



PRESS RELEASE

from Pricer AB (publ) December 16th 2013

CFO Harald Bauer is appointed acting CEO

The board of Pricer appoints the company CFO, Harald Bauer, to also act as CEO. This is due to Fredrik Berglund, who gave his resignation at the end of November, today leaves his position as CEO. Fredrik Berglund remains hereafter available to the company. The process to find a new CEO to the company continues.

Harald Bauer has been employed as CFO in Pricer in two periods 1998-2001 and 2004 until today.

For further information, please contact:

Markus Gerdien, chairman of the board of Pricer AB: +46 70 610 52 93

Harald Bauer, CEO (acting) Pricer AB: +46 8 505 582 00

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 3:00 hrs pm CET on Monday, December 16th, 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

Pricer AB (publ)
Västra Järnvägsgatan 7
SE-111 64 Stockholm
Sweden

Website: www.pricer.com
Telephone: +46 8 505 582 00
Corporate Identity number: 556427-7993