

Press release - 22 October 2019

In partnership with Hanshow Technology, Auchan Retail is putting its electronic shelf labels to new uses

In May 2017, Auchan Retail and Hanshow Technology entered into an exclusive partnership to jointly create an innovative connected labelling solution. Two years later, the technology has been applied to more than 5 million items in seven countries. To take things even further, the two partners have, since October, been experimenting with digital labelling for the whole Boulogne-Billancourt [92] supermarket, with new functionalities such as stock management, new digital markings and simplified product searches on the sales floor.

5 million connected products

Since May 2017, Auchan Retail and Hanshow Technology, a worldwide leader in the development and supply of ESL and omni-channel solutions have, under real conditions, been devising and testing a digital labelling system connected to new uses that is changing customers' and employees' lives. Offering greater reliability, speed and flexibility, this shelf labelling system allows prices to be reliably managed in real time, and provides information about changes to product ranges and the next product delivery dates, etc.

It was gradually deployed in pilot stores for the various formats (hypermarkets, supermarkets and ultra-convenience stores) in seven countries, and is now used in all stores. Five million items are now digitally labelled.

Boulogne-Billancourt, a fully equipped store

On the back of the success of the large-scale roll-out across various configurations, Auchan Retail and Hanshow Technology are experimenting with new applications. At Boulogne-Billancourt, connected labelling is used on the FMCG, self-service fresh products and frozen products aisles, and on the supermarket's non-food products. More than 14,000 product lines are included in the trials. And new functionalities are being tested: product geotagging, which supports an artificial

intelligence-based stock management solution and a screen system that facilitates controls over sales promotions.

"This strategic partnership with Hanshow is contributing to Auchan's aim of being a retailer that creates associations and experiences for its customers. Auchan and Hanshow share the same ambition: to make customers' lives easier and to use digital tools to increase employees' flexibility. I hope that we can continue working with Hanshow in developing new services that lead to time savings and improve the shopping experience."

Vitalie Niculita - Corporate indirect purchasing manager

"I am happy with what we have been able to achieve with Auchan Retail in two years. Retail currently needs new technologies and innovation to anticipate market needs. Hanshow's aim is to understand and respond to retailers' needs. We will continue to make the best possible technologies available to Auchan Retail."

Mr Hou Shiguo - CEO and founder of Hanshow Technology

About Hanshow Technology

Hanshow Technology Co., Ltd is a global leader in the development and manufacturing of electronic labelling solutions and connected solutions for retailers. Since being established, Hanshow has continuously innovated and is committed to offering its customers innovative products and the most high-performing Smart Store solutions on the market. Hanshow's intelligent solutions provide customer-centric insights, help retailers to solve operating issues and offer measuring tools to determine optimal pricing policies, while providing consumers with a personalised experience. Hanshow is currently working on electronic labelling and Smart Store solutions with 10,000 stores in more than 50 countries. For more information, please go to www.hanshow.com.

About Auchan Retail

Present in 15 countries, Auchan Retail encompasses all food trade formats (hypermarkets, supermarkets, convenience stores, drive outlets and e-commerce) with 2,405 points of sale. Auchan Retail places its customers at the heart of its strategy by offering them a phygital shopping experience combining physical stores with the digital ecosystem, as well as exclusive, high-quality products at the best possible prices. Next-generation retailers, campaigners for good, healthy and local products, Auchan Retail's employees work responsibly with customers, farmers and suppliers so that everyone can improve their quality of life by eating better. www.auchan-retail.com

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