

Leading US Retailer chooses Pricer's Digital Shelf-edge solutions

A leading US retailer has signed an agreement with Pricer to roll out its Digital Shelf-edge solutions to 60 stores. The estimated value of the agreement is SEK 70 million and is expected to be included in Pricer's order intake value for the third quarter of 2017. Deliveries are scheduled to begin during the third quarter of 2017.

'This is a very significant customer win for Pricer as it, in addition to its size, also represents the first major wide scale deployment of this type in the US market', comments Donald Charles Jackson, President Pricer, Inc.

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This information is information that Pricer AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 08:30 CET on July 14, 2017.

Pricer, founded in 1991 in Uppsala, Sweden, is the global leader in providing in-store shelf-edge digital solutions that enhance both store performance and the shopping experience. Pricer AB (publ) is quoted on the Small Cap list of Nasdaq Stockholm. For further information, please visit www.pricer.com.