



## PRESS RELEASE

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### **French DIY chain selects Pricer's solution with a framework agreement value of up to 90 MSEK**

A leading French DIY chain has selected Pricer for supply and installation of Pricer's solution for in-store communication and automation based on electronic shelf labels (ESL), the cloud-based platform Pricer Plaza and support services to their more than 100 stores in France.

Installation is planned to start at the end of Q2 2023 and is expected to be completed before the end of the year. The value of the framework agreement is up to 90 MSEK, which does not include the subscription fees of Pricer Plaza or support services.

The solution that will be installed in all stores in France is based on Pricer SmartTAG electronic shelf labels as the foundation of the sustainable, reliable, and real-time shelf-edge solution that will contribute to the chain's digitalization moving forward. The stores will not only gain in efficiency for processes such as in-store picking of online orders, replenishment, and price management, but customers will also experience even better service as automation of tasks frees up valuable time for employees.

"This new deal with this leading DIY chain confirms a trend that we are seeing in several countries with DIY chains wanting to make their stores more attractive, improving in-store efficiency and customer experience. I am extremely happy to see that our new customer has made this strategic choice after a thorough pilot installation. We are very much looking forward to a strong and long-lasting relationship, making sure they get the most business value out of the solution in the coming years," said Magnus Larsson, President and CEO, Pricer.

The order value of approximately 90 MSEK will be included in Pricer's order intake for the second quarter of 2023.

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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](http://www.pricer.com)