



## NCR Teams with Channel Partner in China for Expanding Retail Market Presence

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*Shanghai Anmao is establishing a sales network nationwide for driving the growth of NCR Retail business solutions*

SHANGHAI--(BUSINESS WIRE)--Apr. 9, 2014-- [NCR Corporation](#), the global leader in consumer transaction technologies, announced the appointment of a major channel partner, Shanghai Anmao Information Technology Company, as its reseller for the full range of NCR POS (point-of-sale) solutions, including the NCR SelfServ Checkout.

NCR offers a complete complement of hardware, software and services geared to make every day easier at fueling stations, hypermarkets and supermarkets as well as convenience stores and specialty retailers.

"China represents a tremendous opportunity for NCR to solve problems that matter to retailers and our relationship with Anmao will complement our direct sales force, making our technology solutions accessible to many more retailers here," said Gerald Huang, general manager of NCR Retail in Greater China. "As a hardware-enabled, software-driven business we have become a one-stop-shop for all things related to consumer transactions in retail. Anmao allows us to greatly extend our reach in China."

The China retail market is highly competitive and retailers are looking to deploy advanced and flexible store automation technologies that create a competitive advantage. With a national sales force dedicated to retail and its various market segments, Anmao is the perfect complement to expand NCR software, hardware and services throughout China.

"The relationship with NCR presents a significant opportunity for offering retailers in China proven end-to-end solutions that will add value to their operations and enhance the shopping experience," said James Zhang, General Manager of Anmao. "Anmao will be providing our local experience, expertise, and our strong understanding of the local market requirements for a very complimentary go-to-market strategy. We are delighted to be working with NCR."

According to Retail Banking Research, China's installed base of Electronic Point-of-Sale (POS) technology is forecast to double by 2016.

Apart from its retail market presence, NCR also provides consumer transaction technologies for the financial, hospitality and travel industries in China, and operates a manufacturing plant in Beijing. NCR is currently the leading automated teller machine (ATM) provider in China as well as a key self-check-in solution provider for major airlines in China.

### About Shanghai Anmao Information Technology Co.,LTD

Anmao is a professional retail information technology product and solution provider. The team has more than a decade of experience in retail automation development and services with a strong sales network in China. ([www.anmaoinfo.com](http://www.anmaoinfo.com))

### About NCR Corporation

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 485 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with approximately 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

Web sites: [www.ncr.com](http://www.ncr.com), [www.ncrsilver.com](http://www.ncrsilver.com)

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