

### **Pricer Receives Follow-up Order from Leading US Retailer**

**Best Buy has placed an order to continue deploying Pricer's Electronic Shelf Labels (ESL) system in 119 stores. The estimated value of the new order is SEK 107 million and will be included in Pricer's order intake for the fourth quarter of 2020.**

Deliveries under this order are scheduled to begin during the second quarter of 2021 and be completed before the end of 2021.

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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 December 21, 2020.*

*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 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. Pricer was founded in Sweden in 1991 and is listed on NASDAQ Stockholm. For further information, please visit [www.pricer.com](http://www.pricer.com)