



PRESS RELEASE
from Pricer AB (publ) August 15th 2014

Jonas Vestin enters the position as CEO – Harald Bauer leaves

As announced earlier, Jonas Vestin has entered the position as CEO of the NASDAQ-OMX-listed company, Pricer AB. In conjunction with this, Harald Bauer, Acting CEO, now leaves the company.

“I would like to thank Harald Bauer for his committed work both as CFO and Acting CEO. I am happy to welcome Jonas Vestin who, with his international experience of software-based sales from groups such as Oracle, now takes over the leadership of Pricer’s change management,” says Bo Kastensson, Chairman of Pricer AB.

Claes Wenthzel will assume the position of Acting CFO. He has previous experience as a CFO from such companies as Kemetyl AB, Perbio Science AB, Louis Gibeck AB and Bergman & Beving AB.

For further information please contact:

Bo Kastensson, Chairman Pricer AB: +46 8 626 84 69

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 08:30 hrs CET on Friday, August 15th, 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