



PRESS RELEASE

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Leading Norwegian grocery retailer orders 80 MSEK of Pricer Electronic Shelf Labels

Pricer's partner StrongPoint has signed an agreement with one of the largest grocery retailers in Norway, to update its current installation of Pricer Electronic Shelf Labels (ESLs) to the new next generation SmartTag Power+ version in the majority of its stores. The value of the contract is approximately 80 MSEK.

The leading Norwegian grocery retailer is a long-standing StrongPoint customer and is replacing their current ESLs, which were installed by StrongPoint, with the next generation product from Pricer.

"I am very proud that our long-standing Norwegian grocery retail customer continues to choose Pricer and StrongPoint for their ESL technology needs. We have been working with both Pricer and the grocery retailer for decades. This new agreement is a testament to the continued trust and relevance of StrongPoint as a key long-term partner to grocery retailers in Norway," said Gisle Elvebakken, SVP StrongPoint Norway.

"The penetration of technology in grocery retail is only increasing, irrespective of the broader economic environment. Although we are seeing some delays in certain markets regarding major investment decisions, this new order from a leading Norwegian grocer is a perfect example of the long-term trend illustrating how grocery retailers continue to embrace the next generation of business-critical technologies. ESLs are just one of many grocery retail technologies that offer essential efficiency savings to the retailer while improving the customer experience," said Jacob Tveraabak, StrongPoint CEO.

"We have a very long partnership with StrongPoint and this Norwegian retailer. This renewed trust is proof of their confidence, both in our solution today and moving forward, said Magnus Larsson, President and CEO at Pricer.

The rollout of the project is expected to begin in H1 2024 and be completed in 2024.

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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