



PRESS RELEASE

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Pricer's CEO Fredrik Berglund decides to leave the company

Pricer's CEO Fredrik Berglund decides to leave the company on his own initiative for new challenges. He will remain in the company during a transition period. Recruitment of a new CEO has been initiated.

Fredrik Berglund has been CEO of Pricer since August 2010.

– I would like to thank Fredrik for his solid contribution. During his time as CEO Pricer has developed into a more customer focused and global company. The company is profitable and Pricer is today less dependent on a few number of large customers, says Markus Gerdien, chairman of the board of Pricer.

The company has today more than 9,100 installations and more than 96 million electronic shelf labels installed in over 50 countries.

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In its capacity as issuer, Pricer AB is releasing the information in this press release in accordance with the Swedish Securities Exchange Act (2007:528). The information was distributed to the media for publication at 8:15 hrs CET on Thursday, November 27th, 2013.

Pricer provides the retail industry's leading electronic display and Electronic Shelf Label (ESL) platform, solutions, and services for intelligently communicating, managing, and optimizing price and product information on the retail floor. The platform is based on a two-way communication protocol to ensure a complete traceability and effective management of resources. The Pricer system significantly improves consumer benefit and store productivity by simplifying work in the store.

Pricer, founded in 1991 in Uppsala, Sweden, offers the most complete and scalable ESL solution. Pricer has installations in over 50 countries with the largest ESL world market share. Customers include many of the world's top retailers and some of the foremost retail chains in Europe, Japan and the USA. Pricer, in co-operation with qualified partners, offers a totally integrated solution together with supplementary products, applications and services.

Pricer AB (publ.) is quoted on the Nordic Small Cap list of OMX. For further information, please visit www.pricer.com

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