

SPAR chooses Store Electronic Systems to equip all of its stores in Norway

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, has entered into an exclusive agreement with the SPAR group to install its solution across almost 200 stores in Norway by the end of 2015.

Following an initial, large-scale rollout in Scandinavia in 2013, NorgesGruppen has again selected SES and Wincor-Nixdorf to equip all sales outlets operating under the SPAR trademark in Norway. Under the contract, SES will supply almost one million G-tag+ graphic labels. This latest generation of dynamic, interactive labels (DTP TFT display, patented worldwide by SES) enables the synchronization and implementation of the brand's sales and promotional policy across all stores.

Stig Arnesen, Sales Director at Wincor-Nixdorf Norway, commented: *"We are delighted to be working with SES again. They lead the market with their innovative and extremely reliable products, and are the first company in the world capable of deploying a large-scale ESL solution within a very short timeframe and delivering a high-quality maintenance service."*

Martin Munthe-Kaas, Marketing Director at SPAR Norway, added: *"After the successful installation of 80 stores by SES and Wincor-Nixdorf, we have decided to equip all our supermarkets with ESL. The ESL solution is a significant part of our pricing, marketing and branding strategy and enables us to communicate our in-store promotions in the most cost efficient and powerful way to the consumers."*

Thierry Gadou, CEO of Store Electronic Systems, concluded: *"This second rollout in Norway underlines the confidence that NorgesGruppen has in SES. The fact that they have chosen the G-Tag+ label confirms the relevance of our development and innovation strategies. Indeed, the TFT technology and the animation function were instrumental in helping us secure the agreement and really set us apart from the competition. Winning this contract has furthered our international expansion, especially in the Scandinavian market."*

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

Contact

NewCap

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