

# Checkpoint Systems Chosen by DECATHLON to Further Extend RFID Source Tagging Program for Millions of Products in all Its Global Stores

RFID Large-Scale Deployment Improves DECATHLON Merchandise Availability and Boosts Loss Prevention Efforts

Melbourne, VIC - December 2015 - Checkpoint Systems, a leading global supplier of merchandise availability solutions for the retail industry, today announced that it has been partnering with DECATHLON, the second largest global sports and leisure goods retailer, to roll-out radio frequency identification (RFID) solutions in more than 400 stores globally and further extend its RFID source tagging program for millions of products in all its stores around the world.

Checkpoint will deliver RFID labels to DECATHLON in five days through its network of service bureaus around Asia and Europe. The service, which complies with DECATHLON requirements for high-speed and high-quality printing, as well as corporate and environmental social responsibility, ensures that 100 percent of RFID labels delivered to vendors are encoded accurately.

DECATHLON's RFID source tagging program enables items to arrive in store shelf-ready, freeing employees from manually checking deliveries or applying labels to merchandise before they reach the shop floor. Source tagging, which involves electronic article surveillance (EAS) or RFID labels being applied to products during the manufacturing process, is helping retailers boost profitability through improved efficiency.

DECATHLON has already installed Checkpoint's dual-mode EVOLVE Exclusive E10 Radio Frequency (RF)- and RFID-based antennas in 19 countries, while carrying out an extensive RFID source-tagging program, as well as implementing Alpha High Theft Solutions to protect high-risk merchandise.

The key challenge for DECATHLON was to improve its inventory visibility while enhancing its in-store loss prevention capabilities. DECATHLON tested Checkpoint's unique Wirama™ Radar technology and found that it delivered the required performance. By identifying the location and direction of movement of a tagged item in-store, Wirama Radar can distinguish whether an item is simply merchandised near the exit or potentially being stolen. As a result, the retailer is able to identify exactly the merchandise that is potentially being stolen.

Per Levin, President and Chief Sales Officer for Shrink Management & Merchandise Visibility Solutions for Checkpoint Systems, said: "Reducing out-of-stocks is critical for retailers to compete and win in today's challenging retail environment. With RFID-based EAS, DECATHLON reduces shrink and gains real-time insight into merchandise status to make real-time business decisions that drive new sales opportunities."

About DECATHLON: Decathlon is a network of innovative retail chain and brands providing enjoyment for all sports people. At Decathlon, 60,000 of us live our common Purpose on a daily basis: "to make the pleasure and benefits of sport accessible to all." In every country where we are present, we share a strong and unique company culture, reinforced by our two values: Vitality and Responsibility. At Decathlon, we place innovation at the heart of our activities: from research to retail, including conception, design, production and logistics. Our twenty Passion Brand teams channel all their energy in to developing technical, good-looking and simple products, always at the lowest possible prices. These products are aimed at all sports enthusiasts, from beginners to experts, and are sold exclusively at Decathlon.

About Checkpoint Systems, Inc. ([www.checkpointsystems.com](http://www.checkpointsystems.com)) Checkpoint Systems is a global leader in merchandise availability solutions for the retail industry, encompassing loss prevention and merchandise visibility. Checkpoint provides end-to-end solutions enabling retailers to achieve accurate real-time inventory, accelerate the replenishment cycle, prevent out-of-stocks and reduce theft, thus improving merchandise availability and the shopper's experience. Checkpoint's solutions are built upon 45 years of radio frequency technology expertise, innovative high-theft and loss-prevention solutions, market-leading RFID hardware, software, and comprehensive labeling capabilities, to brand, secure and track merchandise from source to shelf. Checkpoint's customers benefit from increased sales and profits by implementing merchandise availability solutions, to ensure the right merchandise is available at the right place and time when consumers are ready to buy. Listed on the NYSE (NYSE: CKP), Checkpoint operates in every major geographic market and employs 4700 people worldwide. Twitter: @CheckpointSys

## Contacts

Juliet Chan  
03 92628084  
mailto: juliet.chan@checkpt.com