

**Kroger and Inmar Announce Strategic Relationship, Including Definitive Agreement for Purchase of You Technology**  
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**Long-Term Services Agreement to Continue Digital Offer Management Services for Kroger; YouTech's Digital Offer Publishing Unit to be Sold to Inmar**

CINCINNATI and WINSTON-SALEM, N.C., Dec. 18, 2018 /PRNewswire/ -- [Inmar](#) and The Kroger Co. (NYSE: KR) today announced a new strategic relationship to drive innovation in digital offer management.

The relationship includes the sale to Inmar of [You Technology](#), a digital coupon and digital rebate publishing unit owned by Kroger, in conjunction with a long-term services agreement with Inmar for the continued delivery of digital offer management services to Kroger.

"As part of our strategic relationship, the combination of Kroger's unique assets and personalization expertise and Inmar's technology solutions now with YouTech will drive more innovation and value for Kroger customers and CPG partners," said Yael Cosset, Kroger's chief digital officer. "This services agreement supports [Restock Kroger](#), namely the partner for customer value and redefine the grocery customer experience drivers. By joining together with Inmar, YouTech will have the opportunity to expand both its retailer relationships outside of Kroger and its portfolio of capabilities. We'd like to thank the talented team of YouTech associates for building a successful business and look forward to working with both Inmar and YouTech closely to ensure a smooth transition."

South San Francisco-based YouTech was founded in 2007 and acquired by Kroger in 2014. Its cloud-based digital offer platform enables digital offers for redemption at Kroger and retailers in the US. In combining YouTech's online engagement capabilities with Inmar's expertise in managing open platforms, this transaction will improve accessibility and expand coupon and rebate distribution for CPGs, helping retailers of all sizes compete and deliver on today's consumers' evolving expectations.

"We are thrilled for YouTech to join Inmar, enhancing our already exceptional ability to help retailers drive loyalty and growth through better digital content," said David Mounts, Chairman and CEO of Inmar. "Following the acquisition, Inmar looks forward to working closely with Kroger and 84.51<sup>o</sup> to bring high quality digital offers to Kroger customers. The acquisition of YouTech will also broaden our distribution network and enhance Inmar's capabilities as a trusted, independent intermediary, allowing us to better serve the evolving needs of both CPGs and all of our retail partners."

**Additional Information**

The transaction is subject to customary closing conditions, including expiration or termination of the waiting period under the Hart-Scott-Rodino Antitrust Improvements Act of 1976. The companies expect to close the transaction during Kroger's first quarter of 2019.

**About Kroger**

At The Kroger Co. (NYSE: KR), we are dedicated to our Purpose: to Feed the Human Spirit™. We are nearly half a million associates who serve over nine million customers daily through a seamless digital shopping experience and 2,800 retail food stores under a variety of [banner names](#), serving America through food inspiration and uplift, and creating #ZeroHungerZeroWaste communities by 2025. To learn more about us, visit our [newsroom](#) and investor relations [site](#).

**About Inmar**

We reimagine everyday business challenges through market-driven commerce, analytics and technology solutions that are built to solve some of industries' biggest obstacles to growth. Inmar's customer-centric approach is evident through our success helping companies dynamically engage audiences, build brand loyalty, create efficiencies and drive profitable growth.

Our solutions, such as prescriptive analytics, shopper and patient engagement, activation technologies and e-commerce platforms, are inspired by a new age of digital and technology-savvy consumers with changing

expectations and behaviors, illuminated through advanced analytics and behavioral economics. We help leading Fortune 500 companies and emerging brands grow while providing their consumers with personalized and precision-driven tools to save money, improve health and safety, and more conveniently go about their lives.

For more than 35 years, we have served retailers, manufacturers, healthcare providers, government and employers as their trusted intermediary and helping them redefine innovation. For more information about Inmar, please follow us on [LinkedIn](#) and [Twitter](#).

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