

## PRESS RELEASE

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### French discount grocery banner Leader Price to roll out Pricer's Electronic Shelf Solution

**Leader Price is a leading French discount grocery banner with more than 600 stores. Together with its partner Toshiba Tec, Pricer has been selected to roll out its electronic shelf-edge solution in 63 of Leader Price's supermarkets around France. This is a new customer win to Pricer. Leader Price also represents a vertical in retail, discount grocery, which is new both to Pricer and the industry. Discount grocery as a vertical is transforming to an optimized pricing strategy, a transition supported by in-store automation and active pricing capabilities. This combination makes the discount grocery of tomorrow an attractive segment for electronic shelf labels.**

**The value of the order is around 11 MSEK and the roll-out will be completed during 2016.**

“With in-store automation increasingly becoming the focus of European retail, the adoption among new retail verticals such as discount grocery is expected to accelerate”, says Jonas Vestin, CEO of Pricer AB. “This order is a confirmation that Pricer is well positioned in market segments where speed and reliability are the most important evaluation criterias.”

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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 15:00 hrs CET on March 3, 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](http://www.pricer.com).*