![NCR logo]

Axfood Chooses NCR Retail Technologies to Engage with Shoppers More Effectively and Drive Sales

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Leading retailer deploys NCR's sleek, fully integrated RealPOS™ XR7 alongside NCR retail solutions to improve performance and incorporating multi-touch and gesture support

NEW YORK--(BUSINESS WIRE)--Jan. 12, 2015-- NCR Corporation (NYSE: NCR), the global leader in consumer transaction technologies, announced today that Axfood, a leading Swedish grocery retailer, has chosen innovative NCR point-of-sale (POS) and scanner technology to engage and interact with customers more effectively and help increase sales. Axfood is deploying more than 2,500 NCR POS solutions during the next 24 months at its Willys supermarkets and Hemköp value stores across Sweden.

Axfood is the second biggest food retailer in Sweden with annual revenue of $ 4.8 billion. Axfood will deploy NCR RealPOS™ 60 terminals, NCR RealPOS XT 15" multi-touch cashier displays, 12" LED customer displays, 7197 receipt printers, NCR RealScan™ 84 Hybrid Scanners and the NCR RealPOS XR7.

"The significant upgrade will improve customer experiences and also ensure a smooth migration from Windows XP. Enhancing our overall brand over every channel is key to improving the shopping experience for our customers," said Jan Lindmark, IT-director at Axfood. "This improves customer loyalty and the time they spend shopping with us, which ultimately drives our profit and growth. NCR is helping us achieve this now with the latest POS technologies which include support for multi-touch and gesture-based interactions that can help engage customers, and ensure higher levels of security. NCR's future roadmap, in particular around the RealPOS X series product family and reputation for innovation, reinforces our decision to make them our partner of choice."

The deployment of 15-inch multi-touch XT displays and the NCR RealPOS™ XR7 is one of the first in Europe. NCR's versatile, high-performance POS solution and scanner solutions process transactions quickly and more securely, while the displays simultaneously run marketing videos and promotions to better engage customers and help increase sales.

"Consumers are increasingly influenced by a great experience across multiple retail channels when they shop," said Ronen Levkovich, EMEA vice president, NCR Retail. "Innovative NCR retail technology has enabled Axfood to achieve this by delivering solutions that offer a unique combination of elegant styling, high performance, retail ruggedness, and extended product life cycles. This will help Axfood create exceptional shopping experiences for years to come."

The NCR RealPOS XR7 is powered by the 4th generation Intel® Core™ processor family and delivers exceptional performance for today's solutions as well as those to come.

To learn more about NCR retail solutions, visit NCR at the National Retail Federation Big Show in New York at booth #3705 from January 11-13.

About NCR Corporation

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables nearly 550 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with approximately 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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