

K-Ruoka- mobile app and Smartcart Ltd. together have developed a new functionality for Smartcart intelligent shopping carts

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The K-Ruoka mobile app and the Finnish digital marketing start-up company Smartcart Ltd. together have developed a new functionality for Smartcart's intelligent shopping carts. With the new functionality, the customer can move their shopping list from the K-Ruoka mobile app to the Smartcart.

By combining the K-Ruoka app with the Smartcart technology, the buying experience can be better tailored to the needs of an individual customer.

"Smartcart's intelligent shopping carts, which were launched last year in several K-Group stores, have already offered customers, among other things, a wide range of recipes, in-store navigation, product information, and promotions. I am very glad that Smartcart is working together with K-Group, whose digital expertise and strategic intent corresponds to ours," says Smartcart CEO, Petteri Heiman

Through the K-Ruoka app, all members of the family can add their desired products to the list whenever they want. The family member that goes shopping, downloads the list to the Smartcart and the Smartcart guides the customer on the quickest route to the products and to the checkout.

"The goal of K Group is to promote the Company's digital experiment culture to improve customer experience. The development of the intelligent shopping carts is perfectly suited to this goal. We want to focus on agility and flexibility in all of our new services," says Business Development Manager at K-Group, Hanna Heinänen. " K-Group actively seeks intelligent digital solutions that enable new technologies to help customers every day."

"I am very happy that Smartcart is collaborating with K-Group, whose digital expertise and strategic intent correspond to ours," says Mr. Heiman. "It's not every day that one of Finland's leading retail grocers combines forces with a start-up. It is a sign of trust in our Company, and we are excited to update K-Group's customers' shopping experience with digital opportunities. "

The K-Ruoka app has been downloaded to the phones of nearly one million Finns. Smartcart's intelligent shopping carts can be found in more than 50 Finnish K-Ruoka grocery stores around Finland, and the goal is to reach 150 stores this year.

Smartcart's intelligent shopping carts will be found next from Hollola's K-Supermarket, Kankaanpää's K-Citymarket and K-Citymarket Kivihaka in Vaasa. For a full list of all Smartcart stores, go to www.smartcart.fi/stores.

ADDITIONAL INFORMATION

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SMARTCART Oy (Ltd.) is a Finnish technology, service and media company founded in 2014 specializing in innovative marketing, retail services and consumer expertise. SMARTCART is Europe's largest manufacturer of intelligent shopping carts, whose Smartcart solutions are available in over 50 supermarkets in Finland. SMARTCART operates in both the product and research sectors in Paraguay. SMARTCART is projecting a five-million-euro turnover in 2018.