



StrongPoint ASA: Frame Agreement with Maxbo for Pricer Electronic Shelf Labels from StrongPoint with value of up to 60 MNOK

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(Oslo, November 30, 2022) StrongPoint has today signed a frame agreement with Løvenskiold Handel AS, to supply and install Pricer Electronic Shelf Labels (ESL) to their Maxbo stores in Norway.

This will be the first ever roll-out of ESLs at Maxbo stores and installation is set to start in Q1 2023 and expected to be completed by end 2024. The value of the frame agreement is up to NOK 60 million, including the cost of installation and future technical support.

“In light of increasing price competition and customer expectations in our industry, the agreement with StrongPoint is a key enabler for Maxbo's new pricing strategy, ensuring updated and competitive prices at all times. Furthermore, customers will gain from even better service as automation of tasks frees up valuable time for employees. Throughout the procurement process StrongPoint has stood out with their flexibility to meet our demands, ability to provide technical and commercial guidance, and proven track record to deliver large-scale rollouts. We look forward to a strong and long-lasting relationship,” said Carl Otto Løvenskiold, CEO of Løvenskiold Handel AS.

“We are extremely proud to have signed an agreement with one of the major players in the Norwegian DIY market in a competitive tender. This is a perfect example of the spill-over opportunities of our strategy to first focus on the grocery segment and then expand. Our winning bid is a testament to our outstanding reputation for customer service and as a trusted long-term partner for retailers,” said Jacob Tveraabak, CEO of StrongPoint ASA.

“This is especially great news for Pricer and StrongPoint, coming on the back of our recently announced strengthened and expanded partnership. It is also fantastic to see that Maxbo has made a strategic choice to equip the whole DIY chain with a sustainable, reliable and high-performance shelf-edge solution that will contribute to their digitalization moving forward,” said Magnus Larsson, acting CEO of Pricer.

Disclosure regulation

This information is subject to the disclosure requirements pursuant to Section 5-12 the Norwegian Securities Trading Act.

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About StrongPoint

StrongPoint is a grocery retail technology company that provides solutions to make shops smarter, shopping experiences better and online grocery shopping more efficient. With over 500 employees in Norway, Sweden, the Baltics, Spain, the UK and Ireland and together with a wide partner network, StrongPoint supports grocery and retail businesses in more than 20 countries. StrongPoint provides in-store cash management and payment solutions, electronic shelf labels, self-checkouts, task and labor management software, click & collect temperature-controlled grocery lockers, in-store and drive-thru grocery pickup solutions and grocery order picking solutions, both manual and automated. StrongPoint is headquartered in Norway and is listed on the Oslo Stock Exchange with a revenue of approx 1bn NOK [ticker: STRO].”

Attachments

- [Download announcement as PDF.pdf](#)