

ZetaDisplay: Signed a contract worth SEK 3,5 million for Digital Signage and Electronic Shelf Labels (ESL)

ZetaDisplay Finland has signed local agreements for deliveries of Digital Signage with electronic shelf labels to 4 stores belonging to one of Finland's largest and leading retail chains with a total of 1,600 stores in Finland. Delivery will start shortly.

ZetaDisplay assesses the value of approximately SEK 3,5 million in the first phase to 4 of the chain stores.

ZetaDisplay is a leading provider of Digital Signage to major retail and service chains. The company has approximately 130 employees and sales offices in Sweden, Denmark, Norway, Finland, Estonia and the Netherlands.

For more information please contact:

ZetaDisplay AB (publ)

CEO Leif Liljebrunn

Telephone: +46 70 845 80 52

E-mail: leif.liljebrunn@zetadisplay.com

The information contained in this press release is the type of information which ZetaDisplay is obligated to publish according to the Market Abuse Regulation. The information was caused to be published by Leif Liljebrunn on 16 January 2018 at 10.50 AM.

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. The company's shares have been traded on Nasdaq Stockholm since December 4 2017, using the ZETA abbreviation. 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.