



## PRESS RELEASE

September 11, 2023

### **Finnish co-operative retailer S Group chooses Pricer as the supplier of electronic shelf labels**

Following a thorough evaluation program with Pricer's in-store digital solution leveraging Pricer Plaza (SaaS) and electronic shelf labels (ESL) solutions, Finnish S Group announces their choice of Pricer as their newest ESL supplier and signs a framework agreement for five years.

S Group is a customer-owned Finnish network of companies in the retail and service sectors, with more than 1,000 retail outlets in Finland. The biggest business area of the group is supermarket trade, which is operated in five chains. The largest chains are the supermarket chain S-market (440+ stores) and hypermarket Prisma (70+ outlets).

Although there are no minimum commitments for volumes or values under the agreement that cover all brands, S Group will make pilot installations in 17 stores (9 Prisma and 8 S-market) during 2023, with the intention of doing installations in 300 stores during the coming years.

The solution is based on the platform Pricer Plaza, which provides a cloud-based software solution that enables the chains to centrally manage and control pricing, product information, and promotions across all electronic shelf labels (ESL) in all connected stores. Pricer Plaza eliminates the need for manual updates and reduces the risk of errors, ensuring accuracy and efficiency in the operations.

"We want to be number one in customer satisfaction but also the best place to work for our employees. Given the number of stores in our organization, we required a scalable and future-proof solution to optimize in-store processes, including the picking of online orders and restocking shelves. Pricer helps us to meet all these expectations", says SVP for groceries at S Group Sampo Päälysaho. "For us, it was also of great importance to find a supplier that could be a true partner and walk that extra mile today and in the years to come".

"I am impressed by the incredibly professional organization of S Group and the high level of mutual trust and cooperation that has guided this project right from the start. Together with S Group we have done everything to find the best solution for their various store formats", says Kristina Ekhierta, Sales Executive Finland, Denmark & Baltics at Pricer.

"The strategic decision made by S Group aligns seamlessly with the broader industry trend we observe – a growing willingness among retailers to embrace store digitalization. Their trust in our solution and our dedicated team represents a significant stride toward realizing our vision of becoming retail's first choice in shelf edge automation and communication", says Mats Arnehall, Head of Region Europe at Pricer.

Orders under this framework agreement will be included in Pricer's order intake for the quarter in which they are received.

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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 08:30 CET on 11 September, 2023.*

*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)