



Press release

Store Electronic Systems and Wincor Nixdorf to equip 270 Simply Market supermarkets by end 2014

Paris, June 19th 2012 – Store Electronic Systems (NYSE Euronext: SESL, FR0010282822A), market leader in electronic shelf labeling systems for the large-scale retail sector, and Wincor Nixdorf, a supplier of end-to-end IT solutions for the banking and retail sectors, announced today that Simply Market has selected SES to equip its 270 supermarkets in France with electronic labeling technology. Following a tendering process, during which the Auchan group assessed the main electronic labeling solutions available on the market, the SES system was selected as the most appropriate for future installation in Auchan stores across the world.

Pascal Fenart, Information Systems Manager at Simply Market, explained: *"Wincor Nixdorf and SES convinced us that their solution is the most suited to help us reach our objectives, reinforce our discount policy, minimize our operating costs and, on a more global level, achieve substantial savings for the Auchan group. They demonstrated that their system, which has already been installed in Auchan's 117 hypermarkets, also fits the needs of our supermarkets."*

Hervé Grelet, General Retail Manager at Wincor Nixdorf, added: *"We are delighted to have been selected again. It proves that the decision we took more than 10 years ago to choose SES as a strategic partner was the right one, and it strengthens our joint involvement with the Auchan group."*

Thierry Gadou, Chief Executive Officer of Store Electronic Systems, concluded: *"We are very pleased to extend our collaboration with the Auchan group, to include the Simply Market supermarket chain. This not only proves that our products are reliable, but it also shows our ability to deliver a tailor-made electronic labeling solution that meets the increasingly complex and global requirements of our customers."*

About Simply Market: In 2011, the Auchan group reported sales of €56.2 billion from its different brands. It operates in various sectors in France: retail (Auchan hypermarkets and Simply Market supermarkets), commercial real estate (Immochan) and banking (Banque Accord). The Simply Market brand was created in 2005 and now includes 270 integrated sales outlets.

About Store Electronic Systems: Store Electronic Systems is the worldwide leader in Electronic Shelf Labeling systems (ESL) for large-scale food and non-food retailers. The company designs, markets and installs all the system's components (software and communication platform, displays, mounts), thus providing customers 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 Compartment C of EuronextTM Paris.

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

www.store-electronic-systems.com

About Wincor Nixdorf: Wincor Nixdorf designs, implements and operates end-to-end IT solutions, which enable the biggest players in the retail and banking sectors to improve their business processes by acting on three strategic flows: customer flows, cash management flows and electronic payment



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flows. Since 2004, the French subsidiary has occupied the leading position in both the self-service banking and the payment collection technology sectors in France.

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