

Pricer wins supplier award for partnership with Carrefour

Düsseldorf, 8th July 2015. Pricer, the global leader in digital shelf-edge solutions, today announced that they have been awarded Top Supplier Retail 2015 for supporting Carrefour in the deployment and implementation of an innovative mobile retail application.

The Top Supplier Retail award was handed out by Lebensmittel Zeitung, the leading German Food Retail magazine at Pricer's German office in Düsseldorf.

Earlier this year, Carrefour's mobile retail application, enabling customers to seamlessly integrate store geolocation and product search with their shopping lists, promotions and recipe ideas, was awarded Best Customer Experience at the Retail Technology Awards (reta). This is the first time the reta-award winners' service providers and suppliers, who have supported the retail trade in the deployment and implementation of these IT solutions, have also been honored.

"We are very pleased that this leading magazine is recognizing the role we are playing in bringing out an innovative IT solution in close cooperation with the retailer", says René van der Horst, Area Sales Manager Germany on receiving the prize.

For further information, please contact:

René van der Horst, Area Sales Manager Germany, +49 211 53883 445

<http://www.reta-europe.com/en/index.html>

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*
- *Perform – make operations more efficient and compliant; speed, agility, excellence, etc.*
- *Promote – tailor and enhance promotions both digitally and physically at the shelf*
- *Personalize – manage one-to-one relationships with your customers and improve their shopping experience*
- *Predict – continuous improvement of all the solutions above with data-supported analysis. Use Big Data to know 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 specialty stores. Today, over 13, 500 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

Pricer AB (publ.)
Västra Järnvägsgatan 7
SE-111 64 Stockholm
Sweden

Website: www.pricer.com
Telephone: +46 8 505 582 00
Corporate Identity number: 556427-7993