



PRESS RELEASE
from Pricer AB (publ) December 1st 2014

Strategic management recruitments in Pricer

– Charles Jackson returns as Executive Vice President – Helena Holmgren new CFO

Pricer has appointed Charles Jackson as Executive Vice President Global Sales, Marketing and Strategy – he will take up position on December 2, 2014. Helena Holmgren joins Pricer in March 2015 as new Group CFO.

Charles Jackson was between 2007 and 2010 CEO of Pricer and responsible for Pricer's international expansion with acquisitions and successful integrations, a period when Pricer strongly improved growth and profitability. He was previously employed by the competitor SES - Store Electronic Systems S.A., where Charles for a number of years has had a leading international position.

– We are very happy to welcome Charles Jackson to Pricer. His unique experience of the industry will give him a key role in Pricer's repositioning, says Jonas Vestin, CEO of Pricer.

– I am delighted to have a leading role now when Pricer moves its position in to digital retail. Pricer has a unique opportunity to play a leading part in the changes that digital technology will impose on the retail industry, says Charles Jackson.

Helena Holmgren will take up her position in March 2015. She is currently CFO of Edgeware AB, a fast growing company delivering high technology solutions in video streaming to a global market. Prior to that, she has had a number of financial positions in Sweden and internationally at Intrum Justitia, Svensk Form and the EF group. Helena Holmgren has a Master's degree in International Economics from the University of Lund and an MBA diploma from the University of Ottawa.

– Helena's experience is most welcomed and will be a strong addition to Pricer, says Jonas Vestin.

As a part of the restructuring of Pricer's organisation and management, Oron Branitzky, Vice President Sales and Marketing and Niclas Qvist, Head of Marketing and Partner Management, will leave Pricer in early 2015.

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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 17:45 hrs CET on Monday, December 1st, 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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