

## **Mediagrif mobilizes expertise and technology to ensure business continuity for clients operating in critical sectors**

**Longueuil, Canada, April 20, 2020** – Mediagrif Interactive Technologies Inc. (TSX:MDF), a leader in commerce technology, is finding new ways to help its customers across North America and in parts of Europe and Asia during these unprecedented times. Our sectors of activity are vital in ensuring business continuity in critical areas such as medical equipment, groceries as well as public sector sourcing for multiple levels of governments and agencies.

By combining the power of our Strategic Sourcing and Supply Chain supplier bases, we have put in place a way to quickly link offer and demand between medical suppliers and buyers, allowing for a better response to critical medical supply needs. This effectively broadens the supplier base from which the healthcare networks can procure vital equipment from.

In the Strategic Sourcing sector, we have deployed multiple initiatives to help our partners ensure their ongoing procurement needs by accelerating their transition to a paperless procurement process. This not only minimizes potential disruptions in their procurement process but also makes it easier for suppliers to find much needed contracts. We have observed a significant increase in the number of new public agencies in North America joining our network, representing an increase of 100% compared to the same period last year. 75% of newly signed government entities are using the Electronic Bid Submission (EBS) feature. Overall, more than 50% of all government customers are now using EBS compared to 25% just last month.

Our e-commerce team has also been working diligently to support marquee clients in the grocery segment who have seen a dramatic increase in the use of their online channels, with volumes reaching ten times normal traffic. This group is also putting in place activities to help retailers, from SMB to large businesses across North America, to quickly become operational with their own transactional website, thereby keeping a vital part of their business open.

“We are working tirelessly and finding new ways to help our customers get through these challenging times. We quickly adjusted to the work from home model and have been able to ensure 100% business continuity,” said Luc Filiatreault, President and CEO of Mediagrif. “We anticipate an increase in demand for some of our B2B commerce solutions as, more than ever, businesses take stock of the importance of digitalizing their operations. I’m proud of the entire Mediagrif staff and also confident that we will exit this crisis stronger and well positioned for growth.”

### **Learn more about how we can help you with your online business**

#### **B2B e-commerce solutions**

- [Weekly 20-minute demo](#): how to create an ERP-integrated web store which could be ready to take orders next week
- [COVID-19 resources for manufacturers, distributors and retailers](#) (k-eCommerce)
- [COVID-19 resources for retailers and brands](#) (Orchestra)

#### **Procurement solutions**

- [Electronic Bid Submission and other key sourcing tools](#) (BidNet Direct)
- [COVID-19 resources for buyers and vendors](#) (BidNet Direct)
- [List of vendors with medical supplies in-stock and request access to vendor database](#) (BidNet Direct)

**About Mediagrif Interactive Technologies Inc.**

Mediagrif Interactive Technologies Inc. (TSX:MDF) enables the flow of commerce by providing a broad set of SaaS solutions that optimize and accelerate commercial interactions between buyers and sellers. Our platforms and services empower businesses around the world, allowing them to generate billions of dollars in transactions on an annual basis. Our strategic sourcing, e-commerce, supply chain collaboration and e-marketplace solutions are supported by a strong and dedicated team of more than 500 employees based in Canada, the United States, Denmark, Ukraine and China. For more information, please visit us at [www.mediagrif.com](http://www.mediagrif.com), follow us on [LinkedIn](#) or call at 1-877-677-9088.

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