



StrongPoint ASA: ICA Malmborgsgruppen chooses StrongPoint as supplier of electronic shelf edge labels from Pricer

20.4.2023 12:00:00 CEST | StrongPoint | Additional regulated information required to be disclosed under the laws of a member state

(Oslo, April 20, 2023), ICA Malmborgs, a regional grouping consisting of six ICA stores in Malmö and Lund, has chosen StrongPoint to supply and install Pricer SmartTag Color ESLs (Electronic Shelf Edge Labels in 4 colors). StrongPoint was awarded the contract following a competitive process.

ICA Malmborg's stores will use Pricer to streamline and simplify work in-store. Price updates and management of campaigns will now take place in real time, ensuring the consumer always sees the right price and product information at the shelf edge, ensuring an optimal shopping experience. In addition, the ESLs will eliminate the need for store staff to manually change the prices, a time-consuming process. This frees up time for staff to focus on customer service and other more value-added tasks. Pricer's solutions also facilitates other aspects of store work including providing accurate stock balance, stock replenishment and e-commerce picking via pick-by-light.

"We are very excited to partner with StrongPoint to use Pricer to provide our customers with the most accurate and up-to-date pricing and product information while improving our operational efficiency. The combination of StrongPoint and Pricer was the best solution on the market for us. We have had a long standing and successful collaboration with StrongPoint," said Stefan Billing, owner of ICA Kvantum Malmborgs Tuna.

"We are proud to have received the trust from ICA Malmborg in this important project. Being chosen as a supplier of Pricer ESLs is proof of our delivery of efficient and reliable solutions to Swedish grocery retailers. We look forward to the collaboration with ICA Malmborgs and to being able to deliver a solution that both enhances the customers' shopping experience while helping the stores to optimize operations," said Magnus Rosén, SVP StrongPoint Sweden.

The rollout of the project is expected to begin in Q2 2023 and be completed in 2024.

About ICA Malmborgs

ICA Malmborgs is a long-established grouping of six ICA stores in the Malmö and Lunda region that offers a wide range of products with a local connection. ICA Malmborgs has long collaborated with local suppliers to be able to offer sustainable choices at competitive prices.

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].

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Disclosure regulation

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Attachments

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