

SLI Systems Names Martin Onofrio as Chief Revenue Officer

Operating Revenue for First Half Expected to Rise 29% to \$17.3 million

CHRISTCHURCH, New Zealand – 4 November, 2015 – SLI Systems (NZ.SLI) today announced the addition of industry veteran sales leader Martin Onofrio as Chief Revenue Officer (CRO). In his role Onofrio will be responsible for leading the company’s global sales organization to increase new customer acquisition and maximize revenue per customer through increased adoption of SLI’s entire product suite. SLI is a Software-as-a-Service provider that accelerates e-commerce revenue for online retail and business-to-business stores by connecting shoppers with the products they’re most likely to buy.



SLI Systems (NZ.SLI) today announced the addition of industry veteran sales leader Martin Onofrio as Chief Revenue Officer (CRO). High res file [here](#).

This news comes as SLI announces operating revenue expectations for the first half of the 2016 fiscal year. The company anticipates operating revenue for the six months to 31 December 2015 to be \$17.3 million, a 29% rise over the six months to 31 December 2014.

Onofrio, who joins immediately, will focus on driving excellence in worldwide sales execution to aid the company's ongoing revenue growth and operating income improvement. The new CRO brings more than twenty-five years' sales and executive leadership experience to the position. Most recently he was Chief Revenue Officer at Silicon Valley-based Attensity Corporation.

"Martin comes to the company with strong leadership background and a proven track record of increasing sales for cloud-based solutions," said Chris Brennan, CEO of SLI Systems. "As we noted at our Annual Shareholders Meeting last month, SLI has not been performing to its full potential and needs to increase its growth rate. We're looking for Martin to be a key contributor to our executive team and a driver of accelerating growth in the months and years to come."

Onofrio previously held executive sales leadership positions at SAP, Mobileum, Kana, Triple Point Technology and e-commerce platform provider Blue Martini Software. In his prior roles Onofrio has consistently exceeded quota and increased average deal value. At SLI Onofrio will use his extensive knowledge to structure, motivate and run the company's sales organization in the most effective manner possible.

"What attracted me to SLI was the company's leadership position in its category. Our core market is huge and still experiencing double-digit growth. Our flagship Learning Search product is the most robust and full-functioned in the space, and the company's large and growing installed base is testimony to the fact that we're getting it right," Onofrio said. "I can't wait to help the sales team better connect with online merchants to demonstrate how SLI services can increase top-line sales and bottom-line profitability."

SLI will report full results for the period to 31 December in late February 2016.

About SLI Systems

SLI Systems (SLI.NZ) enables the world's leading e-commerce retailers to accelerate sales by connecting shoppers with the products they're most likely to buy. With offerings that include site search, navigation, merchandising, mobile, product recommendations and user-generated SEO, SLI is the most chosen cloud-based site search provider to U.S. Internet Retailer Top 1,000 retailers. The company's patented technology continuously learns from the actions of visitors to deliver the most relevant results possible. Whether via PC, tablet or phone, a site powered by SLI delivers the kind of satisfying search experience that increases conversion rates, secures brand loyalty and results in higher order values. SLI operates on five continents. For more information, visit www.sli-systems.com.

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