

Pricer Receives Order from Existing French Customer

The retail group Carrefour has placed an order for Pricer's ESL system for 43 of its stores in France. The value of the order is approximately SEK 50 million and will be included in Pricer's order intake for the second quarter 2020. Deliveries are expected to be completed during 2020.

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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 11:00 CET on June 1, 2020.

Every care has been taken in the translation of this document. In the event of discrepancies, the Swedish original will supersede the English translation.

About Pricer

Pricer AB, founded in Sweden in 1991, listed on the NASDAQ Stockholm, is a global leader in providing in-store digital shelf-edge solutions that enhance both store performance and the shopping experience. The increasingly feature-rich Pricer platform is fast, robust, interconnectable and scalable. For further information, please visit www.pricer.com