



StrongPoint ASA and Aste Finland Announce a Very Cool Partnership

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(Oslo, May 24, 2023), StrongPoint ASA, a leading provider of grocery retail technology solutions, has signed a partnership and distribution agreement with Aste Finland, a leading provider of food and drink cooling devices and temperature-controlled grocery lockers for grocery e-commerce. Aste Finland already serves some of the biggest grocery retail companies in Finland.

The scope of the agreement provides StrongPoint with exclusive distribution rights of Aste's solutions in StrongPoint's eight core markets of UK, Ireland, Norway, Sweden, Spain, Lithuania, Latvia and Estonia as well as other markets of strategic interest. The partnership also means that StrongPoint becomes the exclusive installation, service, and support partner of Aste's solutions following any future sales secured by StrongPoint.

Aste Finland's temperature-controlled grocery lockers and their 'locker via a cool-room' which allows locker access to an existing cool-room in a store, will be added to StrongPoint's e-commerce product portfolio. Aste's grocery locker solution will be offered as a complimentary option alongside StrongPoint's proprietary grocery locker solution.

"We are delighted to enter into this partnership with Aste Finland. Their extensive expertise in in-store food cooling devices and grocery lockers complements our capabilities in the retail technology space. We can now expand our offer of solutions to our customers, making StrongPoint even more relevant for grocery retailers, and bring Aste Finland's solutions to more markets," said Jacob Tveraabak, CEO of StrongPoint.

"Working with StrongPoint means we can help to scale our business and bring our world-class solutions to more customers in more countries. StrongPoint has an outstanding reputation for customer service and after-sales support which makes it a perfect partner to take our business to the next level," said Jussi Salonen, CEO of Aste Finland.

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, 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].

About Aste Finland

Aste Finland® Oy is a Finnish company which manufactures the world's finest commercial grade cooling devices for professional use. Our products are designed and manufactured in Finland and high-quality and customer-focused service is at the heart of everything we do. More than 70 experts in the refrigeration industry work in our professional team. We are manufacturing approximately 15,000 devices annually to brewery and retail businesses, of which 65% are exported mainly to Europe. Over the last 13 years, Aste Finland® has achieved market leader status in its own segment in Finland.

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Attachments

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