



NorgesGruppen orders 110 MNOK of Pricer Electronic Shelf Labels from StrongPoint

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StrongPoint AS has today signed a new agreement with NorgesGruppen, the largest grocery retailer in Norway, to supply and install Electronic Shelf Labels (ESL) from Pricer to 350 of its stores. The value of the order is approximately NOK 110 million, excluding the cost of installation and future technical support. The ESLs will be delivered and installed to NorgesGruppen's stores between Q1, 2021 and Q4, 2023.

"Over the past months StrongPoint has proven its ability to continue to deliver technology solutions without interruption under difficult circumstances whilst ensuring the highest levels of safety and security. We are proud that NorgesGruppen continues to choose StrongPoint to supply, install and support Pricer's Electronic Shelf Labels and look forward to a safe and successful deployment," said Jacob Tveraabak, CEO of StrongPoint ASA.

Disclaimer

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 retail technology company that provides solutions to make shops smarter, shopping experiences better and online grocery shopping more efficient. With over 450 employees in Norway, Sweden, the Baltics and Spain and together with a wide partner network, StrongPoint supports businesses in more than 20 countries. StrongPoint provides cash management and payment solutions, electronic shelf and self-adhesive labels, click & collect temperature-controlled grocery lockers, self-checkouts, and in-store and warehouse grocery picking solutions. StrongPoint is headquartered in Norway and is listed on the Oslo Stock Exchange with a revenue of 1,1bn NOK [ticker: STRO].

Attachments

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