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## **ZetaDisplay: Signs an agreement with Kjell & Company**

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ZetaDisplay continues to achieve success with its sales. Recently the company signed a framework agreement with Kjell & Company in respect of ZetaDisplay's Digital Signage media platform and Last Meter Marketing. Kjell & Company is to install these solutions into all its stores.

Kjell & Company sells home electronics accessories through 80 stores at 42 locations in Sweden. The turnover in 2013 was MSEK 930.5, and the company has over 600 employees. The agreement covers a solution whereby Kjell & Company can quickly reach out to its customers, using both local and central communications.

"We have had a digital communication solution for our stores for several years. Increasing use is placing greater demands on our solution. In connection with this we have initiated procurement by looking at a number of suppliers. The final choice was ZetaDisplay, as they have the most technically comprehensive solution, and are present in several markets that may in the long run be of interest to us," says Thomas Keifer, CEO of Kjell & Company.

ZetaDisplay finds itself in an expansive phase and has positioned itself in the market by being able to show considerably improved customer communication and increased sales for its clients with the aid of the company's Digital Signage media platform and Last Meter Marketing.

"I am really pleased by our co-operation with Kjell & Company. With this agreement in place we are also beginning to see the fruits of our strategic investment in what is today called Omni-Channel Communication, i.e. communication with customers by means of many different channels, of which retail stores are one. We are also getting confirmation that our investment in working with a pan-European perspective, whereby we can accompany our clients as they grow in the many markets in the Nordic countries and Europe," says Leif Liljebrunn, CEO of ZetaDisplay AB (publ).

ZetaDisplay is a leading supplier of Digital Signage to major chains in the retailing and service sectors. The company has about 40 employees, and its sales offices are located in Sweden, Denmark, Norway, Finland, Estonia and the Netherlands.

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About ZetaDisplay

ZetaDisplay is a leading supplier of Digital Signage to major chains in the retailing and service sectors of the European market. The head office is in Sweden and there are sales offices located in Denmark, Norway, Finland, Estonia and the Netherlands. Since April 2011 the company's shares have been traded on NASDAQ OMX First North Premier, using the ZETA abbreviation. The Certified Adviser is Erik Penser Bankaktiebolag. More information can be found at <http://www.zetadisplay.com>

#### About Digital Signage and multi-channel communication

ZetaDisplay defines Digital Signage as a system for advertising, profiling and retail store communication, which forwards audio, images and film related to retail stores and information in the public environment. A Swedish name for Digital Signage translates as digital retailing communications. Solutions based on digital displays form a large part of the market, but development is proceeding towards the utilisation of more digital channels to communicate customer offers and other information. This is a matter of solutions that are integrated into social media and web sites, and apps for smart mobile phones and tablets which create interaction with customers. Development is also progressing towards integrating solutions with retailers' cash desks for automatic price updating and the automatic switching of offers on the digital displays.