

Grid Dynamics and selfologi Win MACH Alliance Award for Best Health/Pharma Project

Key Takeaways:

- selfologi.com is an innovative transactional B2C and B2B content and e-commerce marketplace and a game-changer in the cosmetic treatment industry.
- Grid Dynamics, a member of the MACH Alliance, was the lead digital technology consulting partner, working with [commercetools](#), [Amplience](#), and [Algolia](#) in designing and developing selfologi's digital cosmetic treatment platform.
- selfologi and Grid Dynamics were recognized for the most outstanding use of MACH (Microservices-based, API-first, Cloud-native SaaS, Headless) architecture in health/pharma by the MACH Alliance.
- Built with an open and best-of-breed enterprise technology ecosystem combined with the digital skills and expertise of Grid Dynamics and other partners, selfologi's innovative cosmetic treatment site is an industry game-changer – developed much faster than is typical for large-scale projects

San Ramon, CA, June 29, 2022 — [Grid Dynamics](#) Holdings, Inc. (NASDAQ: GDYN) (Grid Dynamics), a leader in enterprise-level [digital transformation](#) services and solutions, announced today that the company, together with its customer, Dubai-based [selfologi](#), has won the MACH Alliance Award for the Best Health/Pharma Project. In partnership with [commercetools](#), [Amplience](#), and [Algolia](#), Grid Dynamics was the lead digital technology consulting partner in designing and developing selfologi's digital cosmetic treatment platform, which launched with content in September 2021, followed by the marketplace launch in March 2022.



Working closely with its partners and the selfologi team, Grid Dynamics leveraged a [composable commerce](#) MACH architecture to design and build the selfologi platform as a fully transactional B2C and B2B content and commerce marketplace. As a result, the digital platform was developed and launched in less than a year, a much shorter timeframe than is usually required for such large-scale projects.

“We’re extremely proud and excited to win the MACH Alliance Award for our efforts to fill a significant need in the cosmetic treatment industry,” said Rob Pye, CEO of selfologi. “With millions of people searching online for information about cosmetic treatments, clinics, and practitioners, selfologi is an industry game-changer as the first-of-its-kind trusted provider of informative content that also offers a way for people to find a provider and book treatments. Our collaboration with partners, and the design and development expertise provided to us by Grid Dynamics, enabled us to bring our innovative platform to market with incredible speed and efficiency – and we’re already seeing a tremendous impact on the industry.”

selfologi's digital platform combines original editorial content with an integrated marketplace for clients to book cosmetic treatments online. Driven by a bespoke B2B platform, selfologi hosts more than 300 practitioners from the region’s leading cosmetic treatment clinics. It enables them to schedule their availability, set prices, and manage client bookings. In addition, the selfologi B2C site allows consumers to learn about cosmetic treatments, compare user-rated and reviewed clinics and practitioners, book treatments, and pay directly on the platform.

“By taking an API-first, cloud-native approach combined with best-in-class [MACH technologies](#), we delivered the scalability and flexibility required to ensure the company’s business goals were achieved,” said James Bullock, Vice President of Customer Success for Grid Dynamics. “The recognition from the MACH Alliance in winning this prestigious award validates the strategic approach as well as the technical expertise and unwavering commitment brought to the project by everyone involved. We're proud to be part of such a successful initiative.”

About selfologi

Based in Dubai, UAE, selfologi is the first-of-its-kind digital destination that empowers consumers to discover, learn about, and book cosmetic treatments online. The platform provides authentic and original content in Arabic and English that has been developed by global industry experts, empowering people with trusted knowledge and information. With the biggest collection of clinics and practitioners in the region, it is the first cosmetic treatments marketplace to be licensed by the Dubai Health Authority (DHA) and Department of Health – Abu Dhabi (DoH).

selfologi was recently awarded the Most Innovative Digital Healthcare Solution of The Year by Entrepreneur ME and recognised by Forbes Middle East among the Most-Funded Start-Ups in MENA.

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, UK, Netherlands, Mexico, Switzerland, India, and Central and Eastern Europe.

To learn more about Grid Dynamics, please visit www.griddynamics.com. Follow us on [Facebook](#), [Twitter](#), and [LinkedIn](#).

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 actual results of Grid Dynamics to differ materially from those expected and projected. These forward-looking statements can be identified by the use of forward-looking terminology, including the words “believes,” “estimates,” “anticipates,” “expects,” “intends,” “plans,” “may,” “will,” “potential,” “projects,” “predicts,” “continue,” or “should,” or, in each case, their negative or other variations or comparable terminology. These forward-looking statements include, without limitation, quotations and statements regarding product capabilities and the benefits of our affiliations with selfologi, MACH Alliance and commercetools.

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’ control and are difficult to predict. Factors that may cause such differences include, but are not limited to, any factors limiting product capabilities or the benefits of our affiliations with selfologi, MACH Alliance and commercetools.

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 its results of operations and financial condition, is set forth under the “Risk Factors” section of the Company’s annual report on Form 10-Q filed May 5, 2022 and in other periodic filings Grid Dynamics makes with the SEC.

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