PRESS RELEASE

Amsterdam – Jan. 29, 2020, 8:00 a.m. CET – **Kerlink** (AKLK – FR0013156007), a specialist in solutions dedicated to the Internet of Things (IoT), and **Smart Traffik**, a retail-analytics solution provider for brick-and-mortar merchants, have built a responsive end-to-end LoRaWAN® system that enables retail outlets to create personalized shopper experiences and build brand loyalty, by improving visitor in-store journey and improving the phygital transformation of the point of sale.

Combining its Wirnet™ iFemtoCell-evolution indoor gateways and its Wanesy™ Management Center with Smart Traffik's instore data analytics solution, which includes a plug-and-play SmartBox, based on Kerlink's Low Power IoT Reference Design, the two companies built a Wi-Fi tracking anchor that anonimously collects store visitors' smartphone signals in real-time. The system then modelizes shoppers' journey in stores, including time spent at specific displays or in various sections. Its combination with other data provide store owners and managers with valuable retail intelligence that can be used to increase foot traffic and sales, as well as measure effectiveness of marketing campaigns, thus increasing loyalty.

"Many studies have shown that today's customer wants to be valued and recognized," said Smart Traffik CEO Laurent Simonin. **"**More than three out of four shoppers like it when they receive product offers or promotions based on their purchasing history from a retailer, indicating a desire for a more-personalized shopping experience. This new retail-analytics solution designed and built with Kerlink will empower retailers to get the smart data they need to better engage with their customers."

The system, which was announced during the LoRa Alliance® Members Meeting in Amsterdam, is an upgrade of Smart Traffik's existing in-store analytics IoT that was based on the Global System for Mobile Communications (GSM) standard. Like that system, the new solution created by Kerlink and Smart Traffik is fully compliant with the EU's General Data Protection Regulation (GDPR).

"Working with Kerlink helped transform the solution into an IoT LoRaWAN® solution, bringing cost optimization and more flexibility and allowing it to be future-proof and scalable with the possibility to flexibly add additional use cases in the mid-term," Laurent Simonin said.

Guillaume Boisgontier, Kerlink's innovative products & solutions marketing manager, said the system developed with Smart Traffik is part of Kerlink's strategy to complement its hardware portfolio with end-to-end software-and-hardware solutions that serve concrete use cases and allow customers to quickly improve ROI.

"We launched that strategy last year with the introduction of four dedicated end-to-end solutions – smart facility management, smart tracking & logistics, smart asset monitoring & smart building – with the help of several partners. Smart Traffik is a new partner with which we work jointly on the design of a future-proof solution that is unique and positions Kerlink in a new and promising vertical, smart retail."

About Kerlink

Kerlink Group is a leading global provider of connectivity solutions for designing, launching, and operating public & private Internet of Things networks. Its comprehensive product portfolio includes industrial-grade network equipment, best-of-breed network core, operations and management software, value-added applications and expert professional services, backed by strong R&D capabilities. Kerlink specializes in enabling future-proof intelligent IoT connectivity for key verticals such as fleet management, transportation & logistics, retail, asset tracking, and smart metering, as well as smart agriculture & environment, and smart cities, buildings, and factories. More than 120,000 Kerlink installations have been rolled out with more than 330 clients in 69 countries. Based in France, with subsidiaries in the US, Singapore, India, and Japan, Kerlink is a founding and board member of the LoRa Alliance™ and the uCIFI Alliance™. It is listed on Euronext Growth Paris under the symbol ALKLK.

For more information, visit www.kerlink.com or follow us on Twitter @kerlink_news.

About Smart Traffik

Smart Traffik, a technology company expert in omnichannel strategy, has built drive-to-store and in-store ananlytics solutions for brands and retailers to enrich the shopper experience, increase in-store revenue and optimize ROI on digital marketing expenses. Founded in 2012 by Laurent Simonin, Emmanuel Isnard, and Yann Gilquin, Smart Traffik works for more than 140 clients. Its solutions are connected to roughly 105,000 point of sales in more than 110 countries. Based in France, with subsidiaries in the US, Smart TraffiK is a member of the Marketing Management Analytics and I.A.B.

For more information, visit www.smart-traffik.io or follow us on Twitter @SmartTraffik and linkedin.com/company/smart-traffik.

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