

## SES-imagotag receives an award in the Merchandising category at the Trophées LSA of innovation 2016 for its product geolocation system

SES-imagotag (Euronext: SESL, FR0010282822), specialist in digital solutions for physical retail and global leader in connected digital price tags, announces that it has received an award for innovation at the 37<sup>th</sup> Trophées LSA of innovation 2016, in the category "In-store Equipment and Merchandising", in recognition of its product geolocation system based on electronic labelling.

In the field of innovation, the Trophées LSA highlight the most innovative retailers and manufacturers selected by 40 prominent professionals from the retail sector.

The "smart label" management software developed by SES-imagotag uses the labels to locate and identify in real time the precise position of the products in the store concerned, indicating to managers and order preparers where the products sought are to be found.

This geolocation of articles also offers unprecedented new capacities of analysis and optimisation for merchandising purposes (through the detection of potential product shortages in shelf displays, the reduction of stock volumes in sections with sluggish product turnover, etc.), as well as countless possibilities for enriching the customer's experience (augmented reality, cross-selling, up-selling, contextualised special offers, etc.).

**Thierry Gadou, Chairman and CEO of the SES-imagotag group, comments:** *"Once again, the highly innovative character and added value of the products proposed by SES-imagotag have been recognised by a jury of professional retailers. The geolocation of products through electronic labelling is a contribution of key importance for the transformation of the physical stores. Its precision provides retailers with a tremendous added value. The juxtaposition of technological solutions and the sector's problems is now under way in the retail and supermarket sector, promising flexible stores capable of constantly keeping up with the permanent development of consumers' needs."*

### 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.

### About LSA

Since 1958, LSA has stimulated the mass market with its weekly magazine, which has a circulation of over 20,000 copies, and around which several information and contact services have been developed. It supports mass-market players, helping them to understand the news in order to improve their performance and adapt their practices and products to market changes. A key media brand that is a point of reference for all executives and decision-makers in the French mass market, LSA has developed a specialised expertise and is distinguished by its innovative and proactive approach.

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

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

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