

## **Pricer Receives an Order for Full Chain Roll-out with Italian Grocery Chain Tosano**

**Pricer AB (publ) has received an order of approximately SEK 60 million from the Italian grocery chain Tosano for a full chain roll-out of its system with digital price labels.**

Tosano, an Italian grocery chain with 15 large format stores, has placed an order to equip all its stores with Pricer's digital price label system. Tosano will integrate Pricer's advanced digital solutions, such as dynamic product positioning and InstantFlash functionality, for a new application aimed at optimizing the logistics flow from the external warehouse to the store shelf.

In addition, Pricer and Tosano will engage in a strategic partnership to integrate Pricer's shelf-mounted camera into the solution with the intention to further improve efficiency of several in-store processes based on data analytics.

The value of the order is approximately SEK 60 million and is included in Pricer's order intake for the third quarter of 2019. Deliveries are expected to be completed before the end of 2019.

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*This information is information that Pricer AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 15:30 CET on July 10, 2019.*

*Every care has been taken in the translation of this document. In the event of discrepancies, the Swedish original will supersede the English translation.*

### **About Pricer**

Pricer AB, founded in Sweden in 1991, listed on the NASDAQ Stockholm, is a global leader in providing in-store digital shelf-edge solutions that enhance both store performance and the shopping experience. The increasingly feature-rich Pricer platform is fast, robust, interconnectable and scalable. For further information, please visit [www.pricer.com](http://www.pricer.com)