



Phillips Edison & Company Promotes Katelyn Wloszek to Director of Customer Experience

January 28, 2021

Wloszek to focus on expanding PECO's proprietary DashComm® platform

CINCINNATI--(BUSINESS WIRE)-- Phillips Edison & Company, Inc. ("PECO"), an internally-managed real estate investment trust ("REIT") and one of the nation's largest owners and operators of grocery-anchored shopping centers, is pleased to announce the promotion of Katelyn Wloszek to Director of Customer Experience. Since joining PECO in 2015, Wloszek has served in various property management positions, most recently as Senior Regional Property Manager overseeing the Greater Cincinnati and Dayton regions.

As Director of Customer Experience, Wloszek focuses on optimizing the PECO experience for the company's thousands of Neighbors – how PECO refers to its tenants. She is primarily responsible for overseeing the continued development and user adoption of DashComm®, a proprietary platform the company built to streamline customer service efforts. Currently, 95 percent of PECO's local and regional Neighbors are actively using DashComm® to communicate with the company, manage service requests and receive important updates.

"During her time at PECO, Katelyn has consistently demonstrated her commitment to putting our Neighbors first and going above and beyond to ensure we're at the forefront of developing innovative solutions to meet and exceed their needs and expectations," said Bob Myers, COO at PECO. "Most recently, Katelyn created PECO's successful Neighbor Rewards program, which provided support to Neighbors who have been impacted by the COVID-19 pandemic. Her vision and insights have been critical to advancing our strategic priorities."

DashComm® was custom-built to suit the unique needs of PECO's portfolio, addressing the inefficiencies and missing links the PECO team identified in existing customer service software. The platform combines everything from billing and work order submissions to streamlined communications into one easy-to-use portal and ensures that all requests are seen and processed in real time by the appropriate departments. DashComm® has proven to decrease the time it takes to complete work orders, leading to enhanced satisfaction among PECO's Neighbors. Reflecting the capabilities of the platform, DashComm® has processed more than 12,000 sales submissions since September.

PECO has also relied on DashComm® to deliver important updates and information to Neighbors, as well as respond to their questions and concerns, throughout the COVID-19 pandemic. The platform has allowed PECO to be more proactive in engaging its Neighbors, having issued more than 140,000 communications through DashComm® in 2020.

"While the vision for, and introduction of, DashComm® started long before the pandemic, COVID-19 has spotlighted the need for a platform that is custom-built to suit the unique needs of our Neighbors, particularly at a time when certain modes of communication are no longer possible," said Wloszek. "Through DashComm®, we've been able to provide timely and consistent communication and responses to our 5,000+ Neighbors in real-time including information on shifting local and regional mandates. We've seen user adoption spike significantly this year as our Neighbors have leveraged the platform to keep us informed about their businesses. In addition, we are using data from our Neighbors to better determine their needs relating to capital expenditures, provide aid to Neighbors and anticipate their concerns. There are many opportunities to make DashComm® work even better for our Neighbors, including integrating mobile payments, and I look forward to continuing to work closely with my team to further enhance the platform."

About Phillips Edison & Company, Inc.

Phillips Edison & Company, Inc. ("PECO"), an internally-managed REIT, is one of the nation's largest owners and operators of grocery-anchored shopping centers. PECO's diversified portfolio of well-occupied neighborhood shopping centers features a mix of national and regional retailers selling necessity-based goods and services in fundamentally strong markets throughout the United States. Through its vertically-integrated operating platform, PECO manages a portfolio of 309 properties, including 283 wholly-owned properties comprising approximately 31.7 million square feet across 31 states (as of September 30, 2020). PECO has generated strong operating results over its 29+ year history and has partnered with leading institutional commercial real estate investors, including TPG Real Estate and The Northwestern Mutual Life Insurance Company. PECO remains exclusively focused on creating great grocery-anchored shopping experiences and improving the communities it serves one center at a time. For more information, please visit www.phillipsedison.com.

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Source: Phillips Edison & Company, Inc.