



Press release

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Store Electronic Systems appoints a new CEO

STORE ELECTRONIC SYSTEMS, the world's leading supplier of electronic shelf labeling solutions for the retail sector, today announced that it is appointing Thierry Gadou as its new CEO, to accelerate the company's international development. Yves Martin stepped down from his role as CEO on January 13th, 2012. The board of directors thanked him for his contribution to the company's growth and development.

Thierry Gadou, 45-year-old, is a graduate of the Mines de Paris engineering school. He began his career as a management consultant at international consulting firm Deloitte, where he was a partner from 1997 to 2000. He then co-founded and became president of Hubwoo, a high-tech company listed on the Euronext Paris stock exchange. In five years, Hubwoo became one of the world's leading SAP-based electronic marketplaces, specializing in e-procurement solutions for large companies. Since 2007, Thierry Gadou has been running Atos Consulting, the IT management consulting division of Atos.

Renaud Vaillant, Chairman of the Board of Directors, says: *"We are delighted to welcome Thierry, who will be guiding STORE ELECTRONIC SYSTEMS through this new stage in its development. And we would like to thank Yves Martin for the transformation he has brought about in STORE ELECTRONIC SYSTEMS over the last few years."*

Thierry Gadou shares his enthusiasm and is looking forward to this new challenge: *"The retail business is going to see some major changes in the years to come, as information technology will enable to better inform and manage customers, improve loyalty, increase store productivity, better manage supply disruptions and inventories, boost revenue, etc. The retail sector is swarming with innovations and I wish to put STORE ELECTRONIC SYSTEMS at the heart of these dramatic changes, as its technological know-how and solutions have a key role to play. Thanks to the achievements of my predecessors and of all its employees, STORE ELECTRONIC SYSTEMS is a strong company and has the potential to become a global champion in this attractive market."*

■ About Store Electronic Systems

Store Electronic Systems is a worldwide leader in Electronic Shelf Labelling systems (ESL) for large-scale food and non-food retailers. The company designs, markets and installs each of the system components (software and communication platform, displays and fastening) thus providing clients with a turnkey solution. The range of products and services offered by SES allows retailers to manage pricing dynamically, while significantly improving store productivity.

Store Electronic Systems is listed on the Compartment C of EuronextTM Paris.

Mnémono: SESL. ISIN codes: FR0010282822 - Reuters: SESL.PA - Bloomberg: SESL.FP

www.store-electronic-systems.com

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