

Dixons Carphone Nordic selects SES-imagotag for its stores in Finland, Sweden and Denmark

This roll-out is the second phase of the contract signed with Dixons Nordic last year

SES-imagotag (Euronext: SESL, FR0010282822), the global leader in Electronic Shelf Labels (ESL) and retail IoT solutions, announces today the launch of the second roll-out wave of the contract signed with Dixons Carphone Nordic.

In 2017, SES-imagotag signed a contract with Dixons Carphone (3rd European consumer electronics retailer) Nordic's subsidiary Elkjøp to extend the deployment of its cloud-based smart digital retail labels in 3 new countries: Sweden, Finland, and Denmark.

Following the successful first wave of this contract in Norway in 100 stores over the 2nd half of 2017, the SES-imagotag solution will be deployed in a total of 175 Finnish, Swedish and Danish El Giganten and Elkjøp stores (Elkjøp group) until the end of 2018. For this second phase, a customized version of SES-imagotag's brand new VUSION connected smart labels will be deployed. Additional stores are expected to be equipped in Q1 2019.

The Scandinavian retailer chose the SES-imagotag solution to improve pricing agility and omnichannel synchronization, as well as enabling improved shopper information and shopper connectivity at the shelf thanks to the embedded NFC contactless technology (or simple QR codes) that allows smart ESLs to communicate with smartphones. Further applications will be launched this year through the VUSION Retail IoT Cloud, such as in-store digital services (Storefront) that give shoppers access to the store's map or its special offers and new items. The solution also includes an automated planogram feature using ESL-based product geolocation, allowing for planogram compliance improvement, in addition to click & collect agility and productivity. The VUSION cloud solution is entirely integrated with the SAP HANA cloud platform used by Elkjøp, providing additional end-user productivity and data integration benefits.

Hans-Petter Døvre, Retail Director of Elkjøp, comments: *"We were extremely satisfied with the first deployment wave of the SES-imagotag solution. Digital labels greatly improve pricing agility and accuracy, but also allow our customers to have a better shopping experience. The VUSION cloud-based software system allows us to accelerate the ESL roll-out, reduce IT costs and ensure future-proof easy evolution of our solution. The full integration with our SAP cloud was also a success. So, we decided to complete the roll-out in other Nordic countries and make it part of our standard digital blueprint."*

Thierry Gadou, Chairman and CEO of SES-imagotag, concludes: *"We are delighted and proud that our solution meets the expectations of Dixons Carphone Nordic in improving shopper experience and store efficiency. All the more since it is a high performance and demanding retailer with extremely high standards of excellence. With such a client, our teams are very motivated and learn a lot as well. Our cooperation goes beyond simple ESL, we are partnering in a digital transformation journey to make physical stores a high-value digital asset."*

About Elkjøp

Elkjøp Nordic AS, fully owned by Dixons Carphone plc, is the largest electronics retailer in the Nordics. Elkjøp is established with retail operations in Norway, Sweden, Denmark, Finland, Iceland, Greenland and the Faroe Islands. The stores range in size from smaller stores to megastores. Elkjøp employ more than 9000 people and the yearly revenue is more than 4,0b€. All 394 stores receive goods from our central warehouse at Jönköping in Sweden. The size of the warehouse is 107,000m², which equals 16



football fields. The Nordic market share for Elkjøp is 25%.

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

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