

Motion Display awarded orders worth 3 MSEK

Motion Display expands further in the health and beauty segment with orders from one more iconic American beauty brand. Together the orders are worth a total of 3 MSEK consisting of three different display programs for the US market.

Motion Display has landed one more customer within the health and beauty segment and received orders for three different in-store marketing programs. The programs will be installed at leading retailers CVS and Walmart, with delivery scheduled for the fourth quarter.

Once again, it was the combination of the company's ability to deliver fully customized design, increased shopper engagement, and the displays' uniquely long battery life that proved decisive for the deal, making the solution particularly well-suited for these programs.

"We are proud to have once again won the trust of a world leading producer in the Health & Beauty category and that our programs are gaining traction in this high visibility shopper segment, in big retailers like Walmart and CVS," said Jakob Nilsson, Head of Motion Display USA.

Further information

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The information in this press release is information which Motion Display Scandinavia AB is required to disclose under the EU Market Abuse Regulation. The information was provided by the above contact person for publication on August 20, 2025.

Motion Display is the leading global manufacturer of Electronic Paper Display based Retail Signage and offers new solutions for effective in-store-marketing. The company was founded in Uppsala, Sweden, 2005 by Erik Danielsson, former CEO of Pharmacia AB and founder of e.g. Pricer AB, global leader in ESL (Electronic Shelf Labels). The company has developed a revolutionary way to promote products in-store, where more than 70 percent of purchasing decisions are made. The displays run on small batteries and can flash and at the same time show different messages in a scrolling sequence. Extensive documentation shows both significant increased attention and dramatic sales increase when using Motion Display signage. The displays' extremely low power consumption and its paper-like features make the displays as easy to install as traditional paper and plastic signs with static messages. www.motiondisplay.com.