



Turnover as of March 31, 2008

- **Turnover Q1 increasing by 13.2%**
- **Sharp increase in orders : 301 new orders booked (+92%) with 28 networks in 8 different countries**
- **Signing of an exclusive roll-out agreement for the 115 French hypermarkets of the Auchan Group**
- **Order of a second tier of 50 hypermarkets in Latin America, as part of a roll-out program initiated in 2007.**

Turnover :

During the first quarter 2008, Store Electronic Systems has delivered 137 stores generating sales of 10 987 K€, an increase of 13.2 % over Q1 2007.

This growth was largely driven by export sales (+ 53.9%), thus comforting the company in its strategic focus on international expansion. In France sale growth was relatively limited, a consequence of uncertainties due to expected Government initiatives regarding retail regulations.

In K€	1st Quarter 2007	1st quarter 2008	% change
Turnover	9 704	10 987	+ 13.2 %
- of which France accounted for	7 622	7 783	+ 2.1 %
- of which export accounted for	2 082	3 204	+ 53.9 %

Store Electronic Systems is moving ahead rolling-out its ESL system in major leading retail chains. The number of equipped stores in some networks is becoming quite significant ; as of March 31 2008, for example, SES equips 279 stores of the Carrefour group, 192 stores of the Casino group, 718 Intermarché, 243 Leclerc and 223 Système U.

Orders:

Once again, the Group booked a record number of new orders during the 1st quarter of 2008 (301), up 92%.

In number of stores	1st Quarter 2007	1st quarter 2008	% change
Orders	157	301	+ 92 %
- of which France accounted for	92	215	+ 134 %
- of which export accounted for	65	86	+ 32 %

Excluding Auchan and the 50 Latin American stores, new orders booked by SES during Q1 increased by 28 % over Q1 2007.

Between Avril 1st and May 6 2008, SES recorded 68 new orders against 24 over the same period last year, i.e. a 183 % growth. During the first quarter Store Electronic Systems also installed stores in 5 new networks and 2 new countries (Netherlands and Luxembourg).

In this context, the company confirms its objective of a growth rate for 2008 sales similar to that of 2007.

First semester results will be published on August 30, 2007.

The global market for this reliable, high value-added product offers strong potential, in its deployment phase at the international level.

Mnemonic: SESL

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

www.store-electronic-systems.com

Michel Boyer
EVP and Chief Financial Officer
Tél. : 01 34 34 61 66
michel.boyer@ses-esl.com

François Berrubé
Marketing Manager
Tél. : 01 34 34 61 73
francois.berrube@ses-esl.com