



PRESS RELEASE

from Pricer AB (publ) April 9th 2014

Jonas Vestin new CEO at Pricer

The Board of Directors at Pricer AB has appointed Jonas Vestin to be the company's new CEO. Jonas Vestin will take office latest by October 2014. Harald Bauer, Pricer's CFO, who has been acting CEO, will then be returning to his role as CFO.

Jonas Vestin, 44, has previously been Business Area Manager and Managing Director at Eltel Networks for a business area that delivered turnkey implementation of smart meters at consumers' homes for electricity, water and heating. Jonas has a long history prior to this with almost 16 years at Oracle where he worked with delivery, project management and sales, during a period in which he was based in the UK.

"I am delighted at being able to present Jonas Vestin as the new CEO at Pricer. He clearly meets the Board's requirement for extensive experience of international marketing and sales of complex systems," says Markus Gerdien, Chairman of the Board at Pricer.

"Pricer's strong market position within electronic information systems for the retail industry offers the company an excellent position. I look forward with great enthusiasm to helping to work with the continued international expansion of the company," says Jonas Vestin.

Jonas studied computer science at Uppsala University. He is married with three children and lives in Stockholm.

For further information, contact:

Markus Gerdien, Chairman of the Board, Pricer AB, tel. +46 70 610 52 93
Harald Bauer, Acting CEO, Pricer AB, tel. +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 10:45 hrs CET on Wednesday, April 9th, 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

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