

## Best Buy completes previously announced\* initial 60 store Electronic Shelf Label (ESL) Deployment with Pricer

Best Buy, a leading consumer electronics retailer with more than 1,000 large-format stores in the United States, selected Pricer for the supply of Electronic Shelf-Edge solutions and completed an initial 60-store deployment prior to its holiday shopping season.

“In a shopping environment where more and more customers shop both online and in physical stores, having the ability to quickly update prices in our stores is very important,” said Nicole Nelson, Vice President of Pricing at Best Buy. “Having electronic shelf labels in place allows employees to focus on serving customers instead of changing paper price tags. In addition, the labels allow our store employees to – at a glance – get important real-time information like inventory.

“This has been a very exciting process,” says Gary Glaser, Director at Pricer Inc. “Best Buy is clearly paving the way for digital transformation, pushing our organization to enhance our hardware and software solutions to meet their unique requirements and ambitions.”

“This decision is of significant value for our US market position, giving us privileged insight and understanding as major retailers align their business goals with new technologies”, says Charles Jackson, President of Pricer Inc. “We want to thank Best Buy for their confidence in our capabilities to support their investments in revolutionizing the customer experience and the omnichannel approach.”

**For further information, please contact:**

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*\* This press release refers to Pricer’s press release with headline ‘Leading US Retailer chooses Pricer’s Digital Shelf-edge solutions’ that was published 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](http://www.pricer.com).*