

Euronics selects SES-imagotag and its VUSION digital price tags for its stores in Germany

SES-imagotag (Euronext: SESL, FR0010282822), specialist in digital solutions for physical stores and global leader in connected digital price tags, announces having signed a contract with leading electronics retailer Euronics to improve customer experience and store efficiency through the implementation of digitization and automation solutions.

Euronics is the leading consumer electronics group in Europe, Middle East and Africa (EMEA) with more than 8,800 stores in over 35 countries. For its German stores, Euronics chose the new VUSION range, the recently launched cutting-edge digital price tags from SES-imagotag, for its design (Red Dot Award 2018), its display resolution and its ease of integration.

The German division of Euronics has signed a framework agreement with SES-imagotag for more than 100 stores that will replace their classic paper labels with the smart VUSION price tags. The installation of the first stores has already begun and the roll-out on the remaining ones is planned for this summer.

Thierry Gadou, Chairman and CEO, concludes: *"Once again our new VUSION solution has been chosen by a leading retail banners for an immediate rollout in its stores. The Euronics choice is based on VUSION's design and technical qualities - easy to install, modular, interactive and connected with shoppers and store associates - and acknowledges the leading-edge dimension of SES-imagotag product offering, thanks to its R&D investments."*

About SES-imagotag

For 25 years, SES-imagotag has been the trusted partner of retailers for in-store digital technology. SES-imagotag, the worldwide leader in smart digital labels and pricing automation, has developed a comprehensive IoT and digital platform that delivers a complete set of services to retailers. The SES-imagotag solution enables retailers to connect and digitally transform their physical stores; automate low-value-added processes; improve operational efficiency; inform and serve customers; ensure information integrity to continuously optimize on-hand inventory; prevent stock-outs and waste and create an omni-channel service platform that builds loyalty and meets evolving consumer expectations.

www.ses-imagotag.com

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

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Contact

NewCap – Investor Relations & Financial Communications

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