



InnerWorkings Secures Landmark Software Contract

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CHICAGO--(BUSINESS WIRE)--Nov. 15, 2018-- InnerWorkings, Inc. (NASDAQ: INWK), the leading global marketing execution firm, today announced that it has signed a multi-year technology contract with one of the world's largest adult beverage companies to become its software provider for the ordering, tracking, and data warehousing of point-of-sale materials and branded merchandise throughout the United States.

The award, secured after a competitive process and robust diligence period, is unique for InnerWorkings in that the scope is exclusively related to its proprietary technology, which will replace multiple existing systems currently being used by the client, while offering significantly more functionality. The technology InnerWorkings will deploy allows for project management of brand programs and an aggregation tool for ordering marketing materials across the client's sales team and hundreds of distributor partners. The system will enhance creativity through collaboration, drive down purchasing costs, improve brand consistency, and provide transparency into ordering behaviors and inventory levels by market while automating the processing of co-op investments.

"InnerWorkings has made a substantial investment in VALO® over the years, and we are known in our market today as much for our software as we are for our procurement capabilities. We are proud of its functionality and its ability to remodel our clients' processes", said Rich Stoddart, InnerWorkings' Chief Executive Officer. "Our technology platform has been developed through years of close collaboration with marketing and brand professionals from multiple verticals with the goal of solving their pain points. There is no better indication that we've built a system that transforms legacy purchasing processes than this new contract."

The software to be deployed for this client is a new expansion of VALO® with a focus on best in class UI and UX upgrades to provide a B2C experience in a B2B environment, including full client branding, color palette, and fully customized order flow. The launch is scheduled for January 2019.

VALO® was developed inhouse over several years by more than 100 talented, full-time technology employees at InnerWorkings committed to delivering leading global marketing execution software. To date, VALO® has been deployed in 38 countries, supports 13 languages, and transacts in 28 currencies. VALO® has multiple patents and a patent pending for aggregated ordering. VALO® can also plug in to client systems like SAP Ariba and Coupa, determined by customer workflow and as part of the InnerWorkings' solution design process.

For more information about InnerWorkings, please visit www.inwk.com.

About InnerWorkings

InnerWorkings, Inc. (NASDAQ: INWK) is the leading global marketing execution firm serving Fortune 1000 brands across a wide range of industries. As a comprehensive outsourced enterprise solution, the Company leverages proprietary technology, an extensive supplier network and deep domain expertise to streamline the production of branded materials and retail experiences across geographies and formats. InnerWorkings is headquartered in Chicago, IL and employs approximately 2,100 individuals to support global clients in the execution of multi-faceted brand campaigns in every major market around the world. InnerWorkings serves many industries, including: retail, financial services, hospitality, consumer packaged goods, nonprofit, healthcare, food & beverage, broadcasting & cable, automotive, and transportation.

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