



## Largest grocery retailer in Baltics, Maxima, signs multi-year framework agreement for StrongPoint Self-Checkouts

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(Oslo, 10 October 2023), StrongPoint, a leading retail technology provider, has signed a three-year framework agreement with the Baltic-based grocery retailer Maxima Grupė UAB to provide at least 1,000 StrongPoint self-checkout units.

Maxima Grupė is the largest grocery retailer in the Baltics and has over 1,500 stores in Lithuania, Latvia, Estonia, Poland and Bulgaria. This agreement is for their grocery stores in the Baltics.

Maxima Grupė plans to scale its current self-checkout offering across more of its stores and invited multiple self-checkout providers to the procurement process. The objective was to identify a solution that provided a next-generation shopping experience, innovative features, as well as outstanding maintenance, service and support.

“Recently, Maxima was chosen as one of the most loved brands among customers in the Baltic states and the most loved brand among customers in Lithuania. This encourages us to continue improving the store and the shopping experience, which is closely linked to the smooth operation of self-service checkout processes. Maxima always offers various practical innovations to its customers, so we believe that the self-service checkout solutions implemented by our chosen partner, StrongPoint, will make shopping easier and faster for customers, while also simplifying the work for store employees,” said Manfredas Dargužis, CEO of Maxima Grupė.

“The success of this project is down to our exceptional and dedicated local team. It is also down to our next-generation self-checkout solution that provides an unrivalled customer checkout experience. We look forward to serving this important regional customer going forward and working together to create the very best customer experiences,” said Rimantas Mažulis, SVP of StrongPoint Baltics.

“I am extremely proud to announce this customer win for our outstanding and award-winning self-checkout solution. That such a significant grocery retailer chose StrongPoint’s solution over some of the world’s most well-recognised retail technology brands is a testament to our relentless dedication to innovation and delivering value to our grocery retail customers,” said StrongPoint CEO Jacob Tveraabak.

### 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

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