QUALITY & RELIABILITY SA
HIGH-TECH INFORMATION TECHNOLOGY APPLICATIONS
Press Release

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Epasshub: The new technology product from Quality & Reliability for businesses
A powerful digital communication tool with your customers

QUALITY & RELIABILITY S.A. innovates with the introduction of a new technology product designed specifically for businesses seeking an easy and direct way to interact with their customers. The product, epasshub, is an innovative platform that allows businesses using, for example, tickets, coupons, loyalty cards, and similar communication tools with their customers to create and manage digital cards.

Thanks to this new platform, a business can design its own digital cards comfortably and quickly and send them immediately to its customers. On the customer side, they can store these digital cards on their mobile devices and have them always available through their "wallet." In addition to basic information such as the business logo and a QR code, the digital card provides the end customer access to personalized information, such as total loyalty points, the balance of a gift card, personalized notifications, such as offers, coupon expiration alerts, and location notifications when there is a store in their area.

Another competitive feature is the provision of detailed statistics and reports regarding the usage and distribution of digital cards. This data can be used by businesses to optimize marketing strategies and better understand the preferences and interests of their customers. Businesses can register online on the platform and explore its capabilities and benefits for free for three months. In the meantime, they can upgrade their subscription by choosing and purchasing one of the available packages online.

The epasshub can offer a modern way of interaction for businesses operating in the transportation, hospitality, entertainment, and cultural sectors (archaeological sites, museums) in the form of tickets, in the retail sector as a loyalty card, discount coupons, or gift cards, in education as a digital pass, in the fitness industry as a digital access card to workout spaces, and numerous other examples of utility.

According to the **CEO of Quality & Reliability, Mr. Panagiotis Paschalakis:**
"We feel particularly proud of creating this specific platform; it is a powerful communication tool that we believe will interest every business looking to establish a meaningful connection with its customers in the Greek market and, of course, internationally."

Get to know epasshub and acquire the most powerful digital means of communication with your customers.

The publicly listed on the Athens Stock Exchange company QUALITY & RELIABILITY S.A. has implemented and supports the productive operation of complex and critical Information Systems, based on cutting-edge technologies, for numerous organizations and businesses in Greece and abroad. In its thirty-plus years of operation, it has significantly contributed, through its expertise and innovative software products, to the digital modernization of both the broader public and private sectors. It has also played a role in creating value and competitive advantage for its clients through technology. The clientele of Q&R now includes more than 250 large organizations and businesses from both the private and public sectors. Concurrently, leveraging new technologies, the company is developing new solutions in the field of cloud services and artificial intelligence, offering modern services specifically designed for small and medium-sized enterprises.