

**@UK PLC**

## **Ecommerce Contract Wins**

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@UK PLC

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**("@UK" or the "Company")**

### **Ecommerce Contract Wins**

@UK PLC (AIM:ATUK.L), the cloud ecommerce marketplace, is delighted to announce two recent ecommerce contract wins.

The first is a rolling annual contract with a GeM marketplace supplier. The global supplier has appointed @UK to implement an advanced global ecommerce site which will be integrated with the Generic eMarketplace for Universities and Schools ("GeM"), a groundbreaking online procurement marketplace developed by @UK for the education sector which was launched in August 2011. The contract will generate £60,000 in the first year followed by approximately £100,000 per annum in revenues for @UK in subsequent years.

The contract was won against international competition and confirms that the @UK SiteGenerator ecommerce software has a number of compelling advantages in the global market. The supplier plans to build on @UK's integrations with the major global buying platforms with a series of integrations with the niche buying platforms in each country.

This win is in line with the Directors' previously stated strategy of providing additional functionality to GeM suppliers and generating additional revenues from these suppliers. The Directors believe that in due course other GeM suppliers, of which there are approximately 600, will consider the benefits of the @UK system for their UK and or global ecommerce requirements.

The second ecommerce contract win is an integration project for a US Schools supplier. The project will integrate the supplier to two US School Purchasing consortia using @UK's sbxp connection technology (shopping basket exchange protocol) which allows @UK to provide plug ins between all major purchasing systems and web development systems.

@UK believes that there may be further opportunities to supply its ecommerce software to other US and Global suppliers. @UK's SiteGenerator ecommerce software has a number of significant advantages, such as automatic tax calculations for the US market. This is important for large customers since states such as California assume that there will be a sales person in the state and therefore that the business will be liable for sales tax. This means that large organisations may have multiple tax nexus (points of taxation) and that tax needs to be calculated at each of State, City,



- SpendInsight uses unique artificial intelligence to automatically identify savings and is available on a national framework contract
- Ecommerce Marketplace realises the savings through correct pricing vs catalogue marketplaces which are unable to support carriage, or complex pricing
- GreenInsight provides unique sustainability analysis and
- Hybrid Carbon Footprints enabling universal carbon footprints at a price break through of £4 per item
- High performance cloud technology underpinning the system
- Start up service allowing start ups to immediately start trading

@UK is included in the Software and Computer Services Sector (9530).

For further information please visit the @UK PLC websites

Investor Site <http://www.uk-plc.net/invest>

Main Site <http://www.uk-plc.net>

SpendInsight Site <http://www.spendinsight.com>

GreenInsight Site <http://www.green-insight.com>

Hybrid Carbon Footprint Site <http://www.hybridcarbonfootprint.com>

Cloud-Start-Up.com <http://cstartup.com>

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