

PRESS RELEASE

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Leading French do-it-yourself retailer Castorama deploys Pricer Next Generation electronic shelf-edge solution

Castorama, one of the largest home improvement companies in Europe and part of the Kingfisher Group, will upgrade its French stores installed with Pricer electronic shelf labels to Pricer's latest digital shelf-edge solution including the new SmartFlash technology, a flashing light indicator on the label. The deployment is to be completed by the third quarter 2016 and represents an order value in the first quarter of approximately 40 MSEK or 4.5 MUSD.

“We are very proud to strengthen our partnership with Castorama,” says Jonas Vestin, CEO Pricer. “This is a strong proof of trust in our communication platform and the digital solutions it can support.”

With more than 45 000 up to 75 000 digital labels per store, the automated electronic shelf edge solution will enable staff to support more value added tasks such as customer service and inventory management. Castorama is increasingly addressing omnichannel behavior and is moving to more powerful IT tools to successfully digitalize its stores. Castorama has chosen Pricer to be part of this transformation and is planning to pilot several of Pricer's key digital enablers at their 10 000 square meter flagship store in the city of Ormesson this summer 2016.

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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 and/or the Financial Instruments Trading Act. The information was distributed to the media for publication at 11:30 hrs CET on March 30, 2016.

Pricer, founded in 1991 in Uppsala, Sweden, is the global leader in providing in-store shelf-edge digital solutions that enhance both store performance and the shopping experience. Pricer AB (publ) is quoted on the Small Cap list of Nasdaq Stockholm. For further information, please visit www.pricer.com.