



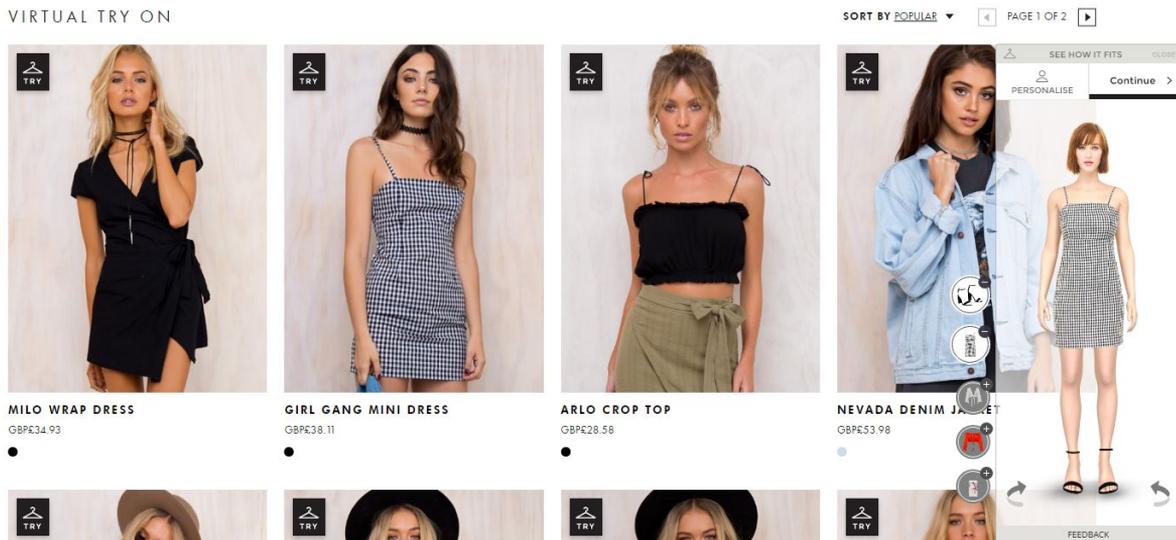
Metail announces partnership with Princess Polly - Australia's fastest growing* online fashion destination - allowing users to try on clothes online.

24 May 2017

London and Cambridge based fashion technology company Metail, announces a new partnership with fast growing fashion brand Princess Polly, to allow shoppers to try on clothes online for the first time in Australia.

The Australian e-commerce market is mooted to grow to \$24b** by the end of 2018 representing the second largest in the Asia Pacific region. Princess Polly whose key 18 - 24 year old savvy fashion shopper has ensured triple digit sales year on year is already receiving over 1m visits/month. Maintaining such growth is key and Princess Polly have chosen to utilise The Metail Experience as a market first to delight their consumers and give them confidence that the items they try on and buy online will fit and suit them once they receive their purchases at home.

The Metail Experience enables consumers to try on clothing as they peruse the range online. It takes consumers less than 10 seconds to create their own 'avatar', which Metail call a MeModel, by inputting their height, weight and bra size. The customer can personalise their MeModel further, by adjusting their waist and hip measurements, they can choose their skin tone, and can even style their MeModel's hair by putting it up or down. Once completed, this personalised MeModel is up to 96% accurate to their own body.



The Metail Experience on PrincessPolly.com

Metail's impressive results include a up to 22% increase in sales per basket and a 5% reduction in returns for customers who use their technology as opposed to those that do not.***

The Metail Experience also allows brands to better understand their shoppers size, shape and style preferences. The Metail Experience creates the opportunity to deliver an extremely

valuable, previously unknown consumer data set for the first time in Australia.

Set to shake up the online retail space, Princess Polly is solidifying itself as a leader in the competitive ecommerce industry with the partnership with Metail to launch the virtual change room technology that gives new meaning to the term 'try before you buy'.

The technology, which has been a welcome feature among Princess Polly's target audience, has already hit the ground running since its launch at the end of April with results that speak for themselves.

Princess Polly's Co-CEO Wez Bryett commented on the success of the Virtual Try-On, explaining that visitors are spending up to 3.5 times longer on the site when engaging the technology.

"Metail's Virtual Try-On feature is a way to provide our customers with the extra confidence to purchase online and we're thrilled with the results to date. We think it's going to be a game changer for buying clothes online. Not only have we seen a 50% increase in revisit rates but we can also attribute a 31% increase in order value per visit, to the industry-first feature," says Mr Bryett.

Tom Adeyoola, founder and CEO of Metail said:

"Metail's partnership with Princess Polly is a great opportunity, giving immediate access to a huge user base for The Metail Experience. As we move forward in our goal to disrupt the global fashion ecommerce landscape, we are fully committed to working with our partners to continue to innovate and inspire."

You can try the Metail Experience by visiting: <https://www.princesspolly.com/try-on>

* Retail economics and Princess Polly, Princess Polly Report (October 13, 2016)
princesspollyblog.wordpress.com/retail-economics-and-princess-polly/

** Figures taken from Ecommerce Foundation Report

*** Gallino, Santiago and Moreno, Antonio, The Value of Fit Information in Online Retail: Evidence from a Randomized Field Experiment (October 21, 2015)

About Metail

Founded in 2008, Metail is a British company developing an immersive 'try it on' online shopping experience which enables consumers to create a bespoke 3D model of themselves. The technology aims to increase consumer confidence in buying clothing online through an engaging and delightful product. Metail's technology can be incorporated into any e-commerce platform and the company's operations are able to photograph and digitise over 200 garments per studio per day facilitating work with mass market high volume retailers. After entering a few simple measurements consumers can generate a MeModel, which is 92-96% accurate to their specific size.

Established by Cambridge graduate Tom Adeyoola, Metail has raised over \$20 million in funding and officially launched with its first customer – Clothing at Tesco – in February 2012. Metail was also BAFTA nominated for their work with ITV in 2013.

The company has since developed an international client base, spanning House of Holland and Little Mistress in the UK, Abof in India, Channel 21 in Germany, and FFLives in Taiwan, to name a few.

Metail created a world exclusive when collaborating with House of Holland for their London Fashion Week show in September 2014. For the first time ever, consumers could watch the catwalk show in real time and try on and pre-order the outfits as they were revealed for the first time on the catwalk models. This collaboration saw industry recognition by winning 'Digital Coalition of the Year' at the Decoded Fashion Futures Awards in June 2015.

Metail also saw success at IBM Amplify, winning the IBM Commerce 2015 'Ecosystem Technology Innovation of the Year', and at the 2017 Techworld Techies Awards, winning the 2017 Retail & eCommerce Innovator of the Year.

Based across four offices in London, Cambridge, Singapore and now Korea, Metail has built a talented and dedicated team of 60 employees including 10 PHDs.

For more information about Metail see www.metail.com

About Princess Polly

Funded in 2010, Princess Polly is one of Australia's largest & fastest growing women's fashion websites. An online boutique filled with the funnest, fastest fashion available to the generation Y/I girl.

Princess Polly stock more than 50 of the best Australian labels within their boutique group, always focusing on style. With over one million visits per month and always on the lookout for cutting edge technology, Princess Polly was also the first Australian business to integrate Afterpay.

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