



HIGHCO MRM PRESS RELEASE

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NET INITIATIVE AFFIRMS ITS COMMITMENT TO HIGHCO MRM



Net Initiative has extended its contract with HighCo MRM for the provision of e-commerce storage and fulfilment services to consumers for a further 18 months.

Net Initiative and HighCo MRM have a strong relationship and have worked together for more than five years. The partnership continues to provide cost effective mail order fulfilment services to brands operating in a fast moving industry where offering a quality service at a good price is vital to success.

Most recently, discounted despatch methods using a downstream access provider have been introduced to enable Net Initiative to remain a leader in a highly competitive marketplace.

HighCo MRM provides these solutions in-house and offers all clients the facility for online live reporting and measurement of ROI – an important factor for any mail order client.

Net Initiative's Managing Director, Nick Wills, commented: ***"The decision to commit to continuing to work with HighCo MRM is a reflection on the strength of our relationship, the excellence in service delivery and their ability to provide a cost effective service in a fast moving industry"***.

HighCo MRM is part of HighCo Group, Europe's largest provider of shopper marketing solutions, operating across 15 countries in Europe and with recent expansion into the United Arab Emirates and Russia.

Net Initiative has been running hugely successful online stores on Amazon Marketplace, eBay and PlayTrade since 2006, as well as co-ordinating a number of high profile promotions in various national newspapers and print titles.

Notes to Editors:

- HighCo MRM is wholly owned by HighCo S.A. the largest provider of marketing services in Europe. With operations in 15 countries HighCo delivers intelligent marketing solutions to brands and retailers to allow them to engage with their customers along the entire path to purchase.
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