

Sales for the 1st quarter of 2014

- Q1 2014 sales: €19.4 million, up +22%
- Buoyant growth in international activity (+66%)

Store Electronic Systems (NYSE Euronext: SESL, FR0010282822), leader in Electronic Shelf Labeling (ESL) systems for large-scale food and non-food retailers, today announces its sales for the first quarter of 2014.

Sales (€ millions)	France	International	SES
Q1 2013	10.0	5.9	15.9
Q1 2014	9.6	9.8	19.4
Δ	-4%	+66%	+22%

Over the first quarter of 2014, SES recorded sales of €19.4 million, up +22% on the first quarter of 2013. International activity remained buoyant, increasing by +66% to €9.8 million. In France, sales totaled €9.6 million, a slight decrease of 4% compared with the first quarter of 2013 (€10.0 million). The sales dynamic is strong, with over €22 million in orders taken over the quarter despite an economic situation that is weighing on mass retail investments.

Buoyant international momentum

Abroad, SES is continuing to develop, with sales totaling €9.8 million over the quarter (+66%) and growth recorded across all segments of activity: new installations, renewals and services. Over the period, the Group won several contracts and new pilot schemes. Growth was mainly driven by Europe, where growth was recorded in every region.

Stable activity in France

French sales totaled €9.6 million, a similar figure to that recorded the previous quarter (Q4 2013) and a slight decrease of 4% compared with the same period a year earlier. In France, SES has maintained its positions on a market that remains highly competitive, notably thanks to the loyalty of its clients and the buoyant rate of modernization and renewal of its installed base.

Buoyant orders taken

SES has again reaffirmed its excellent sales dynamic, with orders taken totaling €22 million over the 1st quarter of 2014 (giving a book-to-bill ratio of 113%), a significant sequential increase on the previous quarter (€15 million).

Regarding the first quarter, Thierry Gadou says: “Over the first quarter of the year, SES continued its international development dynamic and maintained a high level of activity on its domestic market. This global growth is a result of both the launch of deployments in new stores and the modernization and renewal dynamic amongst SES’ substantial client base, driven by innovation.

Numerous sales achievements were recorded, including an upturn in orders taken compared to the previous quarter. Despite the ongoing difficult economic situation, Europe is continuing to be the main driving force behind our growth, but we also pursued our marketing investments in the Americas and in Asia over the early part of the year, as these regions represent major sources of future growth. This first quarter also saw the conclusion of a strategic operation with Imagotag, which will enable the Group to provide the most extensive and technologically advanced range of electronic shelf labeling solutions on the eve of a global expansion phase for this market."

Next press release

Sales for the 1st half of 2014: July 31, 2014.

About Store Electronic Systems

Store Electronic Systems is the leader in Electronic Shelf Labeling systems (ESL) for large-scale food and non-food retailers. The Group designs, markets and installs all the system's components (software and communication platform, displays, mounts), 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 and developing new contactless uses for consumers.

Store Electronic Systems is listed on Compartment C of Euronext™ Paris.
Ticker: SESL – ISIN Code: FR0010282822 – Reuters: SESL.PA – Bloomberg: SESL.FP
www.store-electronic-systems.com

Contact

NewCap.

Florent Alba, Investor Relations & Financial Communication - Tel.: +33 (0)1 44 71 98 55, falba@newcap.fr