

French 'Do-It-Yourself'-chain places sizeable order with Pricer

An existing customer in the 'Do-It-Yourself'-sector has placed an order for a value of approximately SEK 50 M to Pricer. The order is part of a migration program where previous generation labels are replaced by new smart TAG (flash enabled) labels. The order will be included in the order intake value for the first quarter of 2017, and deliveries will to a large extent take place during the second and third quarters of 2017.

"The customer's continued confidence in Pricer as a supplier of digital shelf edge automation and related digital services is gratifying and the "Do-It-Yourself"-sector is an important segment in our growth plan" says Andreas Renulf, who started as CEO at Pricer by the start of the year.

For further information, please contact:

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Pricer, founded in 1991 in Uppsala, Sweden, is the global leader in providing in-store shelf-edge digital solutions that enhance both store performance and the shopping experience. Pricer AB (publ) is quoted on the Small Cap list of Nasdaq Stockholm. For further information, please visit www.pricer.com.

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