Vusion

Press release

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dm Expands its Partnership with Vusion to Digitalize about 2,000 stores in Germany

Europe's largest drugstore retailer becomes the first worldwide to deploy the newest generation EdgeSense platform in its stores

November 18, 2026 – Vusion (Euronext Paris: VU), the global leader in AI-powered digitalization solutions for physical commerce, today announces a major expansion of its partnership with **dm-drogerie markt**, Europe's largest drugstore retailer. The agreement covers the deployment of the newest EdgeSense platform in about 2,000 stores in Germany over the next three years.

With more than 4,200 stores across Europe and Germany's favorite retailer in EY-Parthenon's 2026 Retail Performance Ranking[1], dm is one of the continent's most influential players in beauty, health and everyday care. Its commitment to customer service, trusted value and an integrated store and online experience makes this rollout a significant reference for the next phase of physical retail digitalization.

The Vusion platform will help dm optimize the productivity and quality of in-store processes such as pricing, picking of online orders, replenishment, etc. The objective is to achieve perfect price integrity, accelerate e-commerce and improve on-shelf availability.

Beyond these initial use-cases, dm and Vusion aim to deepen their R&D collaboration to develop new shopping experiences. The product and location signals generated by EdgeSense will provide a data foundation for context-aware AI agents that can understand shoppers' requests and help them find relevant products within the store. The technology partnership will explore and test these applications in real store environments, combining dm's understanding of customer needs with Vusion's technology expertise.

"We want every visit to dm to be easy, enjoyable and relevant to our customers' needs. Technology should give our colleagues more freedom to focus on customers and make their daily work easier. With Vusion, we are creating the digital foundation to do this at scale, connecting our shelves with the information and services our teams need. Our customers will also find their way around our stores, discover the right products and access useful information. Our shared ambition is to develop technology around the way people want to shop," commented **Christoph Werner, Chairman of the Management Board of dm-drogerie markt.**

"dm's decision demonstrates how central connected stores have become to retail's future. Working with a retailer recognized for its customer focus shows how digitalization can strengthen the qualities that make physical retail successful. By connecting products, locations and store teams, we can improve execution today and build the real-world data foundation for AI agents to deliver new value tomorrow and enable connected shopping experiences," concluded **Thierry Gadou, Chairman and CEO of Vusion.**

EdgeSense will create a digital map of products across dm's stores, enabling new services that make shopping easier and more intuitive. Precise product location will provide the foundation for indoor navigation, helping shoppers find the items they need more quickly. For store colleagues, the same capabilities will simplify product searches and online order preparation, giving them more time for advice

[1] Source: https://www.ey.com/de_de/insights/consumer-products/ey-parthenon-retail-performance-ranking-2025

and personal service. At the same time, EdgeSense will also interact natively with robots deployed in stores by Ubica to further enhance store operations and customer service.

Building on the adoption of the EdgeSense technology by other leading retailers, this expansion strengthens Vusion's position in the global drugstore sector and demonstrates the platform's relevance across retail formats.

About dm-drogerie markt

dm is a leading drugstore company and omnichannel retailer of drugstore products in Germany and Europe. In Germany, dm employs around 63,600 people and operates more than 2,150 dm stores. Across Europe, dm employs around 93,000 people in more than 4,200 dm stores. Customers once again voted dm the most popular drugstore in the 2026 Customer Monitor survey. Independent studies and surveys regularly confirm the high regard in which dm's corporate and collaborative culture is held. The company was awarded the German Sustainability award in the 'Consumer Goods Retail 2024' category for its commitment to sustainability. Further insights into dm's social impact are provided in the 'Sustainability Report'.

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About Vusion

Vusion is the global leader in AI-powered digitalization solutions for physical commerce, serving over 350 major retail groups in the world.

The group develops technologies that bring together the Internet of Things (IoT), data, and artificial intelligence (AI) to power Connected Commerce, transforming physical stores into intelligent, efficient, and sustainable environments for retailers, associates, and shoppers. It provides stores with solutions for operational excellence, local ecommerce, data-driven commerce, and retail media & shopper experiences. Through its integrated ecosystem, comprised of three layers, Vusion Intelligence, Vusion Connect, and Vusion Retail IoT, Vusion delivers the Artificial Intelligence of Things (AioT) for retail, helping the industry unlock higher performance, better experiences, and more responsible growth.

A pioneer in Positive Commerce, Vusion is committed to building a more sustainable, transparent, and human-centered retail future. The company supports the United Nations Global Compact initiative and has received a Gold Sustainability Rating from EcoVadis, the world's reference for business sustainability ratings.

Vusion is listed in compartment A of Euronext™ Paris and is a member of the SBF120 Index.

Ticker: VU – ISIN code: FR0010282822 – Reuters: VU.PA – Bloomberg: VU.FP

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