

Sales for the 1st quarter of 2015

- Q1 Sales: €16.2m
- Best-ever quarterly orders: €41m

Store Electronic Systems (Euronext: SESL, FR0010282822, eligible for SME Share Savings Plan), the leading supplier of Electronic Shelf Labels (ESL) for large-scale food and non-food retailers, today announced its sales for the first quarter of 2015.

Sales (€m)	France	International	SES
Q1 2014	9.6	9.8	19.4
Q1 2015	9.0	7.2	16.2
% change	-5%	-27%	-16%

In the first quarter of 2015, SES recorded sales of €16.2m, down by -16% compared with the first quarter of 2014, due to a slower than expected take-up of new installations. Business momentum was particularly strong, however, with orders taken and new contracts won totaling over €41m, which represents the highest level of orders taken in its history.

Business in France

Sales in France in Q1 2015 totaled €9m, a slight drop of 5% compared with Q1 2014. SES thus maintained its positions firmly based in a domestic market still affected by the difficult economic conditions of 2014 and absorbed by the challenges of the moves towards consolidation in the sector. SES recorded a resilient first quarter with respect to orders from large independent retailers, and concluded a significant new contract with one of its existing corporate customers to equip new stores and upgrade its installed base over the next few years.

International Business

Internationally in Q1 2015, SES recorded sales of €7.2m, a fall of -27% compared with Q1 2014, mainly due to a weaker order book at the start of the year with respect to new installations. Business, however, has picked up strongly with the conclusion of several new large contracts in Europe. The contribution of Imagotag's solutions to international sales totaled around €1m, with part of the order book focusing on the new color range being industrialized.

Thierry Gadou stated: *"Take-up of new installations was slow at the start of the year after 2014, a year during which our customers made fewer investments due to the economic situation. However, SES records its best-ever business quarter in terms of new signings. It has been a very active start to the year in this respect, which reflects SES' particularly attractive offering in a highly-competitive market, especially as our portfolio of business opportunities and pilot schemes is also at a record level. If business continues to be won at this pace over the next few months, this will bolster our expected growth for the current year."*

Next press release

Sales for the first half of 2015: July 24, 2015.

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.

www.store-electronic-systems.com

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