

Press release

ITAB awarded 8 MEUR contract for roll out of new smart gates for ASDA in United Kingdom

ITAB Group has signed an agreement with ASDA, one of the largest grocery chains in United Kingdom, for the roll out of new smart gates in over 200 stores throughout the UK market. The implementation will begin in April 2025, and the total value of the contract is estimated to be at least 8 MEUR for the second quarter of 2025.

After pilot installations were completed in the fourth quarter of 2024, ASDA has chosen ITAB Group as their partner in the roll out of a new smart gates solution for over 200 of their stores in United Kingdom. The solution includes ITAB's new smart Sigma gates complete with the Sesame sensor solution (for frictionless and easy checkout) to be deployed within the Self-Checkout area in each store. Roll-out commences in April and is expected to be completed in June 2025. ITAB Group is responsible for the supply of hardware, software integration, and delivery / installation of the solution into each store.

"It is rewarding and of high value for ITAB Group that the solutions we are developing for retailers to help reduce the amount of product loss in their physical stores, with sustained positive consumer experience, are now recognized by yet another market leading chain in the grocery segment. We are very pleased that the successful co-operation with ASDA for the pilot installations of our Sigma and Sesame solution continues under this contract – and we are happy to jointly explore further innovative improvements for the store efficiency and consumer experience," says Andréas Elgaard, President & CEO of ITAB Group.

The first installations will begin in April and the project is expected to be completed in June 2025. The total value of hardware, software integration, and delivery / installation under the agreement is estimated to be at least 8 MEUR for the second quarter of 2025.

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This is in all respects a translation of the Swedish original press release. In the event of any discrepancies between this translation and the Swedish original, the latter shall prevail.

For further information, please contact:

Andréas Elgaard, President & CEO
Telephone: +46-73 232 16 35

Mats Karlqvist, Head of Investor Relations
Telephone: +46-70 660 31 32

ITAB Shop Concept AB (publ), Box 9054, SE-550 09 Jönköping, Sweden
itab.com, itabgroup.com