point-of-sale (POS) hardware, Retailix's ISS45 POS software and Internet connected services for managing stores via Web-enabled applications.

StoreNext is the No. 1 supplier of retail technology to independent grocers and small chains. It is the only retail IT company focused exclusively on meeting the needs of this market by offering solutions that were previously available, affordable or practical only for large chains.

Headquarters

Plano, Texas

Founded

2002

Executive Spokespersons

Austen Mulinder	Chairman
Barry Shaked	Chief executive officer
Bruce Minale	General manager
Tony van Seventer	Head of marketing and product strategy
Dror Ben-David	Head of Connected Services

Sales Channels

Indirect (grocery wholesalers, distributors, value-added resellers, dealers)

Value Proposition

StoreNext provides integrated and packaged retail technologies to independent grocers and small chains. The company's offerings enable customers to remain competitive by differentiating their business performance and relentlessly reducing their costs.

Relentless cost reduction is the focus of StoreNext's mission, achieved through its ability to continuously squeeze cost out of the grocer's business by lowering total cost of ownership, increasing reliability and providing leading-edge systems with prices and programs that easily justify their investment.

Products/Services **ISS45**

StoreNext's ISS45 is the grocery industry's leading point-of-sale (POS) software system. Extensions are available for Fuel, Consumer Relationship Management and Electronic Shelf Labels. The ISS45 Fuel Option totally integrates and manages fuel/supermarket combination environments for grocery retailers.

StoreNext Connected Services

StoreNext Connected Services bring sophisticated and powerful applications to the smaller grocer without the high cost of locally managed hardware, platforms and software. StoreNext's Internet portal provides centralized application services, also offering industry news, information, product reviews, member bulletin boards and links to other helpful sites. All of this is available over the Internet to even the smallest food retailer at a low cost.

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Retalix Back Office (RBO)

The Retalix Back Office (RBO) provides a migration from Bass RBX. RBO is the only office suite that is integrated with ISS45, not merely interfaced.

POS Hardware

StoreNext parent Fujitsu supplies POS hardware including the TeamPoS 2000 and peripherals, including keyboards, scanners and displays.

About Fujitsu

Fujitsu Transaction Solutions Inc., headquartered in Frisco, Texas, is the IT “lifecycle solutions” provider for retailing technologies. The wholly owned subsidiary of Fujitsu Limited (TSE: 6702) helps customers relentlessly drive costs out of retail operations and improve business performance by optimizing how technology assets are managed throughout the life cycle, from evaluation and acquisition to integration, implementation, service, support and replacement.

Fujitsu’s portfolio includes infrastructure management services, point-of-sale hardware and software, handheld devices and Web-enabled automated-teller machines. The company has operated in North America for more than 30 years/ it has 1,000 employees and 25 offices in the U.S., Canada and the Caribbean. It serves customers such as Albertson’s, Best Buy, ChevronTexaco, Nordstrom, REI, Staples and The TJX Companies, among others.

About Retalix

Retalix Ltd., with North American headquarters in Plano, Texas, provides integrated, enterprise-wide software solutions for the retail food industry worldwide, including supermarkets, convenience stores and restaurants. The company offers a full suite of software applications that support a food retailer’s essential retailing operations and enable retailers to increase their operating efficiencies while improving customer acquisition, retention and profitability.

Recently, the company expanded its product line by offering its head and back-office applications via the Internet to small chains and single store food retailers. With installations in more than 20,000 stores and quick service restaurants across 44 countries, the company markets its software solutions through direct sales, distributors, local dealers and through its U.S. subsidiary, Retalix USA, Inc., and its various other subsidiaries.

The company was founded in 1982 as Point of Sale Limited and changed its name in November of 2000 to Retalix Ltd. The company’s ordinary shares have been publicly traded on the Tel Aviv Stock Exchange since November 1994 and on the Nasdaq National Market System since July 1998.

More Information

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