

### **Coop Norge signs new exclusive framework agreement to install Pricer's system**

**Pricer's Norwegian reseller, StrongPoint AS, has today signed a new framework agreement with Coop Norge to supply and install Pricer's Electronic Shelf Labels (ESL).**

The ESL agreement is an exclusive framework agreement valid from January 2021 until December 2022. The estimated value of the agreement is approximately SEK 140 million, excluding the cost of installation and future technical support.

"We are proud that Coop in Norway, a long-standing customer to StrongPoint, has chosen Pricer's robust, reliable and scalable ESL solution after a competitive tender. This paves the way for store efficiency and outstanding customer experience. We also want to thank our partner StrongPoint for their constant efforts to our common success in the Norwegian market", said Helena Holmgren, President and CEO at Pricer.

#### **For further information, please contact:**

Helena Holmgren, President and CEO, +46 (0)702 870 068  
Cecilia Vinell, Communications manager, +46 (0)768 632 401  
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 11:00 CET on May 31, 2021.*

*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](http://www.pricer.com)