

## Store Electronic Systems becomes SES-imagotag

Store Electronic Systems (Euronext: SESL, FR0010282822), specialist in digital solutions for physical retail and global leader in connected digital price tags, today announces the change of its corporate name to SES-imagotag, harmonizing it with its brand.

The General Meeting of November 30 approved the adoption of SES-imagotag as new Group name, thus bringing it into line with its recently created trademark. By early 2016, the brands Store Electronic Systems and imagotag had been merged into SES-imagotag, a new brand combining our leadership, experience, and innovation values to help physical retailers achieve their digital transformation.

### About SES-imagotag

SES-imagotag is a specialist in digital solutions for physical retail and world leader in electronic labeling systems. The Group designs and markets all the components of its solutions (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, while improving store productivity and developing new contactless uses for consumers.

SES-imagotag is listed in compartment B of the Euronext™ Paris

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



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

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