



PRESS RELEASE

from Pricer AB (publ) April 14th 2014

Pricer is revolutionizing the shopping experience in Carrefour

Pricer, the world leader in providing Electronic Shelf Label solutions, has announced that Carrefour, the world's second largest retailer, will use Pricer's latest retail technology for a fully-connected store that significantly improves the customer experience.

Carrefour Villeneuve la Garenne is the first store worldwide that allows customers to benefit from Pricer's integrated solution using indoor navigation, mobile shopping and SmartTAG graphic labels.

"Carrefour came to us 6 months ago searching for ideas to modernize the shopping experience in their stores," says Arnaud Lecat, VP Store Solutions at Pricer, "Pricer delivered a solution enabling Carrefour to interact with their customers through their smartphones and the ESLs."

The mobile App created for Carrefour called "C-où", which is available on Android and iOS, allows customers to create shopping lists, search products, get promotions, find recipe ideas. The solution also includes geolocalisation – once inside the store, it helps you find any product, and optimises your shopping route through indoor navigation.

The store has been equipped throughout with over 55 000 Pricer NFC-enabled ESLs. Not only do these bring all the benefits of ESLs – including centralized price automation – but customers can even 'like' a product with their phone and the label will display the total number of 'likes'.

"We are proud to play a role in this prestigious project," concluded Lecat. "For Carrefour, customer service is paramount – it is a retailer that understands that innovative new technologies can enrich this experience, and therefore boost customer loyalty."

Press contact:

Milla Nurmikko

Mulberry Marketing Communications/+44 (0) 207 928 7676/ mnurmikko@mulberrymc.com

Niclas Qvist

Pricer/+33 (0)1 61 08 40 20/ niclas.qvist@pricer.com

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 14:45 hrs CET on Monday, April 14th, 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