



StrongPoint ASA: Coop Norge orders 140 MNOK of Pricer Electronic Shelf Labels from StrongPoint

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(Oslo, May 31, 2021) StrongPoint has today signed a new agreement with Coop Norge, to supply and install Pricer Electronic Shelf Labels (ESL).

The agreement means that StrongPoint will be the **only** provider supplying ESL to Coop Norge from January 2021 until December 2022. The estimated value of the agreement is NOK 140 million, excluding the cost of installation and future technical support.

“We are proud to continue to provide retail technology value to our long-standing customer Coop Norway. This was a competitive tender and our winning bid is a testament to our proven track record of providing world-class solutions, outstanding customer service and innovation in the retail technology space,” said Jacob Tveraabak, CEO of StrongPoint ASA.

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 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 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](#)