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ZetaDisplay: Signs a comprehensive agreement with major fast-food chain

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ZetaDisplay Finland and fast-food chain Hesburger has signed a comprehensive deal regarding ZetaDisplays media platform for Digital Signage. The preliminary goal is to digitalize 140 self-owned Hesburger restaurants, covering the menus, campaign posts and general information, which will be replaced with digital displays. This will enable Hesburger to increase its point-of-purchase communication with their customers. ZetaDisplay will supply its comprehensive ZetaPortal for content production, digital displays, media players and maintenance. ZetaDisplay estimate the order value to be 20 million Swedish kronor regarding to the roll-out to the self-owned Hesburger restaurants.

Burger-In Oy is a Finnish family-owned enterprise and Hesburger is the company's registered trademark. Hesburger, which includes both self-owned and franchise restaurants, includes 279 restaurants in Finland, 114 in Baltic countries, 21 in Russia, 3 in Germany and 1 in Turkey. Hesburger-chain employs approximately 6000 people. The taxable sales turnover of the chains Finnish restaurants was over 205 million euros and that of the Hesburger-restaurants abroad was 55 million euros in 2013.

"I am very excited that we now have signed a new agreement within the fast-food industry in Europe and this time with Hesburger. We will soon be in charge for more than 1 000 fast-food and restaurants in Finland. This also confirms that our pan-European efforts are being successful, whereby we supply our clients from our own local offices, explains Leif Liljebrunn, CEO ZetaDisplay AB (publ).

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

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

If you have questions, please contact:

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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.