



VOLUMENTAL

Volumental surpasses 1.5 million 3D foot scans on the heels of 1.4m\$ investment

Volumental, together with its customers, has now scanned over 1.5 million people in 35 countries across the globe. Two new features leverage this continuously expanding database to provide unique, personalized recommendation and customization experiences to footwear shoppers worldwide.

Volumental's 3D foot scanners, present in over 1000 retail stores worldwide, have scanned over 1.5 million people and growing. "We should be talking about the transformation of retail, not the death of retail," says Moritz Schiebold, Volumental's CEO. "The future of retail revolves around creating personalized, immersive experiences for customers in stores that transition to an omnichannel relationship. Shopping in store should be a delightful experience. To make sense for both consumer and retailer, retail technology solutions need to provide great user experiences and business value."

The Volumental Fit Engine uses state-of-the-art technology to give individual and personalized fitting recommendations. Scan a shopper, and the Fit Engine will automatically rank the shoes currently in stock according to how well they fit that shopper. "The Fit Engine means no more guesswork or time wasted on trying on the wrong shoes," says Moritz Schiebold. "The Volumental Fit Engine gives stores the superpowers of machine learning at their fingertips."

With Bauer Hockey, the world's leading hockey skate manufacturer, Volumental is breaking new ground in skate customization. Together, Volumental and Bauer recently launched a program under the myBAUER brand to offer players of all ages and abilities individual, custom fitted skates to improve their performance.

The company also recently took in a 1.4m\$ infusion of capital, welcoming Forward VC as a new investor, along with long-time advisors Sting and Walerud Ventures. Current investor Moor Capital also reinvested. "We have been growing very nicely and organically over the last two years. With this additional money on top of our cashflow we can now grow our sales and marketing team to 15 people," says Moritz Schiebold.

ABOUT VOLUMENTAL

Volumental's mission is to transform the footwear industry, enabling a completely personalised experience in finding the perfect footwear. Volumental combines the world's fastest high accuracy 3D foot scanning system for retail, with an advanced AI driven 'Fit Engine' that generates highly personalised footwear recommendations.

Developed in Stockholm, Sweden, the Volumental solution drives sales, increases customer satisfaction and provides detailed data for research and development. Working with partners such as New Balance, Bauer and Fleet Feet Sports, the Volumental scanning solution is used in 1000 stores across the globe in 35 countries.

For more information please contact press@volumental.com

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