



PRESS RELEASE

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Pricer rolls out Dairy Farm stores in Singapore

Two retail chains in Singapore, Cold Storage and Guardian, have selected Nasdaq OMX listed Pricer's solution. The two chains have already started to implement the Pricer ESL (electronic shelf label) solution in their stores and the roll out is planned to be completed by the end of 2015. Pricer estimates the potential value of the projects to be about SEK 50M.

The two chains are under the umbrella of The Dairy Farm Group; one of the largest holding companies in the Asian retail market. Cold Storage is Singapore's leading Fresh Food Retailer, while Guardian is the largest retailer of Health & Beauty stores in the country.

"This is a great success for Pricer" says Harald Bauer, Pricer's interim CEO. "Both chains have tested our solution for over a year before taking the decision and were very pleased with the results. In this particular project in, the retailers are using Pricer's digital merchandizing solutions to improve their communication with the consumers and increase sales, besides enabling uniform Omni channel pricing policy."

Cold Storage operates about 50 large supermarkets in Singapore while Guardian operates 150 Pharm stores.

"The customers looked at other ESL implementations in Singapore and realized they need a more featured system. A system that can support different formats of merchandizing and marketing policies with scrolling text messages to the customers and unique shelf talkers. We are glad they found all this with Pricer's system" says Tan Kai Ming, the president of ELSE, Pricer's partner in Singapore.

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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 11:15 hrs CET on Tuesday, August 12th, 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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