



PRESS RELEASE

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Pricer settles a dispute and receives SEK 7M

Pricer AB (publ) and the Vendors of Eldat Communication Ltd have agreed to settle a warranty claim relating to insufficient financial provisions. Pricer receives an amount of approximately SEK 7M from the Vendors as compensation. As part of this settlement all shares held in escrow will be released to the Vendors. No further warranty claims can be made by either party in relation to Pricer's acquisition of Eldat Communication Ltd.

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

Pricer, founded in 1991 in Uppsala, Sweden, offers the most complete and scalable ESL solution. Pricer has over 3,000 installations across three continents with approximately 60% 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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