

## SES-imagotag chosen by Dixon Carphone Nordic for a 100% Cloud roll-out in its stores

SES-imagotag (Euronext: SESL, FR0010282822), a specialist in digital solutions for physical commerce and the global leader in connected digital price tags, today announces that it has signed a contract with Dixon Carphone Nordic's retail chains Elkjøp and Elgiganten to install its connected digital price tags.

The SES-imagotag electronic shelf labelling (ESL) solution will enable Elkjøp to improve pricing agility and omnichannel synchronization, as well as enabling improved shopper information and shopper connectivity at the shelf due to the embedded contactless technology (NFC) that allows smart ESLs to communicate with now most Android smartphones and, as Apple announced recently, with all iPhones 7 and beyond (using iOS11). The solution also includes an automated planogram feature using ESL-based product geolocation, allowing for compliance improvement, in addition to click & collect agility and productivity.

The first roll-out will take place in Norway in H2 2017, in almost 110 stores.

**Hans-Petter Døvre, Format Director of Elkjøp comments:** *"We are delighted with this collaboration with SES-imagotag, the worldwide leader in connected digital price tags and pricing automation solutions. Thanks to the SES-imagotag offer's added value, our stores will be able to enhance customers' in-store experience by providing them with the most advanced connected services and technologies available on the market. There is a strong demand from the consumers to improve their in-store experience and the SES-imagotag's solution is a unique asset to achieve this goal."*

**Thierry Gadou, Chairman and CEO of SES-imagotag, concludes:** *"We are very proud to sign a new contract in Scandinavia, a region where our solution has been implemented in many stores, with another leading operator and the largest consumer electronics retailer in the Nordic countries. It is also a world premiere as the entire system will be operated through cloud-based solutions. This new important success allows SES-imagotag to further demonstrate how relevant its overall product range is and allows us to strengthen our leading position as digital solutions provider in the consumer electronics sector."*

### 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 107.000m<sup>2</sup>, 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 digital technology in stores. SES-imagotag, the worldwide leader in smart digital labels and pricing automation, develops a comprehensive IoT and digital platform that delivers a complete set of services to retailers. The SES-imagotag solution enables retailers to connect and digitize 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 omnichannel service platform that builds loyalty and meets evolving consumer expectations.

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



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