

PRESS RELEASE

from Pricer AB (publ) January 18, 2016

Pricer launches at NRF's Big Show its ground-breaking real time automated product positioning for retailers

Pricer, the electronic shelf label (ESL) and shelf-edge digital solutions leader is using its infrared based technology to bring product positioning to life in brick and mortar stores.

Pricer is launching the first in-store automated product positioning solution using infrared (IR) communication, combined with tracking algorithms to calculate the position of its ESLs, and therefore products, through the process of trilateration. A typical Pricer label response signal is seen by multiple points in the communication network reading different signal strengths depending on the distance from the label: that is trilateration.

Automated in-store product positioning in retail has remained the 'holy grail' for retailers. Pricer's ground breaking product positioning is unique and opens up a significant opportunity for more efficient retail as well as better customer service for omni-channel retail on the sales floor. By mapping in real time where the products are placed on the sales floor using the IR technology, companies can engage customers in aisle, help customers find products and manage product placement compliance.

Pricer is collaborating with several leading customers. These collaborations have yielded proof-of-concepts in connecting products and customers as well as process improvements most notably in stock management.

IDC, a global technology market research and advisory firm, describes these real time technologies as the 3rd platform forming the new fabric of store infrastructure and enabling real time interactions with products, people and processes. IDC expects that the market for these IoT and 3rd platform solutions, including ESL, will grow to \$28 Billion by 2020.

In an era where store Digitization is a priority for retailers, many indoor asset location solutions have been developed and failed, being unsuitable to in-store environments because of the necessary multitude of devices (SKUs) and habitual lack of electrical power at the shelf edge.

"Pricer is the only company to offer the three fundamentals to store digitization; device tracking, product positioning, combined with pick-to-light at the shelf edge," says Jonas Vestin, Pricer CEO. "At the core of our product positioning capacity is Pricer's infrared infrastructure," adds Jonas Vestin, "a proven technology that will always be leading store platform needs by its communication speed, robustness and scalability."

Last year at NRF, Pricer announced the ability to position and guide customers in store using the tracking component of the platform and made the breakthrough launch of a low power shelf edge label integrated flash to solve the last mile of retail, a flash to support product identification and enhance the customer shopping experience as well as drive store efficiency with functions such as task to light and real time stock alerts. Pricer is installing stores worldwide with these new solutions.

Pricer is exhibiting at NRF's Big Show 2016 in New York at booth n° 4429 with product positioning demonstrations, guidance and click and collect solutions as well as an immersion in the Infrared world.

Following, Pricer is hosting a 2 day grand launch of product positioning in Stockholm on the 19th and 20th of February and planning its European launch at Eurocis.

For more information, please contact:

Valérie-Anne Gauci-Roussel, Marketing Manager: +33 (0)6 62 40 77 29

PRICER

SHAPING SMART RETAIL



PRESS RELEASE

from Pricer AB (publ) January 18, 2016

Pricer is the global leader in providing in-store shelf-edge digital solutions that enhance both store performance and the shopping experience. Pricer's infrared ESL platform is fast, robust, interconnectable and scalable. Pricer's range of holistic solutions are all built on this intelligent and flexible platform, and have been stacked according to the five major retail tenants they support:

- *Price* – guarantee price integrity to optimize sales and margins
- *Performance* – make operations more efficient and compliant; speed, agility, excellence, etc.
- *Promotion* – tailor and enhance promotions both digitally and physically at the shelf
- *Personalisation* – manage and improve your customers' shopping experience
- *Prediction* – use Big Data to help your customers and your store's performance

Pricer, founded in 1991 in Uppsala, Sweden, offers the most secure and fastest in-store shelf-edge communications solution. Pricer works with the world's top retailers, small and large alike: grocers, DIY, electronics and specialty stores. Today, over 13 000 stores of the leading retailers worldwide are installed with Pricer's leading platform.

Pricer AB (publ.) is quoted on the Nordic Small Cap list of OMX. For further information, please visit www.pricer.com

Pricer AB (publ)
Västra Järnvägsgatan 7
SE-111 64 Stockholm
Sweden

Website: www.pricer.com
Telephone: +46 8 505 582 00
Corporate Identity number: 556427-7993