

Norwegian specialty chain continues rollout of Pricer's Electronic Shelf Labels

Pricer's Norwegian partner StrongPoint AS has today signed a new agreement with a Norwegian specialty chain to supply and install Pricer Electronic Shelf Labels (ESL) in 50 to 90 of the chain's stores. Rollout will start immediately and will be completed in 2021.

Pricer estimates the value to approximately 320.000 SEK per store.

"Pricer and StrongPoint have for many years established a strong position together within Norwegian grocery retail. It is gratifying to see how the success of StrongPoint's work is spreading into other industry verticals", says Helena Holmgren, President and CEO at Pricer.

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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 leading global technology company serving the rapidly growing smart retail market with in-store digital solutions that enhance both store performance and the shopping experience. Through electronic shelf labels, advanced technology, such as optical wireless communication and AI, and continuous innovation, Pricer offers the foundation for in-store communication and efficiency. The industry leading Pricer platform delivers benefits from 30 years of deployment experience and 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