

PRESS RELEASE
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Pricer Receives Orders from Existing French Customer

A French grocery chain has placed orders to update several existing store installations in France with new segment-based digital labels, as well as to complement certain fresh food departments with graphic labels. The value of the orders is approximately SEK 40 million and will be included in Pricer's order intake for the third quarter of 2018. Deliveries are expected to begin during 2018 but will for the most part take place during 2019.

For further information, please contact:

Christophe Desloge, Managing Director Pricer SAS +33 6 07804534, or Helena Holmgren, 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.