

ZetaDisplay AB (publ)  
Year-end report 2012

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## ”Good growth for the full year 2012”

### FOURTH QUARTER – OCTOBER-DECEMBER 2012

- SALES TOTALLED SEK 17,6 [6,3] MILLION
- OPERATING PROFIT WAS SEK -1,2 [-2,8] MILLION
- PROFIT AFTER TAX WAS SEK 3,2 [-2,9] MILLION
- EARNINGS PER SHARE WERE SEK 0,26 [-0,24]
- LAUNCH OF SPOTAPP – THE MARKET'S FIRST SOLUTION FOR MOBILITY
- PAN NORDIC AGREEMENT WITH R-MENU
- SALES OF PROPERTY RELEASES MORE THAN SEK 10 MILLION IN LIQUIDITY

### FULL YEAR 2012

- SALES TOTALLED SEK 52,8 [43,8] MILLION
- OPERATING PROFIT WAS SEK -5,9 [-7,9] MILLION
- PROFIT AFTER TAX WAS SEK -2,6 [-8,6] MILLION
- EARNINGS PER SHARE WERE SEK -0,21 [-0,75]

### COMMENTS FROM THE CEO LEIF LILJEBRUNN

Our expectations for growth in the fourth quarter were exceeded by a healthy margin. The sharp increase in sales also had an impact on the full year, and overall the company enjoyed a growth of 21 % in 2012. The results also showed a positive trend in both the quarter and for the full year. Order intake is good and we expect continued positive growth here.

Efforts to build an installed base of customer installations continues. During the quarter, a large number of installations were made which will generate constant revenue through licensing and services for an average of four years forwards. Over the past 12-months, license revenue grew by 44 %.

We continued to maintain a high gross margin in the business that was on par with 2011, i.e. 55 %. Higher license revenue and an increased share of services in the deliveries are key reasons for this and for the improved full-year results. However, the margin can vary between individual quarters depending on the mix of products and services. The proportion of digital systems was relatively high in the fourth quarter. This resulted in a lower gross margin for this quarter. The long-term trend remains positive due to a high share of services in our sales figures, despite the fact that we are seeing an overall margin decline and price reduction for digital systems on the market.

During the quarter, we sold the property owned through the wholly-owned subsidiary Flygstaben Fastighets AB. The final capital gain is SEK 8.8 in the Parent Company and is SEK 4.9 in the Group, which is better than previously announced. The Group has reduced its debt through the transaction by SEK 12.4 and is provided with an additional SEK 10.5 in liquidity.

The transaction will free up capital that can be used for the future expansion of our business. We also receive propositions on potential acquisitions in our area and in the markets in which we want to operate. There are also opportunities for consolidation in the industry for digital in-store communication and related activities. With a cash injection of more than SEK 10 we are preparing to be a part of this development.

## Market trends

Digital Signage is a new and effective medium for communicating with customers in connection with their purchasing behaviour in store. For this reason, the retail and service trades are investing a growing proportion of their marketing budget on Digital Signage. This is generating an interesting and expansive market for ZetaDisplay that delivers a turnkey concept designed to enable customers to achieve successful and measurable results.

Over the period, ZetaDisplay had a continued strong inflow of inquiries from new customers and has increased its base of new customer projects. ZetaDisplay is also receiving more and more inquiries from customers who have already made an investment in Digital Signage and now want to move to the next level by developing and expanding their investments in this media channel.

ZetaDisplay has continued to enhance its offering and develop its Nordic organisation with affiliates in all Nordic

countries. It is ZetaDisplay's ambition to be at the forefront in the development of Digital Signage internationally, and even set the standard in the industry outside the Nordic region. As part of these efforts, the company entered into a partnership with Fujitsu, the world's third largest IT services company with operations in more than 100 countries. The partnership strengthens our ability to work with both new and existing customers in a global market.

The retail trade is evolving more towards building brands in several markets. For this reason, ZetaDisplay is scanning the ever growing market segment consisting of companies with a presence in several Nordic countries and who need a single supplier of Digital Signage throughout their operations. At the same time, ZetaDisplay's increased presence in the Nordic region means that the company is better equipped to scan the market for customers and potential customers who operate locally.

## Operations in the fourth quarter

During the fourth quarter, ZetaDisplay continued to position itself as a leading provider of Digital Signage in the Nordic market. Deliveries have been made to both new and existing customers. Sales of services is steadily increasing. Considerable resources have been devoted to scanning the market, and on building the organisation in the Nordic companies.

The partnership with ICA has developed positively and has resulted in additional roll-outs in the ICA Group. The roll-out of ICA Butiks-TV (In-Store TV) for the ICA Supermarket and ICA Nära (Local) profiles that began earlier in the year has continued, and will continue for the next few quarters. Over the quarter, planning has also been completed for the roll-out of our solutions in another profile in ICA.

Many of the customer projects ZetaDisplay is involved in have a pan-Nordic orientation and are of a strategic nature for its customers' businesses. The time to completion with a new customer is from experience 12–24 months. As the market for Digital Signage is maturing, it is the company's hope that the time of the sales process for new customers will reduce in the future.

### Sales and earnings fourth quarter 2012

Over the quarter ZetaDisplay's sales were SEK 17.6 (6.3), which represents an increase of 179 % compared to the same period last year.

Operating profit was SEK -1.2 (-2.8) while the gross margin decreased to 48 (98) %. Profit after tax was positively affected by the sale of the Group's property in December by SEK 4.9 and totalled SEK 3.2 (-2.9). This corresponds to earnings per share after tax of SEK 0.26 (-0.24) .

# Operations in 2012

## Sales and earnings

Sales were SEK 52.8 (43.8), which represents an increase of 21 % compared to the same period last year. Operating profit was SEK -5.9 (-7.9) and gross margin dropped marginally to 55 (56) %. Profit after tax was positively affected by the sale of the Group's property in December by SEK 4.9 and totalled SEK -2.6 (-8.6), which corresponds to earnings per share after tax of SEK -0.21 (-0.75).

## Financial position

At year end, the Group had cash and cash equivalents of SEK 20.6 (12.8) including overdrafts of SEK 5.5 (5.5) and export credits from ALMI of SEK 3.5 (0) which were paid in January 2013. The equity/assets ratio increased marginally to 54 (53) %.

Capital expenditure totalled SEK 3.2 (3.3) including investment in subsidiaries of SEK 0.8 (1.0). The Group generated a positive cash flow from operating activities of SEK 1.9 (-10.9) and the total cash flow was SEK 4.2 (5.7).

## Outlook

The market for Digital Signage is expected to continue to grow rapidly as the retail and service sectors are investing an increasing share of their marketing budgets on in-store digital communication. As the market matures, Digital Signage is becoming a natural feature of market communication. This also means that customers are placing greater demands on suppliers to provide complete solutions, in many cases for the entire Nordic market, which fits well with ZetaDisplay's strategy and offering.

With this in mind, ZetaDisplay is expecting a high growth rate in the future, and that the share of software licenses and services in terms of sales will increase and contribute to high margins. ZetaDisplay's goal for 2013 is to grow the number of customers and total sales in the Nordic market, and initiate an expansion programme in markets outside the Nordic region.

# Significant events in 2012

## Delivers media platform to banking chain in Finland



ZetaDisplay has delivered an extensive installation of Digital Signage to OP-Helsingfors and to OP-Central in Finland. The initial delivery includes three offices with customer communication in four different areas, some 30 digital displays at each office. OP-Helsingfors has around 30 branch offices and belongs to the OP Group, Finland's largest financial services group with more than 200 branch offices across Finland. Banking is an attractive sector for ZetaDisplay as banks place extremely high demands on their selection of supplier with respect to security and operations.

## EUROPARK

### Delivers Digital Signage to EuroPark in Norway

ZetaDisplay and EuroPark Norway have signed a cooperation agreement for the supply of ZetaDisplay's media platform for Digital Signage to EuroPark's car parking facilities in Norway. Using ZetaDisplay's media platform as a base, EuroPark will be replacing selected parts of their advertising and information posters with digital displays and thereby significantly enhance its communication with customers in their parking garages. EuroPark is headquartered in Oslo and is the largest operator for parking spaces in Norway. It has subsidiaries in Sweden and Denmark, with a total of 100,000 parking spaces and approximately 27 million visitors per year. EuroPark is owned by the global parking company APCOA with over 1.4 million parking spaces in 4,400 parking facilities.

### Delivers ICA Butiks-TV (In-store TV) to ICA Supermarket



In the first quarter, ICA has continued to increase its investment in Butiks-TV by installing Digital Signage from ZetaDisplay in a selection of ICA Supermarket stores. ZetaDisplay estimates the value of the delivery at about SEK 20 in its initial phase. ICA Butiks-TV is a channel where ICA can quickly reach out with in-store communication to its customers. ICA Group has about 1,400 retailer-owned stores in Sweden, of which about 450 are ICA Supermarket stores.

### Signs agreement with Sodexo in Finland



ZetaDisplay has signed a comprehensive cooperation agreement with Sodexo in Finland for the delivery of the company's media platform for Digital Signage. ZetaDisplay and Sodexo have previously conducted a test installation using ZetaDisplay's media platform to enhance communication with Sodexo's customers in its restaurants. As a result of the positive outcome, ZetaDisplay and Sodexo in Finland have signed a cooperation agreement. Sodexo has about 350 restaurants in Finland and ZetaDisplay has initially installed the platform in around 10 or so of these. Sodexo is the world leader in quality of life services for food and facility management services. ZetaDisplay and Sodexo already have a cooperation agreement for the Norwegian market.

### Receives breakthrough order in grocery stores in Norway



ZetaDisplay has signed a cooperation agreement with the grocery chain Safari in Norway for the roll-out of the company's media platform for Digital Signage. The Safari chain consists of 13 stores in Norway and is an independent member of NorgesGruppen. Initially three zones have been delivered to the stores. Safari is an innovative and highly regarded grocery chain in Norway that aims to create shopping experiences for its customers. Safari is heavily focused on making it easier for customers to find the right products in its stores, while at the same time providing good advice and tips on selecting products that make food an experience. ZetaDisplay regards the cooperation agreement with Safari as a breakthrough in the retail sector in Norway.

### Delivers media platform to 55 Burger in Finland



ZetaDisplay has initiated a partnership with KotiPizza Oy's new brand "55 Burger-Cola Fries". ZetaDisplay delivers menu and promotional displays and a comprehensive content management system in order to intensify its point-of-purchase marketing. Using the solution, 55 Burger can continuously stream all the latest information in its restaurants. Its menus and offers can be updated in minutes and distributed to either the entire chain or to individual restaurants. This makes it easy for 55 Burger to customise deals to suit the time of day or to suit a particular season. Moreover, the company can present current promotional messages and news. There are currently 22 newly opened 55 Burger restaurants and plans are afoot to open 30 new outlets this year.

# Significant events in 2012

## ZetaDisplay enters into a partnership with Fujitsu



ZetaDisplay and Fujitsu enter into a partnership. Together, the companies offer turnkey solutions in Digital Signage for the global retail market. ZetaDisplay regards its partnership with Fujitsu as strategically important. ZetaDisplay's ambition is to be at the forefront in the development of Digital Signage internationally, and even set the standard in the industry outside the Nordic region. The partnership with Fujitsu enables the company to be better placed to monitor both existing and new customers in a global market. The partnership between ZetaDisplay and Fujitsu is the result of large customers requiring a comprehensive partner for retail solutions that are to be delivered globally. With its extensive experience, Fujitsu is now expanding its offering primarily to the retail sector, which further strengthens its market position. Fujitsu appreciates ZetaDisplay's extensive expertise in both technology and behavioural sciences, as well as its sound knowledge of in-store interior design. Fujitsu regards the partnership as vital for the company in continuing to bolster its presence in the Nordic region and in other markets. Fujitsu is the leading Japanese company for solutions in IT and communications, and the world's third largest IT services company. Collaboration with partners is a key component of this strategy. Examples of other partners for Fujitsu include Cisco and Microsoft. Fujitsu sees more growth for Digital Signage especially in the retail, banking and financial sectors as well as in the public sector. Digital Signage is an area that is growing rapidly. The market is expected to grow by 40 percent in two years and has been valued at over SEK 47 billion in 2013 by the research firm IMS Research.



## ZetaDisplay delivers media platform to airports

In the second quarter, ZetaDisplay has teamed up with a Nordic retail company for the supply of the company's media platform for Digital Signage to airports in the

Nordic region. The initial installations that involved two airports in Norway have been completed. This is another deal where ZetaDisplay sees the benefit for its customers in serving as a supplier with turnkey responsibility.

## ZetaDisplay signs agreement with new customer in Finland



ZetaDisplay has initiated a partnership with the Finnish insurance company Turva for the delivery of ZetaDisplay's media platform for Digital Signage. Turva has around 50 offices in Finland. Using ZetaDisplay's media platform, Turva will be replacing its existing posters in its store windows with digital displays, and will thereby be significantly enhancing its communication with customers at its offices across Finland. Installation was carried out in around 10 offices in September.

## ZetaDisplay delivers Digital Signage to Royal Canin in the Nordic region



Royal Canin is one of the world's leading manufacturers of dog and cat food to the specialised trade. As part of its efforts to communicate using digital media with its customers in a retail environment, Royal Canin in the Nordic region has chosen to invest in ZetaDisplay's media platform for Digital Signage. As a result, Royal Canin will gain central control of its messages in stores and can better communicate with its in-store target group. ZetaDisplay's media platform generates value for customers and gives Royal Canin the opportunity to communicate about its products in a better and easier way. ZetaDisplay delivers modern communications for an international store environment. Supplying to strong brand suppliers is an additional step for ZetaDisplay in its establishment in new market segments both inside and outside the Nordic region.

# Significant events in 2012

## Launches SpotApp — first solution for mobility in Digital Signage



ZetaDisplay is first in the industry to offer the possibility of locally managing and modifying content in an in-store environment through communication via mobile work tools. The new solution SpotApp is designed as a complement to ZetaDisplay's media platform for enhancing the usability and experience of Digital Signage. The customer can be more up to speed in its messaging to consumers and create opportunities for greater loyalty and sales. With the launch of SpotApp, ZetaDisplay is continuing to give customers arguably the most complete solution for Digital Signage.

SpotApp was launched in November and will operate on platforms dominant on the market such as iOS, Android and Windows Mobile. The tool has been tested in a beta version within ICA with very good results and will soon start to be used by local ICA retailers around the country. SpotApp is fully integrated with the ZetaDisplay platform and meets the company's high standards for safety and performance, making it easy for users to get started with the new tool.

## Signs agreement with new pan-Nordic customer, R-Menu



ZetaDisplay has initiated a partnership with the Finnish company R-Menu for the delivery of ZetaDisplay's media platform for Digital Signage. R-Menu is a totally new concept in Deli food with more than 500 restaurants. Using ZetaDisplay's media platform, R-Menu will be replacing existing menu boards with digital displays to better update and maintain individual menus at each restaurant. R-Menu will also be able to significantly improve its communication with its customers in terms of information and offers. The goal is that to install the solution in 250 restaurants in 2012–2013.



## Signs agreement with Universitetsapoteket in Finland

ZetaDisplay has initiated a partnership with the Finnish pharmacy chain Universitetsapoteket (Yliopiston Apteekki) for the delivery of ZetaDisplay's media platform for Digital Signage. Universitetsapoteket is the largest employer of pharmaceutical staff in Finland. Universitetsapoteket will initially be using ZetaDisplay's solution for communication in three different zones in each pharmacy – where customers wait, where they are served and in the self-service zone.

## Sales of property releases more than SEK 10 million in liquidity

ZetaDisplay sells its property for SEK 23 while signing a long-term lease. The property was sold in company form through the sale of its wholly-owned subsidiary Flygstaben Fastighets AB. The capital gain amounts to SEK 8.8 in the parent company and to SEK 4.9 in the Group. The Group has reduced its debt by SEK 12.4 and has been provided with an additional SEK 10.5 in liquidity through the transaction.

The sale of the property will free up capital that can be used for the future expansion of the company's business. ZetaDisplay also receive propositions on potential acquisitions in its area and in the markets in which the company wants to operate. ZetaDisplay sees an opportunity for consolidation in the industry for digital marketing with a cash injection of more than SEK 10 as it prepares the company to be a part of this. The purchaser took possession of the property on December 18, 2012.

## Other

### Accounting policies

This interim report has been prepared in accordance with IAS 34 Interim Financial Reporting, which is in accordance with the requirements of the Accounting Standards Council's recommendation RR 31, Interim Reporting for Groups.

The International Financial Reporting Standards (IFRS) have been applied from January 1, 2005. The same accounting policies and methods of calculation as in the most recent annual report. Since the formation of Flygstaben Fastighets AB (in May 2006) ZetaDisplay has been reporting consolidated accounts. Rental income is recognised in other income.

### Significant risks and uncertainties

Through its business activities, ZetaDisplay is subject to risks of both a financial and operational nature. These are described in more detail in the Annual Report for 2011, and the company believes that no new risks have arisen during the period.

### Number of shareholders

The number of shareholders in ZetaDisplay as at 31/12/2012 was 363 (345).

### Parent company

The parent company's operating profit as at 31/12/2012 was SEK -5.9 (-7.4). Profit after financial items was positively affected by the sale of the Group's property in December by SEK 8.8 and totalled SEK -1.3 (-7.5). Capital expenditure in the parent company for the period totalled SEK 3.0 (3.1) including investment in subsidiaries of SEK 0.8 (1.0).

### AGM

The Annual General Meeting will be held on Wednesday, May 22, 2013 at the Company's premises, Höjdrodergatan 21 in Malmö, Sweden. The Board will be proposing that no dividend be paid.

### Future reports

Report Q1	May 22, 2013
Report Q2	August 22, 2013
Report Q3	November 18, 2013
Year-End Report	February 20, 2014

*Malmö on 14/02/2013*

On behalf of the Board of ZetaDisplay AB (publ)

LEIF LILJEBRUNN  
*President and CEO*

This report has not been reviewed by the Company's auditor.

For questions regarding this report, please contact:  
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# Income statement – Group

SEK THOUSAND	3 MONTHS OCT-DEC 2012	3 MONTHS OCT-DEC 2011	12 MONTHS JAN-DEC 2012	12 MONTHS JAN-DEC 2011
Net sales	17,380	6,104	51,957	43,020
Other operating income	202	196	809	808
<b>Total income</b>	<b>17,582</b>	<b>6,300</b>	<b>52,766</b>	<b>43,828</b>
<i>Operating expenses</i>				
Merchandise	-9,123	-139	-23,262	-19,094
Other external expenses	-3,417	-3,130	-11,764	-10,255
Staff costs	-5,464	-5,125	-20,793	-19,543
Depreciation	-747	-735	-2,857	-2,868
<b>Operating income</b>	<b>-1,169</b>	<b>-2,829</b>	<b>-5,910</b>	<b>-7,932</b>
Income from participations in Group companies	4,938	0	4,938	0
Interest income	18	114	19	173
Interest expenses	-256	-224	-1,310	-876
<b>Income after financial items</b>	<b>3,531</b>	<b>-2,939</b>	<b>-2,263</b>	<b>-8,635</b>
Taxes	-303	-10	-295	-3
<b>Profit for the period</b>	<b>3,228</b>	<b>-2,949</b>	<b>-2,558</b>	<b>-8,638</b>
Earnings per share SEK	0.26	-0.24	-0.21	-0.75
Average number of shares in thousands	12,228	12,228	12,228	11,489

# Balance sheet – Group

ASSETS (SEK THOUSAND)	31/12/2012	31/12/2011
<b>Fixed assets</b>		
Intangible assets	12,648	12,038
Tangible fixed assets	549	20,345
Deferred tax assets	1,589	1,863
<b>Total fixed assets</b>	<b>14,786</b>	<b>34,246</b>
<b>Current assets</b>		
Inventories	5,989	3,805
Short-term receivables	22,718	15,420
Bank	11,551	7,311
<b>Total current assets</b>	<b>40,258</b>	<b>26,536</b>
<b>TOTAL ASSETS</b>	<b>55,044</b>	<b>60,782</b>
EQUITY AND LIABILITIES		
Equity attributable to parent company shareholders	29,807	32,424
<b>Total equity</b>	<b>29,807</b>	<b>32,424</b>
<b>Provisions</b>	<b>336</b>	<b>1,872</b>
Non-current liabilities	625	12,750
Current liabilities	24,276	13,736
<b>Total liabilities</b>	<b>24,901</b>	<b>26,486</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>55,044</b>	<b>60,782</b>

# Statement of cash flow – Group

SEK THOUSAND	12 MONTHS JAN–DEC 2012	12 MONTHS JAN–DEC 2011
<b>Operating activities</b>		
Income after financial items	-7,201	- 8,635
Adjustment for depreciation	2,857	2,868
Adjustment for items not included in cash flow	-1,321	12
Income taxes paid	1,112	-69
<b>Cash flow from operating activities before changes in working capital</b>	<b>-4,553</b>	<b>-5,824</b>
<b>Change in working capital</b>		
Change in inventories	-2,184	3,733
Change in receivables	-5,308	-4,813
Change in current liabilities	13,982	-4,014
<b>Total change in working capital</b>	<b>6,490</b>	<b>-5,094</b>
<b>Cash flow from operating activities</b>	<b>1,937</b>	<b>-10,918</b>
<b>Investment activities</b>		
Acquisition of subsidiaries	-831	-1,034
Disposal of subsidiaries	6,379	0
Acquisition of minority interest	0	-118
Acquisition of intangible assets	-2,131	-1,963
Acquisition of tangible assets	-230	-225
<b>Cash flow from investment activities</b>	<b>3,187</b>	<b>-3,340</b>
<b>Financing activities</b>		
New issue	0	21,828
Available warrants	0	111
Amortization of debt	-884	-2,012
<b>Cash flow from financing activities</b>	<b>-884</b>	<b>19,927</b>
<b>Cash flow for the period</b>	<b>4,240</b>	<b>5,669</b>
<b>Cash and cash equivalents at beginning of period</b>	<b>7,311</b>	<b>1,642</b>
<b>Cash and cash equivalents at end of period</b>	<b>11,551</b>	<b>7,311</b>

Note 1: Disposal of subsidiaries relates to the sale of its subsidiary Flygstaben Fastighets AB which owns the property Flygbasen 2 in Malmö. The consolidated capital gain is SEK 4,938 thousand.

## Key ratios – Group

	12 MONTHS JAN-DEC 2012	12 MONTHS JAN-DEC 2011
<b>Shares – outstanding at end of period, in thousands</b>	12,228	12,228
<b>Shares – average in thousands</b>	12,228	11,489
<b>Earnings per share (average), SEK</b>	-0.21	-0.75
<b>Equity per share, SEK</b>	2.44	2.65
<b>Employees at end of period</b>	37	38
<b>Equity/assets ratio (%)</b>	54 %	53 %

# Statement of changes in equity – Group

SEK THOUSAND	SHARE CAPITAL	OTHER CONTR. CAPITAL	RESERVES	ACCUMU- LATED LOSS	TOTAL	MINORITY INTEREST	TOTAL EQUITY
<b>Opening balance 01/01/2011</b>	<b>9,728</b>	<b>60,371</b>	<b>4,131</b>	<b>-55,058</b>	<b>19,172</b>	<b>118</b>	<b>19,290</b>
<b>Changes in equity 01/01/2011 – 21/12/2011</b>							
New issue	2,500	22,500			25,000		25,000
Transaction expenses		-3,172			-3,172		-3,172
Total comprehensive income for the period			-49	-8,638	-8,687		-8,687
Available warrants		111			111		111
Acquisition of minority interest					0	-118	-118
Depr building against reval. reserve			-40	40	0		0
<b>Closing balance 31/12/2011</b>	<b>12,228</b>	<b>79,810</b>	<b>4,042</b>	<b>-63,656</b>	<b>32,424</b>	<b>0</b>	<b>32,424</b>
<b>Changes in equity 01/01/2012 – 21/12/2012</b>							
Total comprehensive income for the period			-59	-2,558	-2,617		-2 617
Disposal Flygstaben Fastighets AB against the revaluation reserve			-3,872	3,872	0		0
Depr building against reval. reserve			-40	40	0		0
<b>Closing balance 31/12/2012</b>	<b>12,228</b>	<b>79,810</b>	<b>71</b>	<b>-62,302</b>	<b>29,807</b>	<b>0</b>	<b>29,807</b>

## THIS IS WHAT ZETADISPLAY DOES

ZetaDisplay is a leading supplier of Digital Signage to major chains in the retail and service industry, primarily in the Nordic market. The company is in an expansionary phase.

# 1

### OUR OFFER

ZetaDisplay offers a turnkey media platform for Digital Signage which includes software, services and digital systems. The turnkey solution also includes analysis, advice and project management and assuming responsibility for the installation of digital displays and communication equipment on site at the customer. Ultimately, our offer is about creating value for customers by giving them the opportunity to communicate effectively in store using digital media.

# 2

### OUR CUSTOMERS

Our customers are primarily larger retail and service businesses. Several of our customers operate on more than one market, and in order to meet their requirements ZetaDisplay is active in all Nordic countries and is undergoing expansion in other markets.

# 3

### BENEFITS FOR OUR CUSTOMERS

- Increased sales of both selected products and in-store generally through the customer staying longer
- Increased impact from promotions
- Digital Signage provides direct measurable effects for exposure
- Improved consumer experience through stimulating information and offers
- Increased control over in-store communication
- Ability to generate revenue from the sale of advertising space for trademark holders
- Opportunity of enhancing the store and the chain's profile and brand

"WE DIGITIZE OUR CUSTOMERS' IN-STORE COMMUNICATIONS"

# 4

### OUR REVENUES

ZetaDisplay delivers a turnkey media platform where the whole is worth more than the parts. Our revenues are generated over time through the sale of a combination of software and licenses, services and digital systems within the framework of a long term relationship with each customer.

*ZetaDisplay employs nearly 40 individuals. The company is headquartered in Malmö, Sweden with subsidiaries in Denmark, Norway and Finland. Shares are traded April 4, 2011 on NASDAQ OMX First North, under the ticker ZETA.*



# ZetaDisplay®

LAST METER MARKETING

ZETADISPLAY AB (PUBL) – HEADQUARTERS

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