

PRESS RELEASE
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Additional store orders from French 'Do-It-Yourself'-chain placed on top of previously communicated orders

An existing customer in the 'Do-It-Yourself'-sector that placed an order for a value of approximately SEK 50 M to Pricer earlier in the year has placed additional store orders for a value of approximately SEK 30 M. The total order value from this customer in 2017 amounts to SEK 80 M. All orders are part of a program where previous generation labels are replaced by new smart TAG (flash enabled) labels. The additional orders will be included in the order intake value for the second quarter of 2017, and deliveries will take place during 2017.

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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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