

Pricer AB: NorgesGruppen chooses StrongPoint and Pricer for new rollout of ESL

Pricer's Norwegian reseller StrongPoint has received an order from NorgesGruppen to install Pricer's system for in-store digital communication in a further 200 stores. The order value for Pricer is approximately SEK 65 million. Deliveries are scheduled to be completed by the end of 2020.

"NorgesGruppen is a long-time valuable customer and it is with pride and joy that we, together with StrongPoint, look forward to a continued successful collaboration", says Helena Holmgren President and CEO at Pricer.

For further information, please contact:

Helena Holmgren, President and CEO, +46 (0)702 870 068

Susanne Andersson, CFO, +46 (0)730 668 904

info@pricer.com

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 16:45 CET on July 2, 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