



Last Yard FORMERLY SignIQ

Level 5
66 St Georges Terrace
PERTH WA 6000

During 2019 we conducted a review of our business with the objective of making sure we continue to live by our purpose of 'making the complex, simple'. As a result, I'd like to share with you some important changes we are making.

Firstly, I'm excited to announce that we are changing our name from 'SignIQ' to '**Last Yard**'.

The 'Last Yard' has long been a critical piece of the puzzle for retailers. How to best engage at the moment the shopper assesses an offer. It involves a multitude of challenges and opportunities; understanding who the customer is, what they want - determining the right product, price, promotion and then creating the most compelling way to inform, promote and convert.

These are the areas where Last Yard can make a difference for you and your customer - by creating a single solution, that uses the best of retail experience and technology, to get the right person, to the right product, at the right price, at the right time. Every time.

The name change is an important step in our growth plans and our goal to be a world class software-as-a-service provider. In support of this we are working on a number of product innovations (on version 8 of the platform) including -:

- A self serve version of our printed tickets product.
- New in-store digital touchpoints including digital shelf-edge & screens.
- Greater access and control of the platform with plug and play data integrations and business rule builder
- A new template engine that will give you faster & easier control over how your templates look
- Further reporting and analytics to help understand & share activity and return on investment (ROI)
- A refresh of the user interface.

We are also working on new ways the Last Yard platform can further leverage your current investment including the ability to connect local store product, pricing & stock level information to the online world via things like Google Adwords and social media feeds.

The transition plan for the change of name will be rolled out to all customers over the next month in order to avoid any confusion for store users. There should be no need for you to make any changes as a result of this change.

If at any time you would like to contact me, please feel free to do so via the details below.

Thank you for your continued support.

A handwritten signature in black ink, appearing to read 'Matthew Dunstan', positioned above a thin horizontal line.

Matthew Dunstan
Chief Executive Officer
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PS - Please also note that we have moved offices. We are now located at Level 5, 66 St Georges Terrace Perth. If you're ever in the neighbourhood, please drop in. All mail correspondence to be sent to GPO Box 2567, Perth WA 6000.