



StrongPoint and VusionGroup Announce International Multifaceted Partnership

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(Oslo, 20 December 2024) StrongPoint ASA ("StrongPoint"), a retail technology provider, is proud to announce an international multifaceted partnership with VusionGroup SA ("VusionGroup"), a global leader in digitalization solutions for physical commerce.

With revenues of €805 million (fiscal year 2023), VusionGroup serves over 350 retailers in more than 60 countries through 25 offices worldwide, including partnerships with leading retailers such as Walmart, Carrefour, Edeka and MediaMarkt-Saturn. The company currently operates over 450 million smart electronic shelf labels in more than 45,000 stores, accounting for approximately 50% of the market share.

Through this partnership, VusionGroup will integrate StrongPoint's end-to-end e-commerce platform into its advanced Retail IoT Cloud platform, making it available to retailers internationally. Additionally, StrongPoint will serve as a Value-Added Reseller of VusionGroup's retail technology solutions, starting from 28 June 2025.

From Shelf Labels to Shelf-Edge

In 2024, VusionGroup introduced EdgeSense™, transforming traditional electronic shelf labels into a cutting-edge digital shelf system. Developed over a decade of research, it integrates smart rails and battery-less digital displays with wireless communications, precise geolocation, and device-to-device interactions through the Cloud and the VusionOX protocol built on Bluetooth standards. EdgeSense™ enables real-time 3D product tracking, personalized navigation, guided replenishment and contextual shopper engagement through geofencing. It also generates real-time aisle data, turning stores into self-learning hubs that provide insights into products, customer behavior and inventory to support smarter decision-making. In April 2024, Walmart adopted EdgeSense™ and VusionCloud solutions at scale across its U.S. stores.

Scaling StrongPoint's E-Commerce Internationally

With e-commerce rapidly emerging as a key driver of growth in the retail industry, VusionGroup and StrongPoint identified the opportunity to partner, providing retailers with a highly efficient end to end e-commerce platform and the tools needed to manage e-commerce orders. This includes StrongPoint's in-store order-picking solution and fully integrated last-mile options, which are already used by many grocery retailers in Europe.

"This partnership is an incredible opportunity for StrongPoint to bring its e-commerce solutions to an international stage, reaching regions far beyond our core markets. For StrongPoint, as a VusionGroup partner, it will allow us to offer our current and future customers across our nine markets an even broader range of in-store digital retail technologies. This is truly a milestone moment in the history of StrongPoint," said Jacob Tveraabak, CEO of StrongPoint.

"Enabling physical retailers to increase their e-commerce performance through store digitalization is one of the key pillars of our strategy, and this partnership represents a wonderful opportunity to accelerate that. By integrating StrongPoint's e-commerce technology into our platform, we are not only enhancing our offering but also enabling our customers to unlock new levels of efficiency, profitability and growth potential in a rapidly evolving retail landscape," said Sébastien Fourcy, SEVP EMEA of VusionGroup.

"This partnership with VusionGroup is a monumental achievement for StrongPoint and a defining moment in the strategic direction the company has pursued since I joined as Chairman. It is a powerful testament to the world-class superiority of StrongPoint's e-commerce suite of solutions, enabling us to unlock unparalleled commercial opportunities and access more new markets than ever before," said Morthen Johannessen, the Chairman of the Board of Directors at StrongPoint.

As a consequence of this new partnership, StrongPoint today terminated its current reseller agreement with Pricer AB, as it contains exclusivity clauses that would prohibit StrongPoint from becoming a reseller of other ESL providers. The current reseller agreement with Pricer AB runs until June 27, 2025.

About StrongPoint

StrongPoint is a grocery retail technology company that provides solutions to make shops smarter, shopping experiences better, and online grocery shopping more efficient. With approximately 500 employees in Norway, Sweden, the Baltics, Finland, Spain, the UK and Ireland, and together with a wide partner network, StrongPoint supports grocery and retail businesses in more than 20 countries.

StrongPoint provides end-to-end e-commerce solutions, including in-store order picking, automated fulfillment (with AutoStore), click & collect temperature-controlled grocery lockers, and in-store and drive-thru grocery pickup solutions. The company also delivers a range of in-store technologies, such as electronic shelf labels, AI-powered self-checkouts, and cash management and payment solutions. StrongPoint is headquartered in Norway and is listed on the Oslo Stock Exchange with a revenue of approximately NOK 1.4 billion [ticker: STRO].

www.strongpoint.com

About VusionGroup

VusionGroup (ex- SES-imagotag) is the global leader in the digitalization solutions for commerce, serving over 350 large retailer groups around the world in Europe, Asia, and North America.

By leveraging its IoT, AI & Data technologies, VusionGroup empowers retailers to re-imagine their physical stores into efficient, intelligent, connected, and data-driven assets. The Group unlocks higher economic performance, facilitates seamless collaboration across the value chain, enhances the shopping experience, creates better jobs, cultivates healthier communities, and significantly reduces waste and carbon emissions.

VusionGroup consist of six families of solutions, harnessing the full potential of IoT, Cloud, Data, and artificial intelligence (AI) technologies, at the service of the modernization of commerce: SESimagotag (ESL & Digital Shelf Systems), VusionCloud, Captana (computer vision and artificial intelligence platform), Memory (data analytics), Engage (retail media and in-store advertising), and PDigital (logistics and industrial solutions).

VusionGroup supports the United Nations' Global Compact initiative and has received in 2023 the Platinum Sustainability Rating from EcoVadis, the world's reference of business sustainability ratings.

VusionGroup is listed in compartment A of Euronext™ Paris and member of the SBF120 Index. Ticker: SESL - ISIN code: FR0010282822 - Reuters: VU.PA - Bloomberg: VU.FP

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Disclosure regulation

This information is subject to the disclosure requirements pursuant to Section 5-12 the Norwegian Securities Trading Act.

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Attachments

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