

Gravity Supply Chain Opens Australian Office to Keep Pace with Customer Demand

The supply chain management apps developer expands its global footprint

HONG KONG – February 15, 2016 – Gravity Supply Chain, a developer of cloud-based apps to help companies modernize the management of their global supply chains, today announced it has opened an office in Melbourne, Australia. It is the third office the company has opened since its founding just over one year ago.

Gravity helps companies end the reliance on spreadsheets, legacy silo systems and other outdated, inefficient processes for managing their global supply chains. Gravity's apps connect the entire supply chain from end-to-end, making it easy for companies to manage sourcing, supply, transport and inventory activities anywhere in the world, regardless of their size or market. Users can optimize their finance and working capital, mitigate risks, and match supply with the demand of a global and fragmented consumer base.

All of Gravity's apps feature an intuitive user interface designed to meet the needs and expectations of today's mobile, always-connected workforce. Gravity delivers an intuitive user experience similar to popular consumer apps.

"The most important requirement for today's global supply chain is having the flexibility to meet customers' constantly-changing and varied wants and needs, and that's what we provide," said Darren Palfrey, COO, Gravity Supply Chain. "Our Australian office will play a critical role in delivering our promise of providing easy-to-use, cloud-based supply chain management apps to companies around the region."

A new approach to raising capital

Gravity Supply Chain was founded in December 2014 in Hong Kong, and now also has offices in Australia and the U.K. The company has grown its customer base without relying on traditional seed or Series funding rounds. Instead, rounds were staggered against established KPI's, enabling investors to pay out portions only after the company achieved each milestone.

“The philosophy we promote as to why companies need a new, modern approach to managing their supply chains is resonating with the marketplace,” added Palfrey. “We’ve secured investments, interest is high, and our new office in Melbourne will enable us to help supply chain professionals move from traditional spreadsheets to more viable options that they may not be aware even exist.”

About Gravity Supply Chain

Gravity Supply Chain connects your end-to-end supply chain, with apps that are both effective and intuitive. Our suite of cloud-based apps are developed by supply chain people for supply chain people. We make it easy to manage sourcing, supply, transport and inventory activities anywhere in the world. We can also help customers optimize their finance and working capital, mitigate risks and match supply with demand. Companies use Gravity to manage their supply chains end-to-end, not their spreadsheets.

To learn more about Gravity’s suite of cloud-based apps and request a one-on-one demo, please visit www.gravitysupplychain.com

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