



## **PRESS RELEASE**

**from Pricer AB (publ) December 4<sup>th</sup> 2013**

### **Pricer wins additional business with Coop Nordic – Installations in up to 150 stores in Norway**

**In a majority of the 150 stores which Coop Norway Handel intends to equip with systems for electronic shelf labels, Pricer is expected to be the supplier. Pricer has been elected preferred partner to Coop Norway Handel for these solutions. The order value for all 150 stores is estimated to SEK 40 M.**

The business is managed together with Pricers' partner in Norway, PSI Systems. Coop Norway chooses to equip its stores with both graphic and segment based displays and deliveries have begun in the fourth quarter.

- It is encouraging that we have won additional business in Norway. This market develops quickly as now several of the retail chains implements price- and information systems at the shelf edge. A large portion of the installations is for graphic displays. This means that we are gaining increased penetration with next generation displays, says Fredrik Berglund, CEO Pricer.

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In its capacity as issuer, Pricer AB is releasing the information in this press release in accordance with the Swedish Securities Exchange Act (2007:528). The information was distributed to the media for publication at 1:45 hrs PM CET on Wednesday, December 4<sup>th</sup>, 2013.

***Pricer** provides the retail industry's leading electronic display and Electronic Shelf Label (ESL) platform, solutions, and services for intelligently communicating, managing, and optimizing price and product information on the retail floor. The platform is based on a two-way communication protocol to ensure a complete traceability and effective management of resources. The Pricer system significantly improves consumer benefit and store productivity by simplifying work in the store.*

*Pricer, founded in 1991 in Uppsala, Sweden, offers the most complete and scalable ESL solution. Pricer has installations in over 50 countries with the largest ESL world market share. Customers include many of the world's top retailers and some of the foremost retail chains in Europe, Japan and the USA. Pricer, in co-operation with qualified partners, offers a totally integrated solution together with supplementary products, applications and services.*

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

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