



## PRESS RELEASE

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### **Pricer and StrongPoint deepen and broaden strategic partnership**

Pricer deepens and broadens its strategic partnership with StrongPoint ASA, a leading grocery retail technology provider. StrongPoint has been a reseller and installation provider of Pricer's Electronic Shelf Labels (ESLs) solutions for more than 20 years.

The new agreement broadens StrongPoint's geographical scope to the UK, Ireland, expands the current agreement in Spain and re-affirms StrongPoint's distribution rights in Norway, Sweden and the Baltics.

"We are proud to broaden and deepen our relationship with Pricer and look forward to bringing their world-class technology to more grocery retailers. Inflationary pressures and increased costs have only further increased the need for efficiency-saving technologies. StrongPoint has a long history with Pricer and has supplied many of the leading grocery retailers in Scandinavia with their world-class solutions. We now have the opportunity to bring their amazing products to many more retailers and consumers in even more parts of Europe," said Jacob Tveraabak, StrongPoint CEO.

"StrongPoint's outstanding reputation in the existing markets where they already work with leading grocery retailers in Sweden, Norway and the Baltics made them the obvious choice to expand our sales opportunity in Europe. We look forward to continuing and deepening our relationship with StrongPoint," said Magnus Larsson, acting CEO, 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 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)

#### **About StrongPoint**

StrongPoint is a grocery retail technology company that provides solutions to make shops smarter, shopping experiences better and online grocery shopping more efficient. With over 500 employees in Norway, Sweden, the Baltics, Spain, the UK and Ireland and together with

a wide partner network, StrongPoint supports grocery and retail businesses in more than 20 countries. StrongPoint provides in-store cash management and payment solutions, electronic shelf labels, self-checkouts, click & collect temperature-controlled grocery lockers, in-store and drive-thru grocery pickup solutions and, grocery order picking solutions, both manual and automated. StrongPoint is headquartered in Norway and is listed on the Oslo Stock Exchange with a revenue of ~1bn NOK [ticker: STRO] For more information visit [www.strongpoint.com](http://www.strongpoint.com).