

# Smartcart signs a multimillion license deal with global TOP2 outdoor advertising giant

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HELSINKI, Finland, April 9, 2019 – Smartcart Ltd, the leading provider of digital shopping carts and instore marketing services, today announced that it has signed a multi-million license deal with a global billion-class outdoor advertising company. The signed contract is the shopping cart company's first step towards licensing different parts of the Smartcart concept to major global actors in each sector.

The licensing deal is expected to be worth more than 2.000.000 euros during the next three years and will also have a positive impact on the company's current fiscal year. Smartcart will actively pursue license deals with major actors in different business areas, related to the unique concept built around digital shopping carts.

"We are extremely pleased to finally have agreed upon this licensing deal which has been one of our top priorities for the last 9 months. In store marketing is a hugely growing trend in the evolution of traditional brick n' mortar retail and will enlarge the whole OOH (Out-Of-Home) advertising sector. We are confident that via this license partnership, Smartcart will be able to provide even higher added value for both the consumer and the retailer," says Petteri Heiman CEO at Smartcart Ltd.

Related to this, the company has decided to continue the ongoing issuing of new shares together with Invesdor Ltd ([www.invesdor.com/smartcart](http://www.invesdor.com/smartcart)).

## FOR FURTHER INFO

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**SMARTCART Oy (Ltd.)** is a Finnish technology, service and media company founded in 2014 specializing in innovative marketing, retail services and consumer expertise. SMARTCART is Europe's largest manufacturer of intelligent shopping carts, whose Smartcart solutions are available in over 100 supermarkets in Finland.