

Store Electronic Systems becomes SES-imagotag

Store Electronic Systems (Euronext: SESL, FR0010282822), specialist in digital solutions for physical stores and a global leader in electronic shelf-labeling systems, and imagotag, its innovative ESL subsidiary based in Austria, today announce the birth of the brand SES-imagotag.



+

imagotag

=

ses imagotag

This new brand stands for an outstanding solution that combines market experience and technological innovation to lead retail toward a future of ultra-efficient processes, seamless omnichannel retailing, boosted brand sales and high quality of service. With many proven successes, countless business applications and hundreds of references worldwide, SES-imagotag is the N°1 global company in a high potential technological sector: the digital transformation of physical commerce. In 2015, SES-imagotag sales revenue exceeded \$120 million for the very first time. Currently over 10,000 stores in some 54 countries are using a total of 135 million electronic shelf labels.

SES-imagotag will debut at The National Retail Federation Big Show (Booth #4055) in New York from 17th to 20th of January 2016, while launching significant new products and innovations.

About imagotag

imagotag is an Austrian retail technology start-up founded in 2010 which developed a highly innovative ESL technology based on ultra-low power high frequency wireless radio and e-paper displays. It is part of the SES Group since May 2014.

About Store Electronic Systems (SES-imagotag trademark)

Store Electronic Systems is a specialist in digital solutions for physical stores and a global leader in electronic shelf-labeling systems. The Group designs and markets all of its system's components (software, radio- frequency infrastructure, labels and mounts), thus providing its clients with a turnkey solution. The range of products and services offered by SES-imagotag allows retailers to manage pricing dynamically, significantly improve store productivity and develop new contactless uses for consumers.

Store Electronic Systems is listed on Compartment C of Euronext™ Paris.

Ticker: SESL – ISIN Code: FR0010282822 – Reuters: SESL.PA – Bloomberg: SESL.

www.ses-imagotag.com



Contact

NewCap - Investor Relations | Financial Communication

Marc Willaume / Tristan Roquet Montégon: Tel.: +33 (0)1 44 71 00 13 / ses@newcap.eu