



Pricer Announced as a Finalist for 2013 World Retail Awards

Stockholm, Sweden 30 July, 2013: Pricer, the retail industry's leading provider of electronic display and Electronic Shelf Label (ESL) platforms, solutions, and services for intelligently communicating, managing, and optimizing price and product information, has been announced as a finalist for the prestigious World Retail Awards, in the Retail Technology Initiative of the Year category.

The nomination is a result of Belgian retailer **Delhaize** deploying Pricer's new graphic ESL's throughout all its stores. Delhaize Belgium, an entity of the Delhaize Group, is one of the leading retailers in Belgium, with more than 700 stores in Belgium and Luxembourg, and a market share of more than 25%.

Delhaize decided to launch an electronic shelf labeling solution, and after a wide-ranging assessment of the market, they selected Pricer as their exclusive partner.

"We conducted a comprehensive evaluation process," said t'Serstevens Tanguy, Vice President Company Operated Retail & E-Commerce, Delhaize Belgium. "We asked our customers for their opinion, looked at the ease of installation and daily operations, as well as the responsiveness of the suppliers."

Pricer's ESL solution fitted seamlessly into Delhaize's operations, and the store was able to realise tangible results, including increased staff productivity, streamlined pricing strategies, and, of course, guaranteeing the best in-store experience for all their customers.

Commenting on the announcement, Niclas Qvist, Head of Marketing and Partner Management, said: "To be named as a finalist for the World Retail Awards, alongside some of the biggest names in retail, is a real honour. Of course, this accomplishment is testament to the effectiveness and reliability of our ESL solutions."

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Pricer is the leading provider of Electronic Shelf Labels (ESL's) to the retail industry. Since 1991, Pricer has consistently provided high-speed updates of product prices and information to digital shelf labels, with the best readability and contrast of all labels worldwide. Pricer provides new labels that help retailers enhance their customer experience and improve their promotional capacities. Today, Pricer has over 8,500 installations in over 200 different retailers, and over 91 million ESL's installed in 51 countries. Pricer AB (publ.) is quoted on the Nordic Small Cap list of OMX. For further information, please visit www.pricer.com