



PRESS RELEASE

ZetaDisplay to Deliver First Retail Media Network for SPAR

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ZetaDisplay has extended its long-standing partnership with SPAR to deliver the retailer's first retail media network, marking a significant step in SPAR's digital transformation journey and creating new opportunities for brand partners.

This follows Zetadisplay's recent acquisition of retailmediatools, a retail media infrastructure-as-a-service platform. The acquisition creates the first fully integrated retailer-owned media ecosystem, bridging physical in-store influence with digital advertising and precision giving retailers complete control of their retail media operations.

The rollout for SPAR has begun with a pilot programme and will continue through to the end of the year. The initiative introduces a scalable retail media infrastructure designed to enhance in-store engagement, optimise the customer journey and unlock new value for both SPAR and its brand partners.

ZetaDisplay's Austria team, which has collaborated with SPAR for more than a decade, will lead the project. Over the years, the partnership has delivered a series of innovative in-store digital solutions, including the evolution of dining experiences through dynamic digital menu boards, deli counter screens, kiosk ordering systems, mosaic walls as well as employee information screens.

The rollout will see the installation of hundreds of new displays, establishing a robust digital signage network that supports both retail media and broader in-store communications. The project also includes the strategic repositioning of current displays to better align with evolving shopper behaviours, leveraging ZetaDisplay's ongoing research into customer journeys and in-store engagement.

The entire network will be powered by ZetaDisplay's proprietary Engage Suite, which will also be implemented across SPAR Slovenia's stores. Engage Suite enables seamless content creation, scheduling and management, while providing advanced analytics and measurement tools to deliver the right message to the right audience at the right time.

SPAR will retain full control over its retail media ecosystem, including the ability to approve which brands can advertise across its network, while also leveraging the platform to promote its own campaigns.

The introduction of retail media capabilities represents a significant step forward in SPAR's omnichannel strategy, strengthening how it connects digital media with the in-store experience. The new infrastructure will enable SPAR greater control and flexibility across its media network, enabling more precise targeting based on time of day, location and customer behaviour. It also allows the ability to deliver more consistent, relevant messaging throughout



the store, creating a seamless customer journey while opening up new opportunities for its brand partners.

Bernhard Schuch, Key account manager at ZetaDisplay, comments:

"The acquisition of retailmediatools marks an exciting milestone for ZetaDisplay as we expand our retail media offering. By bringing together our expertise in digital signage with retailmediatools' retail media platform, we're helping retailers unlock the full potential of their physical stores.

Retail media is transforming stores from places where transactions happen into powerful media channels. By combining first-party data, audience insights and strategically placed digital touchpoints, retailers such as SPAR can deliver more relevant customer experiences while creating scalable new revenue opportunities."

For further questions, please contact:

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About ZetaDisplay

ZetaDisplay is a leading European provider of digital communication and retail media solutions, operating over 125,000 digital displays across 50+ global markets. The enables organisations to run data-driven communication across physical environments, combining technology, content and analytics to improve performance and unlock new revenue streams. ZetaDisplay is owned by the investment company Hanover Investors. More information about ZetaDisplay can be found on the group global website www.zetadisplay.com or for Investor relations at www.ir.zetadisplay.com or for owner information at www.hanoverinvestors.com.