

## **Pricer AB: Coop Norway chooses Pricer's system for an additional 70 stores**

Coop Norway has extended its agreement, originally met in 2015, with Pricer's Norwegian reseller, Strongpoint ASA. This means that an additional 70 Coop Extra stores in Norway will be equipped with Pricer's system based on digital price tags. The order value for Pricer is estimated to amount to more than SEK 30 million and is expected to be included in both order intake and net sales during the second half of 2018.

"We are proud of Coop's continued trust, which is also a recognition that our system adds value to the customer," says Helena Holmgren, acting CEO of Pricer. "We also want to thank our partner Strongpoint, who contributes daily to our continued common success in the Norwegian market."

**For further information, please contact:**

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*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](http://www.pricer.com).*