



One of the Largest Grocery retailers in Portugal, MC, Switches to StrongPoint's Order Picking Solution

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(Oslo, 08 September 2025) StrongPoint, a grocery technology company, announces that one of the largest grocery retailers in Portugal, MC, a company belonging to Sonae Group, has switched to StrongPoint's Order Picking solution for all its in-store picking for online grocery e-commerce orders. MC has around 370 grocery stores under the Continente brand across Portugal with an annual turnover of €7.6Bn (2024). It is one of the largest grocery retail operators in Portugal.

StrongPoint's Order Picking solution will be used across all Continente grocery stores that process e-commerce orders, as well as in Wells stores, their health, wellness and beauty retail chain. StrongPoint's Order Picking solution will be implemented during the first half of 2026.

"We chose StrongPoint as our partner for in-store order picking because their solution is the clear market leader in efficiency, helping us maximise profitability for our e-commerce operations. While we considered developing our own system, StrongPoint enables us to immediately deploy a market-proven solution that delivers maximum efficiency from day one," said Hélder Ribeiro, MC CDO.

"We are extremely proud to now serve one of Portugal's largest grocery retailers with our world-class Order Picking solution. This is another proud day for StrongPoint as we continue to demonstrate the potential for our scalable e-commerce solutions outside our core markets," said Jacob Tveraabak, StrongPoint CEO.

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About StrongPoint

StrongPoint is a grocery retail technology company that provides solutions to make shops smarter, shopping experiences better, and online grocery shopping more efficient. With approximately 500 employees in Norway, Sweden, the Baltics, Finland, Spain, the UK and Ireland, and together with a wide partner network, StrongPoint supports grocery and retail businesses in more than 20 countries.

StrongPoint provides end-to-end e-commerce solutions, including in-store order picking, automated fulfillment (with AutoStore), click & collect temperature-controlled grocery lockers, and in-store and drive-thru grocery pickup solutions. The company also delivers a range of in-store technologies, such as electronic shelf labels, AI-powered self-checkouts, and cash management and payment solutions. StrongPoint is headquartered in Norway and is listed on the Oslo Stock Exchange with a revenue of approximately NOK 1.3 billion [ticker: STRO].

Attachments

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