

Press Release

CrescoData, a Pitney Bowes Company, Becomes First Official APAC Integrations Partner on Mirakl Connect

SINGAPORE, December 15, 2021 – CrescoData, a Pitney Bowes Company and platform-as-a-service business in the commerce space, today announced it has become the first official **Mirakl Connect** integrations partner in APAC. CrescoData is a recent acquisition of [Pitney Bowes Inc.](#) (NYSE: PBI), a global shipping and mailing company that provides technology, logistics, and financial services.

Mirakl offers the industry's first and most advanced enterprise marketplace SaaS platform and recently announced funding of US \$555M to expand online marketplaces. The platform powers some of the world's leading APAC marketplaces including Catch Group, TradeSquare and Scentre Group.

CrescoData has worked with Mirakl customers for more than five years, and now as a partner on Mirakl Connect, can more easily provide its expertise in marketplace data automation and integration requirements to all Mirakl-powered Marketplace operators in the APAC region. The CrescoData Commerce-in-the-Cloud Suite has been developed in close collaboration with marketplace partners and offers tools that assist marketplaces to scale their Seller on-boarding through:

- access to over 85 pre-configured eCommerce Platform connectors
- drop ship integration for real-time stock sync
- a single point of API integration for systems integration
- visibility of all payloads through The CrescoData Management Portal
- a white labelled solution to enable seller self-serve options
- access to an ecosystem of existing sellers that can be plugged into the marketplace

"We are delighted to have CrescoData join Mirakl Connect as our first integration partner in APAC. The CrescoData team has a deep understanding of the APAC eCommerce ecosystem and its automated seller integration solutions can help our growing list of Mirakl-powered Marketplaces in the region continue to scale." **Damian Purvis, Regional VP, APAC, Mirakl**

"CrescoData has been working with Mirakl-powered Marketplaces for over 5 years and has a deep understanding of the platform and data model as well as the APAC eCommerce market. Becoming a Mirakl Connect partner allows CrescoData to better support its existing and new Mirakl customers through close collaboration with the Mirakl team on integrations

and early access to new platform releases.”

Anna Trybocka, CEO - CrescoData

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About CrescoData

CrescoData is a Deloitte Fast 500 leading Platform-as-a-Service business in the Commerce Space. CrescoData was founded in 2014 and is headquartered in Singapore with the team spread across APAC and Europe.

CrescoData is a recent acquisition of Pitney Bowes Inc. (NYSE: PBI), a global shipping and mailing company that provides technology, logistics, and financial services. The business and its state-of-the-art technology was acquired in November 2021 to complement Pitney Bowes' shipping portfolio.

The CrescoData Platform is a leading Integrations Platform and uses the latest in AWS serverless architecture and AI to connect, map and automate Commerce Data at scale. The CrescoData Commerce-in-the-Cloud Suite is available via open API and provides a single integration point to connect to over 85 pre-configured connectors.

The CrescoData Commerce Connect Platform is available via Platform-as-a-Service (PaaS). Its full stack of product features are available through its Commerce-in-the-Cloud Suite. This enables customers to develop, run and manage applications without the complexity of building and maintaining the infrastructure associated with developing and managing the service.

CrescoData works with global enterprise customers to solve complex data mapping and to connect their Platforms to Global Commerce Channels. The CrescoData Commerce Connect Platform:

- Processes over 5M SKU's a day
- Processes >USD\$22M orders per month
- Is connected to over 85 channels
- Automates over 1,500 merchants across 10 markets in 8 different languages

For more information: www.crescodata.com.

About Pitney Bowes

Pitney Bowes (NYSE:PBI) is a global shipping and mailing company that provides technology, logistics, and financial services to more than 90 percent of the Fortune 500. Small business, retail, enterprise, and government clients around the world rely on Pitney Bowes to remove the complexity of sending mail and parcels. For additional information visit Pitney Bowes at www.pitneybowes.com.

About Mirakl

Mirakl offers the industry's first and most advanced enterprise marketplace SaaS platform. With Mirakl, organizations across B2B and B2C industries can launch marketplaces faster, grow bigger, and operate with confidence as they exceed rising customer expectations. Platforms are the new competitive advantage in eCommerce, and the world's most trusted brands choose Mirakl for its comprehensive solution of technology, expertise, and the Mirakl Connect ecosystem to unlock the power of the platform business model for them.

As a result, companies like ABB, Astore by AccorHotels, Carrefour, Catch Group, Click Frenzy, The Kroger Co., Leroy Merlin, Maisons du Monde, Onceit, Toyota Material Handling and TradeSquare gain the speed, scale and agility to win in the changing eCommerce landscape. For more information: www.mirakl.com.

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