

A colorful illustration of a landscape with rolling green hills, trees, and a city skyline in the background. A white van is parked on the right side of the image.

SaleCycle Named by August Equity in the 2014 Pathfinder 20 Index

London, UK - 13 May 2014 – SaleCycle receives accolade from August Equity.

SaleCycle has been named as a finalist in the 2014 Pathfinder 20 Index of top emerging UK technology companies. Unlike other lists which assess businesses on historic growth rates, the companies who make this list are measured not just on financial metrics but also other considerations such as growth prospects, innovation and the ability in the longer term to become category leaders.

Selected by a panel of leading UK technology executives, the Pathfinder 20 Index comprises a prestigious list of the top emerging UK technology companies recognizing candidates not just for their financial metrics but also other considerations such as growth prospects, innovation and the ability in the longer term to become category leaders.

A Fascination with Innovation

Among SaleCycle's key achievements during the past year was the introduction of On-Site Remarketing. This innovative new solution enables companies to communicate with customers at the moment they abandon a purchase online, tempting them to complete their purchase there and then, or making it easy for them to return when it is more convenient. In conjunction with SaleCycle's Email Remarketing solution, brands working with SaleCycle are achieving increases in online sales upwards of 10% - an astonishingly high return on investment.

"On behalf of SaleCycle I am thrilled we have been shortlisted for this coveted award," said SaleCycle Founder & CEO, Dominic Edmunds. "On the most basic level, we are a numbers driven business, passionate about making more money for

the brands we work with. However, that's easier said than done, and we achieve this with innovation and a focus on being the very best at what we do. Reflected by our fantastic staff retention rate and the #LoveWhatYouDo phrase that is the cornerstone of our working day, this accolade is dedicated to all of our employees who have helped make SaleCycle what it has become today."

The Pathfinder 20 Index was founded by [August Equity](#), a private equity firm that works with the highest quality management teams to build creative and market-leading businesses which generate high strategic value for trade buyers.

For more info about Pathfinder, go to www.augustequity.com/pathfinder/about

About SaleCycle

Founded in 2010, SaleCycle is committed to helping the world's top brands recover lost sales online. SaleCycle's signature On-Site Remarketing and Email Remarketing solutions enable clients to reconnect with consumers who abandon their shopping cart, booking or application form with dynamic, personalized messages in real-time.

SaleCycle serves over 500 clients globally and has offices in Washington DC, London, Singapore and Sydney.

Find out why the world's leading brands including Sony, Ralph Lauren and Hertz work with SaleCycle at www.SaleCycle.com

Contact

For more information please contact:

Chris Sheen, Head of Marketing

Email: chris.sheen@salecycle.com

Phone: +44 7720 60 58 27

Address: Chase House, 4 Mandarin Road
Rainton Bridge, DH4 5RA