

Grid Dynamics Helps American Eagle Outfitters To Reimagine Customer Loyalty with Cutting Edge Omnichannel Platform

Grid Dynamics Holdings, Inc. (Nasdaq: GDYN) (“Grid Dynamics”) has partnered with American Eagle Outfitters, Inc. (NYSE: AEO) (“American Eagle”) to collaboratively design and implement a new generation omnichannel loyalty platform for the retailer.

As a leading global specialty retailer, American Eagle has always recognized the importance of customer loyalty. By building a powerful loyalty platform, the retailer was able to improve the customer experience, boost speed to market for new marketing campaigns and promotions by 20 times, and free up annual license fees to power differentiating innovation and growth.

Ljubomir Cvetkovic, VP of Engineering at American Eagle Outfitters, explained: “Our long standing relationship with Grid Dynamics gave us confidence that together we could execute this major transformation and achieve the results we were looking for. We eliminated our dependency on third-party products and set up platform and engineering best practices that would allow us to scale and continuously improve the customer experience.”

The new loyalty platform led to a better experience and greater satisfaction for customers and internal teams including marketing managers and customer support agents. It marked another milestone in the digital transformation of American Eagle, improving enterprise agility, bolstering competitive advantage, and opening up pathways for further innovation and growth.

Leonard Livschitz, Chief Executive Office at Grid Dynamics, added: “Successful delivery of American Eagle’s loyalty platform is a true testament to our long-term partnership and ability to create differentiated customer experiences. Grid Dynamics helped the company achieve another milestone in the digital transformation journey that will power long-term growth, greater customer satisfaction, higher merchandising productivity, and better operational efficiency. Together, we delivered a new and innovative loyalty program without disrupting the effective parts of the existing ecosystem that American Eagle had built up over many years.”

For more information about AEO’s new Customer Loyalty Platform, refer to this [case study](#). For more information on partnering with Grid Dynamics for your digital transformation initiatives, contact us at www.griddynamics.com/contact.

About Grid Dynamics

Grid Dynamics (Nasdaq: GDYN) is a digital-native technology services provider that accelerates growth and bolsters competitive advantage for Fortune 1000 companies. Grid Dynamics provides digital transformation consulting and implementation services in omnichannel customer experience, big data analytics, search, artificial intelligence, cloud migration, and application modernization. Grid Dynamics achieves high speed-to-market, quality, and efficiency by using technology accelerators, an agile delivery culture, and its pool of global engineering talent. Founded in 2006, Grid Dynamics is headquartered in Silicon Valley with offices across the US and Western, Central, and Eastern Europe. To learn more about Grid Dynamics, please visit www.griddynamics.com.

About American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories, and personal care products at affordable prices under its American Eagle® and Aerie® brands. Our purpose is to show the world that there's REAL power in the optimism of youth. The company operates stores in the United States, Canada, Mexico, and Hong Kong, and ships to 81 countries worldwide through its websites. American Eagle and Aerie merchandise is available at more than 200 international locations operated by licensees in 25 countries. For more information, please visit www.aeo-inc.com.

Forward-Looking Statements

This communication contains “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 that are not historical facts, and involve risks and uncertainties that could cause the actual results of Grid Dynamics to differ materially from those expected and projected. These forward-looking statements include, without limitation, statements about our products' qualities and capabilities.

These forward-looking statements involve significant risks and uncertainties that could cause the actual results to differ materially from the expected results. Most of these factors are outside Grid Dynamics's control and are difficult to predict. Factors that may cause such differences include, but are not limited to, any factors creating issues with the qualities and capabilities of our products and other risks and uncertainties indicated in Grid Dynamics filings with the SEC.

Grid Dynamics cautions that the foregoing list of factors is not exclusive. Grid Dynamics cautions readers not to place undue reliance upon any forward-looking statements, which speak only as of the date made. Grid Dynamics does not undertake or accept any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements to reflect any change in its expectations or any change in events, conditions, or circumstances on which any such statement is based. Further information about factors that could materially affect Grid Dynamics, including the results of its operations and financial condition, is set forth under the “Risk Factors” section of the Company's quarterly report on Form 10-Q filed May 6, 2021 and in other periodic filings Grid Dynamics makes with the SEC.

Contacts

Grid Dynamics Investor Relations:

investorrelations@griddynamics.com