ses imagotag

SES-imagotag, winner of the Seamless Asia Awards for the 2nd year in a row

Category: "Best use of in-Store technology" category

SES-imagotag (Euronext: SESL, FR0010282822), a specialist in digital solutions for physical retail and the global leader in smart retail labels, announces that **AdShelf**, its media platform connected to in-store digital labels and **Shelf Watch**, its automatic stockout detection solution, won the award in the "Best use of in-Store technology" category at the "Seamless Asia" show in Singapore.

"Seamless Asia" is the largest fair dedicated to retail in Asia. It brings together experts and professionals in physical retail, e-commerce, payments and banking.

Leveraging color graphic labels, connected to SES-imagotag's media platform **AdShelf**, brands and retailers can now design, manage and deploy digital in-store advertising campaigns within one click, via the collaborative platform connected to dynamic, digital tags in stores. In parallel, **Shelf Watch**, indicates the precise location of each product thanks to the geolocated labels. Combined with store security cameras, they detect in real time all stockouts and identify anomalies on shelves. These elements help shoppers to save time and provide precious help with their purchasing decisions, thereby greatly improving in-store customer experience. For stores, this innovation presents a real advantage since it allows staff to spend less time on low-added-value tasks and to devote themselves fully to customer service and advisory aspects.

Thierry Gadou, Chairman and CEO of the SES-imagotag Group, said: *"Once again, the highly innovative nature and added value of SES-imagotag's solution have been recognized by professionals in our sector. This award is even more important as it is the second time we have received it in Asia, a key market for our future growth, and rewards our entire VUSION IoT Platform. The services provided by our solutions, for both consumers and stores, are a key contribution to the development of omnichannel commerce."*

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

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

Contact

NewCap – Investor Relations & Financial Communications
Marc Willaume / Tristan Roquet Montégon: Tel: +33 (0)1 44 71 00 13 / ses@newcap.eu