



PRESS RELEASE

from Pricer AB (publ) April 4th 2014

The Nomination Committee's proposal of new Board member at Pricer

The Nomination Committee of Pricer AB (publ) has, in preparation for the Annual General Meeting on May 6, 2014, consisted of Salvatore Grimaldi (appointed by SAGRI Development AB), Frank Larsson (appointed by Handelsbanken Fonder AB), Lars Ingvarsson (appointed by Sifonen AB), John Örtengren (appointed by Aktiespararna) and Markus Gerdien, Chairman of Pricer. The Nomination Committee has within itself appointed Salvatore Grimaldi as Chairman. Lars Ingvarsson decided on March 3, 2014 to resign from the Committee.

The Nomination Committee proposes re-election of the Board members Mikael Aru, Mikael Bragd, Markus Gerdien, Bernt Magnusson and Indra Åsander and election of Peter Grauers. Markus Gerdien is proposed to be re-elected as Chairman of the Board.

Peter Grauers, born 1959, has an education with studies in economy at the University of Gothenburg. He has close to 30 years international experience from H & M Hennes & Mauritz primarily in sales, purchasing, controlling and treasury. He has held a number of senior positions, among others as head in the US 2001-2003, responsible for Treasury & Cash Management 2004-2011, member of the IT-management group and as member of the board of the German subsidiary. Peter Grauers has four year experience from board work in the listed company Nilörn Group, being chairman of the board 2006-2009 and is currently member of the board of The Grand Group and Procure It Right.

For the proposal of the Nomination Committee on other items reference is made to the notice for the Annual General Meeting of Pricer AB which will be published no later than April 7, 2014. The Annual General Meeting takes place on Tuesday May 6, 2014, at 4 pm at Sheraton Hotel, Tegelbacken 6, Stockholm. Notice for the Annual General Meeting as well as the Nomination Committee's written statement will also be available on the Pricer website, www.pricer.com

For further information, please contact:

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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 11:00 hrs CET on Friday, April 4th, 2014.

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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