

### **Pricer: Dutch supermarket chain PLUS Retail places follow-up order of 50 MSEK**

**Pricer AB announces that the Dutch co-operative supermarket chain PLUS Retail, with more than 265 stores across The Netherlands, has placed a follow-up order of a total of approximately 50 MSEK relating to the on-going project to install Pricer's electronic shelf label (ESL) platform in all of its stores.**

The order value relating to the first phase was recorded in Pricer's order intake for the second quarter of 2020. In accordance with previous announcement, a follow-up order of 50 MSEK has now been received and will be included in Pricer's order intake for the fourth quarter of 2020. The ambition remains to have all stores installed before the expiration of first quarter of 2021.

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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 08:30 CET on November 3, 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 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. Pricer was founded in Sweden in 1991 and is listed on NASDAQ Stockholm. For further information, please visit [www.pricer.com](http://www.pricer.com)