

**PRESS RELEASE**

## CEO Per Mandorf speaks at Erik Penser Bank's Retail Day **DIGITAL SIGNAGE CONVERTS THE IN-STORE VISITOR TO PAYING CUSTOMER**

**Malmö - ZetaDisplay AB (publ) (Nasdaq Stockholm: ZETA)** announces that its CEO Per Mandorf will make a speech at Erik Penser Bank's retail day on September 16, 2020. In his speech, he addresses the role that Digital Signage can play in trading in the ongoing digital transformation of physical environments.

"I will talk about the solutions we offer contribute to increased loyalty, engagement and conversion. In the declining visitor numbers in the stores in Sweden and internationally that we now see, it is of the utmost importance to be able to convert the visitor to paying customer. And here Digital Signage can play an important role," says Per Mandorf.

The event with speakers from ICA and Midsona, among others, takes place on September 16 from 12 noon and can be followed via

[https://www.youtube.com/channel/UCLmAEBHTXLIXnuyVQ2TRHeQ?view\\_as=subscriber](https://www.youtube.com/channel/UCLmAEBHTXLIXnuyVQ2TRHeQ?view_as=subscriber). Questions can be asked in advance to [seminarium@penser.se](mailto:seminarium@penser.se).

Malmö, 10 September 2020

### For questions, please contact:

Per Mandorf, President & CEO

**Phone** +46 704-25 82 34

**Email** [per.mandorf@zetadisplay.com](mailto:per.mandorf@zetadisplay.com)

Jacob Stjernfält, CFO

**Telefon** +46 76-8754177

**E-mail** [jacob.stjernfalt@zetadisplay.com](mailto:jacob.stjernfalt@zetadisplay.com)

Daniel Oelker, CCO

**Phone** +46 708-45 80 54

**E-mail** [daniel.oelker@zetadisplay.com](mailto:daniel.oelker@zetadisplay.com)

### About ZetaDisplay

ZetaDisplay acts at the heart of digital transformations in physical environments. We contribute to nudging peoples' behaviour at the point-of-decision in retail environments, public spaces and workplace environments. Our solutions are known as Digital Signage that we develop and offer as SaaS-solutions. We are a European leader and intend to drive the further consolidation of the market organically and through acquisitions.

ZetaDisplay has its head office in Malmö. The company generates revenues of MSEK 436 and employs 160 staff at nine offices in six European countries. In total, the company handles 50,000 installations on 50 markets. The share is listed on Nasdaq Stockholm [ZETA].

More information at [www.ir.zetadisplay.com](http://www.ir.zetadisplay.com)