



StrongPoint ASA: Framework Agreement with Baltics grocery retailer Rimi for Pricer Electronic Shelf Labels from StrongPoint

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(Oslo, March 27, 2023) One of the largest retailers in the Baltics, Rimi (part of ICA Group), has signed an framework agreement with StrongPoint to supply and install Pricer Electronic Shelf Labels to potentially all its 300 stores across the three Baltic countries.

The framework agreement is a result of a successful pilot project in Latvia run by StrongPoint for Rimi that tested the efficiency savings of the technology. Similar efficiency tests will be made in Rimi stores in Lithuania and Estonia.

“This is an important step in shelf digitalization in the Baltic region as the largest retailers move towards more efficient store operations. Pricer Electronic Shelf Labels are an integral part of the digital stores of the future, creating better customer experiences and easier for staff to manage their stores. We look forward to working with Rimi on this project over the coming years helping them drive efficiency savings,” said Rimantas Mažulis, SVP and MD StrongPoint Baltics.

“I am extremely proud of our Baltic team for this outstanding customer win. We are again proving our strategy of exporting efficiency-saving technologies to countries in Europe and demonstrating that StrongPoint is a key technology partner for grocery retailers,” said Jacob Tveraabak, StrongPoint CEO.

Disclosure regulation

This information is subject to the disclosure requirements pursuant to Section 5-12 the Norwegian Securities Trading Act.

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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 over 500 employees in Norway, Sweden, the Baltics, 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 in-store cash management and payment solutions, electronic shelf labels, self-checkouts, task and labor management software, click & collect temperature-controlled grocery lockers, in-store and drive-thru grocery pickup solutions and grocery order picking solutions, both manual and automated. StrongPoint is headquartered in Norway and is listed on the Oslo Stock Exchange with a revenue of approx 1.4bn NOK [ticker: STRO].

Attachments

- [Download announcement as PDF.pdf](#)