

Sephora chooses SES-imagotag for its stores in France

Store Electronic Systems (Euronext: SESL, FR0010282822), the leading supplier of Electronic Shelf Labels (ESL) for large-scale food and non-food retailers, has announced that Sephora has just awarded it a contract to equip all of its stores with the SES-imagotag electronic labeling color e-Paper E-tag 3 NFC solution.

This order comes in the wake of the successful installation of 22 initial stores in 2015 and involves 300 stores which will be equipped in the first-half of 2016.

This major deployment of HF interactive color labels confirms the relevance of the SES-imagotag solution that is high-performing, light and easy to install and its perfect suitability to the cosmetics, care, beauty and luxury environments. The choice of Sephora is in line with its strategy of digitizing sales outlets so as to improve shoppers' in-store experience.

Thierry Gadou, CEO of SES-imagotag, concluded: *"This new important success allows SES-imagotag to demonstrate how relevant its overall product range is by widening its application to the cosmetics and perfume worlds. In this specific sector, Sephora has realized the importance given by shoppers to the brand image conveyed by the retailer and the need for in-store interactivity and is thereby making connected ESLs central to its growth strategy. This order again highlights the ever-more important role played by ESLs as the major solution available to retailers to promote loyalty and win over new customers in an extremely competitive environment."*

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



Contacts

NewCap - Investor Relations | Financial Communication

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