

From cold to hot spots

STOREEVOLUTION



CAPTURE
ACTIONABLE
DATA



DYNAMIC
TARGETED
ENGAGEMENT



ENSURE
PRODUCT
AVAILABILITY

Epta combines refrigeration excellence with data, retail media and connected services to help retailers drive performance, engagement and new growth.



GOOD
NEVER
STOPS

Refrigeration Expertise. Retail Innovation.

Epta is a global leader in commercial refrigeration, trusted by retailers worldwide through brands including Costan, Bonnet Névé, Eurocryor, Iarp, Kysor Warren and Hauser.

Today, Epta is expanding refrigeration beyond food preservation by combining cooling technology with connectivity, digital services and actionable data.

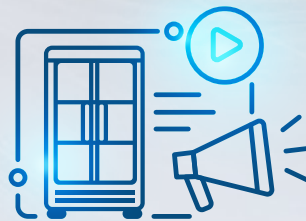
From Equipment to Business Assets

Refrigerated cabinets can become:



Shopper engagement touchpoints

Sources of operational insights



Retail media platforms

Drivers of sales performance



Where Refrigeration Meets Retail Media

StorEvolution transforms refrigeration infrastructure into an intelligent retail platform built on three pillars:

01

Maximise Sales

- ✓ Increase shopper engagement
- ✓ Improve promotional impact
- ✓ Support conversion growth

02

Capture Actionable Data

- ✓ Measure interactions
- ✓ Track performance
- ✓ Data-driven decisions

03

Optimise Stock Protection

- ✓ Reduce waste
- ✓ Improved replenishment
- ✓ Minimise lost sales

BUSINESS BENEFITS | Unlock New Value Across the Store



Commercial Value

Increased sales potential
Stronger promotions
New retail media revenues



Operational Value

Smarter replenishment
Improved stock protection
Reduced waste



Strategic Value

Shopper insights
Faster decisions
Store optimisation

Key Takeaway

More intelligence. Better performance. Greater value.

GLASSVIEW

TURN REFRIGERATION INTO RETAIL MEDIA.

GlassView converts refrigerated cabinet doors into dynamic digital communication surfaces managed from a central platform.

Key Benefits:

- ✓ Centralised content management
- ✓ Real-time campaign activation
- ✓ Enhanced promotional visibility
- ✓ Increased shopper engagement
- ✓ New retail media opportunities

Why It Matters:

Reach shoppers where purchase decisions happen.

“From refrigerated cabinet to digital communication platform.”



OPENMETRICS

TURNS EVERY DOOR OPENING INTO AN ACTIONABLE STORE SIGNAL.

A connected sensor tracks refrigerated-door interactions in real time, helping teams identify demand, optimise replenishment and act before products go out of stock.

Key Benefits:

- ✓ Measure cabinet engagement
- ✓ Improve replenishment timing
- ✓ Reduce out-of-stocks
- ✓ Support proactive store actions

Why It Matters:

Every cabinet interaction helps optimise product availability and protect sales.

"Every door opening is a valuable retail insight."

AUDIENCE INTELLIGENCE

UNDERSTAND SHOPPER BEHAVIOUR.

The Audience Intelligence Platform provides insights on store traffic, engagement and campaign performance.

Key Benefits:

- ✓ Measure visitor flows and impressions
- ✓ Assess dwell and attention time
- ✓ Evaluate campaigns' impact
- ✓ Maximise retail media monetisation
- ✓ Optimise store layouts
- ✓ Support assortment decisions

Why It Matters:

Better understanding of shopper behaviour leads to better business decisions.

"Turn shopper traffic into actionable intelligence."

Ready to Unlock the Next Evolution of Refrigeration?

The future of food retail requires infrastructure that does more than preserve products.

With StorEvolution, Epta helps retailers transform refrigerated areas into connected, measurable and monetisable business assets—combining refrigeration expertise, retail media opportunities and actionable intelligence in one integrated ecosystem.

www.eptarefrigeration.com

