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Harris Technology achieves 100% positive Amazon customer reviews over 12 months

Harris Technology Group Ltd (ASX: HT8) is pleased to report its sales through the Amazon Australia marketplace have achieved 100% positive reviews from more than 4,800 sales over the past 12 months.

As the number one tech retailer on the Amazon Australia marketplace, Harris Technology's standing on platform have contributed to record Group sales, highlighted by \$30 million (unaudited) sales for the 9 months ended 31 March 2021. This represented a 300% increase on the previous corresponding period.

Positive reviews and continued expansion of Harris Technology's product range on the Amazon Australia marketplace assist in winning the "buy-box" on the platform. By consistently delivering excellent customer outcomes, Harris Technology products are featured more prominently on the platform to create greater sales opportunity.

"To receive almost 5,000 individual customer reviews over the past 12 months without a single negative one is a testament to our team's focus on customer experiences. This includes accurate product descriptions, competitive pricing, lightning-fast delivery and caring post-purchase service so to have zero negative reviews is a terrific reflection on our staff," said Garrison Huang, CEO of Harris Technology.

"Prominent positioning in the Amazon "buy-box" is driven by positive customer reviews so optimal customer experiences are a core focus at Harris Technology. Through this approach, we continue to see growing sales through Amazon as well as other marketplaces where customers can trust the Harris Technology brand for IT, electronics and gaming products."

As Australia's largest marketplace seller of IT and consumer electronics products, Harris Technology leverages popular eCommerce marketplaces including Amazon, eBay, Kogan and Catch to capitalise on web traffic without incurring high marketing expenses.

Harris Technology welcomes investors to join the HT8 investor mailing list for updates, industry research and investor discounts by subscribing at: <http://ht8.com.au/subscribe>.

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About Harris Technology Group Limited

Harris Technology Group Limited is a publicly listed company on the Australia Securities Exchange (ASX: HT8). Harris Technology is a well-known brand with a 30+ year history in IT/CE (Consumer Electronics) retail market covering a very wide range of IT/CE products for small and medium businesses in Australia and the public. Harris Technology was previously owned by Wesfarmers under Officeworks and prior to this, it was owned by Coles Myer Group. Harris Technology pursues a purely eCommerce strategy and no longer operates any physical shopfronts –all businesses of Harris Technology are conducted online, both via www.ht.com.au and major online platforms such as Amazon, eBay, Kogan and Catch etc.