

PRESS RELEASE

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BUNNPRIS selects Pricer's technology for its stores

Pricer's Norwegian partner StrongPoint AS (formerly PSI Systems AS) has entered into a framework agreement with BUNNPRIS for delivery, installation and service of Pricer's electronic shelf labels to BUNNPRIS' stores in Norway. The intention of the framework agreement is to equip all BUNNPRIS' stores in Norway with ESL-technology, which would result in a total value of the agreement of approximately 100 MSEK.

Pricer's technology enables to replace all paper-based price labels on retailers' shelves with electronic labels, via an IR-based wireless infrastructure. These small digital displays, with different sizes depending on information needs, automatically retrieves price and product information from the same database that is used when the goods are scanned at checkout.

- Pricer has, together with our partner StrongPoint, a very strong position in the Norwegian market. The agreement with BUNNPRIS is a confirmation that our solution is market leading in Norway, says Jonas Vestin, CEO at Pricer

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In its capacity as issuer, Pricer AB is releasing the information in this press release in accordance with the Swedish Securities Exchange Act (2007:528). The information was distributed to the media for publication at 15:00 hrs CET on Tuesday, November 17, 2015.

Pricer is the global leader in providing in-store shelf-edge digital solutions that enhance both store performance and the shopping experience. Pricer's infrared ESL platform is fast, robust, interconnectable and scalable. Pricer's range of holistic solutions are all built on this intelligent and flexible platform, and have been stacked according to the five major retail tenants they support:

- *Price - guarantee price integrity to optimize sales and margins*
- *Performance - make operations more efficient and compliant; speed, agility, excellence, etc.*
- *Promotion - tailor and enhance promotions both digitally and physically at the shelf*
- *Personalisation - manage and improve your customers' shopping experience*
- *Prediction - use Big Data to help your customers and your store's performance*

Pricer, founded in 1991 in Uppsala, Sweden, offers the most secure and fastest in-store shelf-edge communications solution. Pricer works with the world's top retailers, small and large alike: grocers, DIY, electronics and speciality stores. Today, over 13 000 stores of the leading retailers worldwide are installed with Pricer's leading platform.

Pricer AB (publ.) is quoted on the Nordic Small Cap list of OMX. For further information, please visit www.pricer.com

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