



ZetaDisplay: ProntoTV has received an order of SEK 15 million with an option of an additional SEK 50 million

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ProntoTV, part of the ZetaDisplay group, has signed an agreement for the delivery of Digital Signage to Hurtigruten ASA in Norway. The agreement concerns delivery to four ships, of which delivery to the first ship will take place in 2018, where the order value exceeds SEK 15 million.

The Norwegian Hurtigruten is a world leader in exploration travel and has since 1893 sailed "the world's most beautiful shipping trip" - the classic boat line for transport of goods and passengers between Bergen and Kirkenes. ProntoTV will, as a first step, deliver to Hurtigruten's hybrid ship, MS Roald Amundsen, one of 4 planned Explorer ships to conduct exploration trips in the Arctic, Antarctica and other exotic waters. Hurtigruten's vision is to offer world-leading trips that are safe, unique, active, sustainable and that give memories for life.

The agreement is over a 5-year period and ZetaDisplay estimates that the value of the agreement exceeds SEK 65 million.

- We are very pleased to have signed a new important agreement on the Norwegian market in a new market segment Transport. During the year, ProntoTV has taken a numbing business on the Norwegian market, both in retail and corporate communication, and we are very confident in the future, says Leif Liljebrunn, CEO ZetaDisplay AB (publ).

ProntoTV is part of the Swedish ZetaDisplay Group, an international player in Digital Signage industry. ProntoTV is Norway's largest and leading supplier of Digital Signage with over 15 years of experience in the industry and some 20 employees. The company enjoys a strong position in retail trade and a leading position in digital communications in public spaces where the company has made extensive installations for Flytoget in Norway, among others.

ZetaDisplay is a leading provider of Digital Signage to major retail and service chains. The company has approximately 130 employees and sales offices in Sweden, Denmark, Norway, Finland, Estonia and the Netherlands.

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The information contained in this press release is the type of information which ZetaDisplay is obligated to publish according to the Market Abuse Regulation. The information was caused to be published by Leif Liljebrunn on 22 December 2017 at 3.35 PM.

About ZetaDisplay

ZetaDisplay is a leading supplier of Digital Signage to major chains in the retailing and service sectors of the European market. The head office is in Sweden and there are sales offices located in Denmark, Norway, Finland, Estonia and the Netherlands. The company's shares have been traded on Nasdaq Stockholm since December 4 2017, using the ZETA abbreviation. More information can be found at <http://www.zetadisplay.com>.

About Digital Signage and multi-channel communication

ZetaDisplay defines Digital Signage as a system for advertising, profiling and retail store communication, which forwards audio, images and film related to retail stores and information in the public environment. A Swedish name for Digital Signage translates as digital retailing communications. Solutions based on digital displays form a large part of the market, but development is proceeding towards the utilisation of more

digital channels to communicate customer offers and other information. This is a matter of solutions that are integrated into social media and web sites, and apps for smart mobile phones and tablets which create interaction with customers. Development is also progressing towards integrating solutions with retailers' cash desks for automatic price updating and the automatic switching of offers on the digital displays.