

STORE ELECTRONIC SYSTEMS GROUP

Press Release

December 2, 2015

SES wins the largest ESL project ever in the market

The total value is close to €100M

Store Electronic Systems (Euronext: SESL, FR0010282822), the leading supplier of Electronic Shelf Labels (ESL) for large-scale food and non-food retailers, today announces that one of the world's leading consumer electronic retailer, headquartered in Germany, has selected Imagotag, a subsidiary of the Store Electronic Systems Group (SES) to install its digital solution in all its stores across Europe.

The project covers the installation of 10,000,000 NFC interactive digital labels in approximately 1,000 stores across 14 countries. It is also the first massive deployment of graphical color electronic ink displays.

With a total estimated value of USD 105 million (€98m), the contract follows a first phase of roll-out in Europe which was awarded earlier this year to SES-Imagotag. The installations in 14 countries are due to start in Q1 2016.

This massive deployment of the SES-Imagotag solution is part of an aggressive omnichannel strategy based on perfect synchronization of on-line and physical channels while increasing store operational efficiency. This ambitious project is also designed to implement in-store shopper connectivity thanks to the latest generation of interactive NFC-labels, a technology that SES-Imagotag pioneered and in which the ESL world leader has unrivaled experience.

This contract is the world's largest ESL roll-out agreement to date, all sectors combined, as well as the first large-scale ESL roll-out to happen in the consumer electronics retail sector. Other retailers from the sector should quickly follow suit.

"Our client did full scale pilot installations with all the leading ESL manufacturers before choosing SES-Imagotag as its exclusive partner for this unprecedented large scale roll-out. We are proud that our solution was clearly evaluated as the world's best and most innovative ESL technology" say Thierry Gadou, CEO of SES Group, and Imagotag's founder Michael Moosburger.

Next press release: 2015 full year sales, January 15, 2016

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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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