

## Toronto Tech Startup Unata Experiences Massive Growth in 2016

*Unata's continued growth solidifies their place as a leader in the digital grocery market*

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TORONTO--(BUSINESS WIRE)--Unata, the leading provider of 1-to-1 digital solutions for grocers, is announcing its unprecedented growth in 2016. The company is on pace to achieve 350% YOY revenue expansion in 2016, following the 700% revenue growth it achieved in 2015.

"Our office is buzzing with excitement and passion. Not only will additional team members help with the new retail accounts we have signed, but also ensure Unata continues to deliver many new and best-in-class experiences and features throughout the year"

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Unata's growth is in part due to three new retail partner additions in 2016, including the recently announced Roche Bros. along with two additional customer implementations to be disclosed in the coming months. Unata's retailer partner network is poised to now exceed 1,000 supermarket locations by the end of the year.

Unata has also experienced aggressive internal growth with a headcount expected to triple, surpassing 70 employees, by year-end. The Toronto technology startup is focused on finding the right talent that will strongly contribute to ongoing collaboration and innovation — two of the company's core values. To accommodate this continued growth in talent, Unata has expanded their office space to double their footprint at their Toronto headquarters location.

Furthermore, earlier this year, Unata announced a major new product release, eCircular 2.0, a trailblazing effort that is shaping the digital circular of the future. eCircular 2.0, currently live with Lowes Foods and Lunds & Byerlys, enables retailers to bring all the branding and character from the print circular to their digital version, and supercharge it with personalization, omni-channel support, measurability and interactivity.

"Our office is buzzing with excitement and passion. Not only will additional team members help with the new retail accounts we have signed, but also ensure Unata continues to deliver many new and best-in-class experiences and features throughout the year," said Marc Faucher, Unata COO and CFO. "It's an exciting growth period as we continue to see consumers' accelerated adoption of digital services within the grocery vertical."

Unata will be attending the upcoming FMI Connect on June 21-23 in Chicago, IL. Their team will be at booth 939 and PULSE 3 and available for product demos, questions regarding their solution, expected growth and the exciting year ahead. Please email [anshoo@unata.com](mailto:anshoo@unata.com) if you would like to set up a meeting.

### About Unata

Unata powers the future of grocery shopping by interconnecting all digital retail touchpoints and delivering personalized, seamless and intuitive customer experiences across the path to purchase. Unata enables 1-to-1 eCommerce, eCircular and eLoyalty through its cloud-based, machine learning personalization engine. The award-winning platform is designed specifically for the grocery industry, supports delivery and click-and-collect, and has lead Unata to rapidly expand as the leading 1-to-1 omni-commerce solutions provider for grocery retailers.

Unata currently works with leading regional grocers throughout Canada and the U.S. like Longo's, Grocery Gateway, Lowes Foods, Raley's and more. To learn more, visit [www.unata.com](http://www.unata.com) or follow Unata on [Twitter](#) or [LinkedIn](#).

### Contacts

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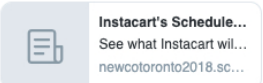
UNATA

### Release Summary

Unata, the leading provider of 1-to-1 digital solutions for grocers, is announcing its unprecedented growth in 2016.

### Tweets by @Unata

 **Unata** @Unata  
Canada's @ElevateTechFest is just around the corner! Don't miss @apoorva\_mehta and @nilamg's talks, and hope to see you at our office on 9/27! Reserve your spot now: [bit.ly/2MtPMUF](http://bit.ly/2MtPMUF).

  
See what Instacart will...  
[newcotoronto2018.sc...](http://newcotoronto2018.sc...)  
Sep 24, 2018

 **Unata** @Unata  
In Toronto this week? Catch @Max, Co-Founder at @Instacart, at @StartupGrindTOR on Wednesday, 9/19! Reserve your spot at [bit.ly/2N8UWuw](http://bit.ly/2N8UWuw).

  
I'm attending Startup ...  
[startupgrind.com](http://startupgrind.com)  
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Attending this month's #TechTO? Stop by our booth and say hi to @Max, Co-Founder of @Instacart, on Monday, 9/17! Grab your ticket at [techtoronto.org](http://techtoronto.org).

  
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