

Pricer signs new framework agreement with Coop Norge – strengthens position in Norway

Pricer has signed a new framework agreement with Coop Norge, Norway's second largest retail chain.

The agreement makes Pricer supplier of in-store communication and digitalization solutions based on electronic shelf labels (ESL) for Coop Norge's vast network of more than 1,000 stores across the country.

Coop Norge, a long-standing customer of Pricer, has selected Pricer's digital shelf-edge solution for the supply and installation across its various store formats, including major banners such as Obs, Obs Bygg, Extra, Coop Mega, Coop Prix, and Coop Marked/Matkroken.

"We are very proud to deepen our relationship with Coop Norge, a leading player in the Norwegian grocery market and a valuable long-term customer," said Kajsa Blixth, Chief Commercial Officer at Pricer. "This framework agreement underscores the confidence in Pricer's solutions, and the value derived from a close, direct collaboration. We look forward to supporting Coop Norge's continued digitalization and their goal of delivering an outstanding in-store experience across all their banners."

The framework agreement will leverage Pricer's comprehensive suite of electronic shelf label solutions and the cloud-based retail operating platform Pricer Plaza to enhance in-store operational efficiency, optimize pricing, and improve customer experience for Coop Norge's retailers. This direct engagement model enables customers such as Coop Norge 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.

The new framework agreement is valid from November 2025 and contains no commitments regarding volumes or amounts. Orders will be included in Pricer's order intake as they are received.

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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