



PRESS RELEASE

from Pricer AB (publ) October 10th 2014

Appointment of the Nomination Committee for the AGM 2015

In accordance with the decision at the Annual General Meeting on May 6th, 2014 Pricer's Chairman of the Board Bo Kastensson has contacted the company's largest shareholders to form a Nomination Committee. The Chairman has, when selecting the largest shareholders, given due consideration to groups of shareholders who have indicated a wish to participate jointly in the Nomination Committee.

The shareholders and representatives comprising the Nomination Committee, in addition to the Chairman of the Board Bo Kastensson, are:

- Theodor Jeansson nominated by Sagri Development AB etc.
- Ulf Palm, nominated by Göran Sundholm (including indirect) etc.
- Stefan Roos, nominated by Origo Capital etc.
- Gunnar Ek, nominated by smaller shareholders.

As of September 30, 2014, these shareholders combined represented about 35 percent of the votes in Pricer AB.

The Nomination Committee will form a proposal comprising among other matters Board of Directors, Chairman of the Board and fees to the Directors. The Annual General Meeting is planned for April 2015.

Shareholders wishing to submit proposals to Pricer's Nomination Committee can contact the Committee by e-mail at ir@pricer.com or by letter to: Pricer AB, Attention: Valberedningen, Box 215, S-101 24 Stockholm, Sweden.

For further information, please contact:

Jonas Vestin, CEO or Claes Wenthzel, CFO (acting) Pricer AB: +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 17:00 hrs CET on Friday, October 10th, 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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