

## **PRESS RELEASE**

from Pricer AB (publ) October 6<sup>th</sup> 2015

### **Pricer completes the first full ePaper Electronic Shelf labels roll out in food retail for Delhaize**

**Pricer announces that the implementation of Delhaize Belgium has been completed. The Belgian international food retailer therefore becomes the first integrated food chain to have equipped all its stores with ePaper graphic Electronic Shelf Labels.**

Pricer is the first company to have equipped food and electronic retail stores with ePaper graphic labels for which it has the most thorough experience and knowledge. Today, ePaper graphic labels is an industry standard and Delhaize was the first food retailer to have acknowledged and anticipated this.

Delhaize chose Pricer for the best paper-like readability of its premium graphic labels, for its maturity on the retail market, for the ease of deployment of its ESL solution and the bidirectional communication capabilities.

With the full deployment of graphic labels in all its stores, Delhaize is embracing the digital transformation that retailers are living today. ESLs are enabling Delhaize to activate price automation in all its stores. Labels are also opening new opportunities for process control and improvement.

“We are proud to collaborate with Delhaize and that they have chosen Pricer to accompany them in their continuous innovation, searching for the best digital solutions to improve their productivity and their shopper experience,” says Jonas Vestin, CEO Pricer. “Pricer has recently launched brand new software solutions that combined with the Pricer ESL system enables retailers to easily transform their brick and mortar stores into digital contact points.”

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In its capacity as issuer, Pricer AB is releasing the information in this press release in accordance with the Swedish Securities Exchange Act (2007:528). The information was distributed to the media for publication on Tuesday, October 6th, 2015.

*Pricer is the global leader in providing in-store shelf-edge digital solutions that enhance both store performance and the shopping experience. Pricer's infrared ESL platform is fast, robust, interconnectable and scalable. Pricer's range of holistic solutions are all built on this intelligent and flexible platform, and have been stacked according to the five major retail tenants they support:*

- *Price - guarantee price integrity to optimize sales and margins*
- *Performance - make operations more efficient and compliant; speed, agility, excellence, etc.*
- *Promotion - tailor and enhance promotions both digitally and physically at the shelf*
- *Personalisation - manage and improve your customers' shopping experience*
- *Prediction -use Big Data to help your customers and your store's performance*

*Pricer, founded in 1991 in Uppsala, Sweden, offers the most secure and fastest in-store shelf-edge communications solution. Pricer works with the world's top retailers, small and large alike: grocers, DIY, electronics and speciality stores. Today, over 13 000 stores of the leading retailers worldwide are installed with Pricer's leading platform. Pricer AB (publ.) is quoted on the Nordic Small Cap list of OMX. For further information, please visit [www.pricer.com](http://www.pricer.com)*

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