



Grocery retailer Alphamega orders 37 MNOK of Electronic Shelf Labels from StrongPoint

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(Oslo, 30 May 2024) StrongPoint has signed an agreement with the Cyprus-based grocery retailer Alphamega to install Electronic Shelf Labels in all its stores. The value of the contract is approximately 37 MNOK and the rollout is expected to be spread out over the next 2 years.

Alphamega is the largest grocery retailer in Cyprus and has already purchased and integrated StrongPoint's Order Picking, Grocery Lockers and Delivery Manager software to manage e-commerce orders. Electronic Shelf Labels is Alphamega's fourth solution purchased from StrongPoint.

On average, in Sweden, Norway and the Baltics, StrongPoint's top 10 customers use 4.7 solutions. Grocery retailer Alphamega is now close to this average too. The growth of the solution base for this customer underlines StrongPoint's business model to expand customer engagement and act as a trusted advisor, deepening the trust and relationship.

"We are extremely proud that Alphamega has chosen StrongPoint as its sole Electronic Shelf Label partner, and we are looking forward to the installation. What sets StrongPoint apart is the breadth of our solution portfolio, allowing a customer like Alphamega to grow and use a single partner to provide a wide variety of business-critical technologies," said Jacob Tveraabak, CEO of StrongPoint.

The Electronic Shelf Labels are sourced from Pricer, StrongPoint's long-standing partner, and rollout of the project is expected to begin in 2024 and be completed by 2026.

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, Finland, 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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