

# STORE ELECTRONIC SYSTEMS GROUP

Press release

June 16, 2015

## SES Group signs a major contract in Germany

**Imagotag, a subsidiary of the Store Electronic Systems Group (Euronext: SESL, FR0010282822), the leading supplier of electronic shelf labels (ESL) for large-scale food and non-food retailers, has entered into an exclusive agreement in Germany with a leading international retailer, to install its solution in 250 stores across Europe.**

The contract of a total value of €35m follows cooperation of several months on operational pilot projects and initial installations in 3 European countries followed by a competitive tender. The solution includes NFC E-paper digital interactive labels in small, medium and large size standard and color displays.

This large-scale deployment of the Imagotag solution is part of the retailer's aggressive digital strategy, in particular, the active development of on-line sales channels in addition to its large network of physical sales outlets. The electronic labels will enable perfect synchronization of on-line and physical channels while at the same time increasing pricing agility, pricing accuracy and store operational efficiency. This ambitious project is also designed to implement in-store shopper connectivity and omnichannel digital continuity. This will be made possible by the latest generation of interactive NFC-labels, a technology that SES pioneered and in which the ESL world leader has unrivaled experience, with over 1,000 NFC-stores installed across Europe.

This contract is one of the world's largest ESL roll-out agreement to date. For the SES group, just one year after the acquisition of Imagotag, this major success seals the fast completion of the industrial and technological synergies between the two companies and the acceleration of the product development plan.

### 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](http://www.store-electronic-systems.com)



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