

Pricer AB: Norwegian Reseller Signs Framework Agreement with Specialty Chain

Pricer's Norwegian reseller StrongPoint has entered into a framework agreement with a specialty chain for delivery, installation and service of Pricer's system with digital price labels for their stores in Norway.

The framework agreement has a potential value of up to approximately SEK 50 million over the next 2-3 years, most of which relates to deliveries of Pricer's system. Realized order value under this framework agreement will be reported in Pricer's order intake when orders are received.

"Pricer and StrongPoint have for many years established a strong position together within Norwegian grocery retail. It is gratifying to see this success spread to other industry verticals", says Mats Arnehall, Sales Director at Pricer.

For further information, please contact:

Helena Holmgren, acting CEO, Pricer AB, +46 (0)70 2870068

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.