

## SES-imagotag: successful placement of a €10m bond issue

SES-imagotag (Euronext: SESL, FR0010282822), specialist in digital solutions for physical retail and global leader in connected digital price tags, announces the successful placement of a €10m bond issue.

SES-imagotag proceeds to his first bond issue, in the context of a private placement to institutional investors, for a nominal amount of €10m, bearing interest at an annual rate of 3.5 % and due 2023.

SES-imagotag intends to use the net proceeds of the issuance of the bonds for the group's general corporate purposes. This bond issue is part of the strategy of the group aiming at diversifying its financings. Société Générale was acting as placing agent in the context of the transaction.

### 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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