

Best Buy Commits to Additional Pricer ESL Deployment

Best Buy has placed an order to deploy Pricer's Electronic Shelf Labels (ESL) and digital shelf-edge solutions in more than 150 stores. The estimated value of the new order is approximately SEK 260 million and will be included in Pricer's order intake for the second quarter 2018. Deliveries are scheduled to begin during the third quarter of 2018.

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 persons set out above, at 08:00 CET on May 14, 2018.

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.