

**PRESS RELEASE**

# ZetaDisplay signs global framework agreement with Norwegian Ekornes AS

**Malmö-ZetaDisplay AB (Nasdaq Stockholm: ZETA)** announces that the company has concluded a five-year global framework agreement for Digital Signage solutions with the Norwegian furniture group Ekornes AS. The agreement refers to shop-in-shop solutions for Ekornes global retail network of approximately 3,500 outlets in 43 countries. As a first step, the rollout is planned to approximately 450 outlets under 2019, with the ambition to keep an increasing rate in the coming years. ZetaDisplay estimates a sales value of MSEK 15 for the 2019 rollout. This year's installations and all subsequent years lead to contracted Services revenues in form of license and service income.

Ekornes AS sees Digital Signage as an excellent instrument to streamline its customer communication and to create a better shopping experience for the consumer in the store.

*This information is such information that ZetaDisplay AB is required to disclose under the EU market abuse regulation and the Securities Market Act. The information was provided, by Leif Liljebrunn, for publication on April 24 at 2.40 PM.*

**For questions, please contact:**

Leif Liljebrunn, President and CEO

**Phone** 0708-45 80 52

**Email** [Leif.liljebrunn@zetadisplay.com](mailto:Leif.liljebrunn@zetadisplay.com)

Ola Burmark, CFO

**Telefon** 0708-21 57 86

**E-mail** [ola.burmark@zetadisplay.com](mailto:ola.burmark@zetadisplay.com)

**About Ekornes**

Ekornes AS is an international Norwegian furniture producer with the promise to create the world's most comfortable furniture. The company's best-known brands are the Armchair "Stressless" and the bed brand "Svane". The company was founded 1934 and is owned since last year by the Chinese Qumei Home Furnishing Group. Ekornes has an annual turnover of MNOK 3.1 billion and operations in 43 countries. More info at [www.Ekornes.com](http://www.Ekornes.com).

**About ZetaDisplay**

ZetaDisplay provides visual communication solutions to influence behavior in a physical store or office environment. The company is built on a profound understanding of human behavior in decision-making situations. The total offering includes concept development software programming, deployment as well as technical contracted services.

The company is based in Malmö, Sweden, and has annual net sales 400 MSEK. It employs 140 employees at eight offices in six European countries. The company controls and services today 50 000 installations at customers on 60 markets. The share is listed on the NASDAQ OMX Stockholm Stock Exchange [ZETA]. More information at [www.zetadisplay.com](http://www.zetadisplay.com)