

Press Release

May 12, 2015

Monoprix chooses Store Electronic Systems and Wincor-Nixdorf to equip its stores with ESL over the next 3 years

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, and its partner Wincor-Nixdorf, announce the signing of a new contract with the Monoprix group to equip its stores with ESL over the next 3 years.

This agreement notably relates to equipping 100 to 150 new Monoprix stores which it is planning to open over the coming 3 years. Also covered by the agreement are a significant share of the group's 250 outlets already equipped with the SES solution and whose stocks of labels must be renewed. Monoprix also wishes to equip 25 to 30 of its leading stores with the latest generation of SES solutions.

Grégoire Basquin, Retail Sales Director of Wincor Nixdorf said: *"Wincor Nixdorf's position is as a partner in transforming the shopper experience, in an omnichannel and connected environment. Electronic shelf labels are part of this strategy: they have become a favored point of contact between retailers and their shoppers."*

In particular, Wincor Nixdorf will manage the hardware and software deployment of the electronic labeling solutions in the new Monoprix stores, and will continue the migration of the stocks of labels in existing outlets.

Pierre Demoures, VP Sales France of SES, concluded: *"With this new agreement, Monoprix is renewing its trust in the solutions offered by SES and its partner Wincor Nixdorf. We are proud to accompany the retailer, which has been a pioneer in adopting ESL and which is continuing its digital development by remaining at the cutting-edge of innovation"*.

Next press release

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

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

About Wincor Nixdorf

"Transforming business in touch with people." Our vision: accompany Banks and Retailers in transforming their businesses by making the consumer central to our strategy, meeting the challenges of the connected and omnichannel world, and, more generally, enriching the customer experience.

Wincor Nixdorf is the 5th largest European software publisher, according to the latest Truffle 100 rankings. Our Group deploys its business expertise, its technological know-how (software and hardware) and its service

ability in more than 100 countries. The French subsidiary is a leader in its market, both for self-service banking solutions and for cash management technologies.
www.wincor-nixdorf.com/fr

Contact

NewCap

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

SESL
LISTED
EURONEXT



Store Electronic Systems - 55, place Nelson Mandela – 92 024 Nanterre - FRANCE
Société Anonyme au capital de 23 233 984 € - RCS Nanterre 479 345 464 - Siret 479 345 464 00032 - APE 2630Z
Tél. : 01 34 34 61 61 - Fax. : 01 55 69 78 00 - www.store-electronic-systems.com