

## **SES-imagotag: Changes to the Shareholding Structure**

SES-imagotag (Euronext: SESL, FR0010282822), the global leader in digital solutions for physical retail, has taken note of the sale, on 22 November 2022, by BOE Smart Retail (Hong Kong) Co., Limited, a wholly-owned subsidiary of BOE Technology (HK) Limited, of 1.5 million shares of SES-imagotag in a private placement made by way of an accelerated book-building, at a price of €112.00 per share.

Upon completion of the sale of the shares (the delivery of which is expected to occur on or about 24 November 2022), BOE Smart Retail (Hong Kong) Co., Limited (which currently holds approximately 42% of the share capital and voting rights of SES-imagotag) will have its equity stake reduced to approximately 32% of the share capital and voting rights of SES-imagotag. This transaction will further improve the free float of SES-imagotag shares, which is set to increase from 39% before the placement, to 49%.

Prior to this private placement, SESIM and BOE had completed their separation, effective on November 17. SESIM is therefore now the second largest shareholder of SES-imagotag, directly holding 12% of SES-imagotag's share capital and voting rights.

Following the private placement on November 22, 2022, the composition of the Board of directors will be modified to reflect the change in the shareholding structure.

After the above transaction is completed, the capital structure of the Group will be as follows:

| <b>Shareholders</b>                       | <b>Capital and voting rights (%)</b> |
|---|--------------------------------------|
| BOE Smart Retail (Hong Kong) Co., Limited | 32%                                  |
| SESIM*                                    | 12%                                  |
| Yuanhan Materials Inc (E-Ink Group)       | 5%                                   |
| Qualcomm Incorporated                     | 2%                                   |
| Public                                    | 49%                                  |

*\* The majority of SESIM's share capital is held by SES-imagotag's management team (including Mr. Thierry Gadou, Chairman and Chief Executive Officer)*

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**About SES-imagotag and the VUSION Retail IoT platform**

SES-imagotag is a world leader in smart digital labels and IoT solutions for physical retail, serving over 300 large retailer groups around the world in Europe, Asia and North America.

SES-imagotag has developed the VUSION Retail IOT technology platform to help retailers transform their physical stores into high value digital assets, more automated, data-driven, and connected in real-time to suppliers and consumers. VUSION improves the agility, precision and accuracy of prices, whilst ensuring the omnichannel synchronization of prices, product information and marketing campaigns. The platform developed by SES-imagotag also optimizes in-store order preparation and restocking. VUSION improves employee satisfaction by freeing up time from cumbersome low value-added tasks and allowing them to focus on customer service and merchandizing tasks. VUSION connects shelves to the Cloud, providing real-time accurate information on product availability and location, allowing for reduced inventory, out-of-stock and waste, as well as improved on-shelf availability and merchandizing compliance. VUSION empowers consumers with better product, nutritional and traceability information at the shelf and enables a frictionless in-store shopping experience with features such as product search, pathfinding and cashier-less scan & pay features.

SES-imagotag supports the United Nations' Global Compact initiative and has received in 2022 the Gold Sustainability Rating from EcoVadis, the world's reference of business sustainability ratings

SES-imagotag is listed in compartment A of Euronext™ Paris

Ticker: SESL – ISIN code: FR0010282822 – Reuters: SESL.PA – Bloomberg: SES

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