

## **Pricer AB: NorgesGruppen chooses StrongPoint and Pricer for new ESL deployment**

Pricer's Norwegian reseller StrongPoint has reached an agreement with NorgesGruppen to equip up to 350 Joker stores with Pricer's digital system. The total order value is estimated to NOK 60 million, most of which relates to Pricer's delivery. The project is intended to begin during 2018 and is expected to be completed before the end of 2019.

**For further information, please contact:**

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

*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 persons set out above, at 08:50 CET on August 31, 2018.*

*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).*

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