

## **bfresh® selects Pricer for its sign solution for item pricing** *electronic shelf labels will be standard for future stores*

As part of its continued pilot program, bfresh® has selected Pricer to roll out its system for Electronic Shelf Labels (ESL) for future stores. Created by Fresh Formats LLC, an Ahold Delhaize company established in 2014 to explore and develop new format opportunities, bfresh is a test model that's a departure from traditional brick-and-mortar grocery stores. With its small store format, bfresh is targeting urban neighborhood populations who value fresh, healthy food options and affordable pricing.

With a focus on excellent customer service and operational efficiency, bfresh made the decision at its nascent stage to deploy Electronic Shelf Labels to support its staff and to serve its customers. "We have learned that shoppers view electronic shelf labels as being 'tech savvy' and environmentally friendly – two things that boost our brand perception. The Pricer ESL system is fast, reliable and intuitive to work with," says Michel de Fontaine, Vice President of IT for Fresh Formats. "Pricer has an excellent track record in this market segment and met all our rigorous requirements." Adding, "Pricer offers additional benefits in the area of 'click & collect' that we plan to explore in the future with label flash."

"Grocery retail is working with an aggressive cost focus and high demands on efficiency. Deploying electronic labels in every department, bfresh made it clear early on that they were interested in maximizing productivity and increasing customer service. Together with our integration partner, Pomeroy IT Solutions, Inc., we are confident that we can now contribute to bfresh's strategy and help boost its profitability," said Gary Glaser, Director of Americas for Pricer.

"This decision is of significant strategic value for our US market position as we gain understanding to build and deliver in-store technologies to stay ahead of retailer and shopper needs," adds Pricer's acting CEO Charles Jackson.

Orders are expected through 2017, but they are not expected to have a material impact on Pricer's 2017 result.

For further information, please contact:

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*This information is information that Pricer AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 08:30 CET on October 17, 2016.*

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About bfresh®

bfresh is freshifying the grocery shopping experience with affordable fresh foods, right in your hood. bfresh is operated by Fresh Formats LLC, an Ahold Delhaize company. For more on bfresh, visit [bfresh.com](http://bfresh.com), like us on [facebook.com/bfreshmarket](https://www.facebook.com/bfreshmarket), follow us on Instagram, Twitter and Snapchat @bfreshmarket.

About Pomeroy IT Solutions, Inc.

Pomeroy is a leading provider of comprehensive IT infrastructure services with over thirty years' experience optimizing infrastructure in three key areas – End User, Network and Data Center Services. For more on Pomeroy, visit [www.pomeroy.com](http://www.pomeroy.com).

**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](http://www.pricer.com).