

## SES-imagotag signs an exclusive contract with JYSK Nordic

Store Electronic Systems (Euronext: SESL, FR0010282822), specialist in digital solutions for physical stores and a global leader in electronic shelf-labeling systems, announces that it has signed a contract with JYSK Nordic – part of the JYSK Group, European leader in home furnishings with a presence in 41 countries, for the digitization of its stores. In 2016, an initial wave of the contract will cover 320 stores in Scandinavia for an estimated €11m.

This contract follows several pilot studies carried out in 2015 and a competitive bidding process. The simplicity, efficiency and competitiveness of the SES-imagotag solution perfectly meet the requirements of JYSK, which wishes to automate and simplify the updating of the prices displayed, but also to benefit from a comprehensive digital solution that could substantially improve customers' in-store experience. In the first three countries covered by the contract (Denmark, Sweden and Norway), SES-imagotag will equip JYSK stores with the latest generation of interactive color graphic e-paper labels (NFC). JYSK Nordic has also opted for MultiCom, SES-imagotag's latest innovation in multi-protocol radio which combines Wi-Fi and ESL communication within the same infrastructure allowing substantial savings for stores.

**Rene Kristiansen, IT Purchase & Contract Manager of JYSK Nordic, comments:** *"We are delighted with our first collaboration with SES-imagotag, the market leader in electronic shelf labeling. Thanks to the SES-imagotag offer's added value, our stores will be able to enhance customers' in-store experience by providing them with the most advanced connected services and technologies available on the market. Customers are currently expressing a clear and strong demand for innovative solutions to accompany the evolution of their consumption habits, and we are convinced that this decision will help JYSK stimulate its activity."*

**Thierry Gadou, CEO of SES-imagotag, concludes:** *"We are proud and pleased to have been chosen by JYSK, an international retailer present in 41 countries and much admired in Scandinavia. For SES-imagotag, it is a first-rate reference in a new high-potential vertical market: furnishings. Lastly, this is another victory in Scandinavia, a region that we particularly like and in which we are the leader in our field. JYSK's choice is all the more satisfying for us given that this retailer has major ambitions in the in-store digital field and has given considerable weight to all of SES-imagotag's recent innovations in this area"*

### About the JYSK Group

The JYSK Group is a worldwide retail chain that sells "everything for the home" and that opened its first store in Denmark in 1979. Today, the JYSK Group is present in 41 countries with more than 2,300 stores, has a workforce of 20,000 staff and records annual revenue of 3.4 billion euros.

### 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.

Press Release

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**[www.ses-imagotag.com](http://www.ses-imagotag.com)**



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