

Store Electronic Systems wins 2012 LSA innovation award



Store Electronic Systems, market leader in France in electronic labeling systems, won the "store equipment" category at the 33rd edition of the LSA innovation awards, held at Salle Wagram in Paris on Wednesday December 12, 2012.

The award comes in recognition of the world's first ever hypermarket to be fully equipped with NFC electronic labels, which are able to communicate with shoppers' smart phones. Since October 18 2012, over 47,000 *Store Electronic Systems* labels have been in operation at the Leclerc retail distribution center in Levallois, enabling shoppers to directly access a broad range of services simply by hovering their smart phones over the labels:

- detailed information on the composition, origin and manufacture of products,
- allergen warnings,
- real-time shopping basket and spending information,
- a shopping list builder to save time in store.

This innovative product already won the gold award for shopper experience at the Equipmag exhibition in September 2012 (the leading retail exhibition in France), and marks the retail industry's recognition of this new, interactive in-store communication medium.



Press release

Paris, December 13, 2012

Thierry Gadou, Chairman and CEO of Store Electronic Systems, commented:

"We are delighted to accept this award today, in recognition of our business strategy focused on innovation. The integration of NFC technology will revolutionize the role of electronic labeling, transforming it into a brand new interactive medium that is able to give shoppers all the information they need -- and which they are used to getting over the Internet -- but in store, in the aisles at the precise moment they need it."

About Store Electronic Systems

Store Electronic Systems is the worldwide leader in Electronic Shelf Labeling systems (ESL) for large-scale food and non-food retailers. The Group designs, markets and installs all the system's components (software and communication platform, displays, mounts), thus providing clients with a turnkey solution. The range of products and services offered by SES allows retailers to manage pricing dynamically, while significantly improving store productivity.

Store Electronic Systems is listed on Compartment C of Euronext™ Paris.

Mnemo code: SESL ISIN codes: FR0010282822 - Reuters: SESL.PA - Bloomberg: SESL.FP

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