

Pricer accelerates growth in the Nordics with key customer win

Following the successful implementation of its direct sales model in the Nordic and Baltic regions, Pricer has strengthened its position in the Nordic retail market through a new customer agreement with the leading retailer Norgesgruppen.

This marks a significant milestone in the company's strategic transition towards a direct engagement model in the region, reinforcing its ambition to be the preferred partner for in-store communication and digital transformation.

Pricer's strategic move to a direct sales model in the Nordics and Baltics, announced in April, is now being validated through this first new agreement, which highlights the growing demand among major retailers for a more seamless and direct collaboration.

"We've seen the power of our direct sales model in other regions, and that proven success is now the blueprint for our strategy in the Nordic and Baltic markets. This agreement is a clear result of our commitment to this regional focus, and we look forward to deepening our partnerships and customer support there", says Magnus Larsson, President and CEO of Pricer.

The new partnership will leverage Pricer's comprehensive suite of electronic shelf labels and gradually the cloud-based retail operating platform Pricer Plaza to enhance in-store operational efficiency, optimize pricing, and improve customer experience for these retailers. This direct engagement model enables customers such as Norgesgruppen to benefit from Pricer's innovative solutions, deep expertise and dedicated support resources, strengthening Pricer's position as a trusted strategic partner in retail digitalization.

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About Pricer

Pricer is a pioneer and partner for in-store communication and digitalization in the rapidly evolving retail tech landscape. As a global technology leader, we empower leading retailers worldwide to shape effortless and inspiring shopping experiences that fundamentally change buying behaviors, boost sales, and drive operational efficiency. Leveraging cutting-edge innovation, we deliver scalable, high-performing solutions that easily integrate with existing systems, are energy-efficient, and user-friendly. Founded in Sweden in 1991 and listed on Nasdaq Stockholm, Pricer has delivered over 350 million electronic shelf labels in more than 28,000 stores across more than 70 countries. For further information, please visit

www.pricer.com