



Leading Norwegian grocery retailer orders 80 MNOK of Pricer Electronic Shelf Labels from StrongPoint

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(Oslo, September 6, 2023) StrongPoint has today signed an agreement with one of the largest grocery retailers in Norway, to update its current installation of Pricer Electronic Shelf Labels (ESLs) to the new next generation 'SmartTag Power+' version in the majority of its stores. The value of the contract is approximately 80 MNOK.

The leading Norwegian grocery retailer is a long-standing StrongPoint customer and is replacing their current ESLs, which were installed by StrongPoint, with the next generation product from Pricer.

"I am very proud that our long-standing Norwegian grocery retail customer continues to choose Pricer and StrongPoint for their ESL technology needs. We have been working with both Pricer and the grocery retailer for decades. This new agreement is a testament to the continued trust and relevance of StrongPoint as a key long-term partner to grocery retailers in Norway," said Gisle Elvebakken, SVP StrongPoint Norway.

"The penetration of technology in grocery retail is only increasing, irrespective of the broader economic environment. Although we are seeing some delays in certain markets regarding major investment decisions, this new order from a leading Norwegian grocer is a perfect example of the long-term trend illustrating how grocery retailers continue to embrace the next generation of business-critical technologies. ESLs are just one of many grocery retail technologies that offer essential efficiency savings to the retailer while improving the customer experience," said Jacob Tveraabak, StrongPoint CEO.

The rollout of the project is expected to begin in H1 2024 and be completed in 2024.

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](#)