Aterian Receives 2025 Genesys Orchestrators Innovation Award

September 10, 2025

Company Honored as Global Innovator in Customer Experience

SUMMIT, N.J. and NASHVILLE, Tenn., Sept. 10, 2025 (GLOBE NEWSWIRE) -- **Aterian, Inc. (Nasdaq: ATER)**, a consumer products company, proudly announced that it received an Orchestrators Innovation Award from Genesys®, a global cloud leader in AI-powered experience orchestration. Aterian was honored at Xperience2025, an annual event sponsored by Genesys where industry leaders, technology enthusiasts and professionals come together to explore the latest in customer experience innovation, AI and cloud solutions.

"We are honored to receive this award from Genesys, recognizing Aterian's dedication to innovation in technology, AI, and customer experience," said Roi Zahut, Aterian's Chief Technology Officer. "Our brands are built around the home, one of the most personal spaces in people's lives. With AI, we are scaling across every channel, handling tens of thousands of customer interactions with empathy, and turning those moments into measurable business results."

Aterian collaborated with Genesys and Amplix to rebuild its CX foundation to unify systems, embed intelligent automation, and empower agents with AI copilots. This CX transformation led to a 65% reduction in total cost of ownership, 30% stronger SLA performance during seasonal peaks, and a 5–20% improvement in talk time across brands. Email handle times also dropped even as voice support launched with no headcount increase, highlighting scalable gains in efficiency and productivity. Agents now handle more complex interactions across new voice and chat channels, improving key metrics and significantly reducing total cost of ownership.

Mr. Zahut concluded, "Regardless of whether a human or AI addresses their problem, customers ultimately care about feeling heard and being valued. We are delivering genuine care at scale, and building brand loyalty in every interaction."

About Aterian, Inc.
Aterian, Inc. (Nasdaq: ATER) a consumer products company that builds and acquires leading e-commerce brands across multiple categories, including home and kitchen appliances, health and wellness, and air quality devices. The Company sells across the world's largest online marketplaces, including Amazon, Walmart, and Target as well as its own direct-to-consumer websites. Aterian's brands include Mueller Living, PurSteam, hOmeLabs, Squatty Potty, Healing Solutions, and Photo Paper Direct. To learn more, visit www.aterian.io.

Forward Looking Statements
All statements other than statements of historical facts included in this press release that address activities, events or developments that we expect, believe or anticipate will or may occur in the future are forward-looking statements including, in particular, the success of our technology and customer service initiatives and the expected impact to our financial results and customer retention, our ability to scale our e-commerce presence, reach new audiences, and elevate our brand profile. These forward-looking statements are based on management's current expectations and beliefs and are subject to a number of risks and uncertainties and other factors, all of which are difficult to predict and many of which are beyond our control and could cause actual results to differ materially and adversely from those described in the forward-looking statements. These risks include, but are not limited to, those related to our ability to continue as a going concern, the effect of tariffs and other costs on our results, our ability to continue to operate following our reduction in workforce, our ability to meet financial covenants with our lenders, our ability to maintain and to grow market share in existing and new product categories; our ability to continue to profitably sell the SKUs we operate; our ability to maintain Amazon's Prime badge on our seller accounts or reinstate the Prime badge in the event of any removal of such badge by Amazon; our ability to create operating leverage and efficiency when integrating companies that we acquire, including through the use of our team's expertise, the economies of scale of our supply chain and automation driven by our platform; those related to our ability to grow internationally and through the launch of products under our brands and the acquisition of additional brands; those related to consumer demand, our cash flows, financial condition, forecasting and revenue growth rate; our supply chain including sourcing, manufacturing, warehousing and fulfillment; our ability to manage expenses, working capital and capital expenditures efficiently; our business model and our technology platform; our ability to disrupt the consumer products industry; our ability to generate profitability and stockholder value; international tariffs and trade measures; inventory management, product liability claims, recalls or other safety and regulatory concerns; reliance on third party online marketplaces; seasonal and quarterly variations in our revenue; acquisitions of other companies and technologies and our ability to integrate such companies and technologies with our business; our ability to continue to access debt and equity capital (including on terms advantageous to the Company) and the extent of our leverage; and other factors discussed in the "Risk Factors" section of our most recent periodic reports filed with the Securities and Exchange Commission ("SEC"), all of which you may obtain for free on the SEC's website at www.sec.gov.

Although we believe that the expectations reflected in our forward-looking statements are reasonable, we do not know whether our expectations will prove correct. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof, even if subsequently made available by us on our website or otherwise. We do not undertake any obligation to update, amend or clarify these forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws.

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