



PRESS RELEASE

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Pricer: Dutch supermarket chain PLUS Retail places 90 MSEK order

Pricer AB has received an order of approximately 90 MSEK from the Dutch co-operative supermarket chain PLUS to equip 128 additional stores, previously under the Coop banner, with electronic shelf labels. The rollout is planned to start during Q1 2023 with the initial delivery scheduled for November 2022 and consecutive deliveries in March 2023.

Pricer's customer PLUS has previously announced the merge with Coop in the Netherlands. The merged company operates under the name PLUS and is the third full-service supermarket chain in the Netherlands. In total Coop brought some 300 stores into the merged company, which now has approximately 550 stores.

Two years ago, PLUS made the strategic decision to roll out Pricer's electronic shelf label (ESL) platform to all of its stores. The solution is based on Pricer's cloud-based platform, Pricer Plaza, which together with Pricer SmartTag Power labels enables and increases the efficiency of several in-store processes in the whole chain.

Following the successful implementation of Pricer in all PLUS stores, and as communicated in February 2022, PLUS started the installation of Pricer's solution in 80 of the Coop stores. The current order is for the second phase of deployment of 128 additional Coop stores.

"We have entered a long-term partnership with Pricer in order to have a reliable and robust solution for in-store efficiency. We value the future-proof platform that enables in-store processes, such as picking of online orders, optimizing the processes for inventory and stock management, and efficient price management," says Duncan Hoy, CEO at PLUS.

"We are very proud of this renewed trust from PLUS and their confidence in our reliable in-store communication solution." says Magnus Larsson, acting CEO at Pricer.

The order value of approximately 90 MSEK is including cost of Pricer Plaza and future technical support, and will be included in Pricer's order intake for the second quarter of 2022.

For further information, please contact:

Magnus Larsson, Acting CEO, +46 704 316851
Susanna Zethelius, CFO, +46 704 440 092
info@pricer.com

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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 is a leading global technology company serving the rapidly growing smart retail market with in-store digital solutions that enhance both store performance and the shopping experience. Through electronic shelf labels, advanced technology, such as optical wireless communication and AI, and continuous innovation, Pricer offers the foundation for in-store communication and efficiency. The industry-leading Pricer platform delivers benefits from 30 years of deployment experience and 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