

## **INCA-A Non Marchand chooses SES-imagotag as its supplier of connected digital price tags for *groupe Casino* and *groupement des Mousquetaires***

SES-imagotag (Euronext: SESL, FR0010282822), a specialist in digital solutions for physical retail and global leader in connected digital price tags, announces that it has been chosen by the purchasing group INCA Achats Non Marchands, formed by *groupe Casino* and *groupement des Mousquetaires*, to equip its stores with digital tags and renew stores installed with old systems. This contract constitutes a two-year commitment.

Following this agreement, *groupe Casino* is planning to finalize the migration of the old labeling systems for Géant hypermarkets and Casino supermarkets to the SES-imagotag solution. *Groupement des Mousquetaires*, a pioneer in the adoption of our solutions for 15 years with almost 1,400 stores equipped, taking all retail chains into account (Intermarché, Bricomarché and Netto), is also planning to speed up installation in stores which are not yet equipped, as well as the rapid replacement of first-generation equipment with interactive and dynamic TFT graphic tags. The signing of this contract comes after a competitive tender process, and the positive outcome of this confirms that SES-imagotag solutions match the "connected store" strategy of the retail chains grouped within INCA-A. The very large range of graphic display technologies, from E-paper to dynamic TFT was a particularly key element in the choice of SES-imagotag to ensure the implementation of this important contract.

**Stéphane Sinopoli, from *groupement des Mousquetaires*, and Abel Mercier, from *groupe Casino*, both joint managers of the INCA-A Non Marchand unit**, have expressed great satisfaction regarding this agreement: *"Both of our groups share the same very positive opinion of the SES-imagotag group and its solutions. We are happy to have been able to sign this agreement which will allow us to speed up the modernization and digitization of physical stores around the best electronic labeling technologies on the market."*

**Pierre Demoures, VP Sales France of the SES-imagotag group**, commented: *"We are delighted about the renewed trust which *groupe Casino* and *groupement des Mousquetaires* have given us to implement our solutions in their stores. The selection of SES-imagotag for carrying out this new contract underlines the strong added value of our solutions and our services, which are the perfect response to the issues confronting the largest retailers today."*

### **About SES-imagotag**

SES-imagotag is a specialist in digital solutions for physical commerce and a global leader in electronic labeling systems. The Group designs and markets all the components of its solutions (software, radio-frequency infrastructure, labels and mounts), thus providing its clients with a turnkey solution. The range of products and services offered by SES-imagotag allows retailers to manage pricing dynamically, to improve in-store productivity and develop new contactless uses for shoppers.

SES-imagotag is listed on compartment B of Euronext™ Paris

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