



PRESS RELEASE

from Pricer AB (publ) February 16th 2015

Pricer Welcomes a New Global Team Member to the Marketing Team

Pricer has appointed Nazneen Ayaz as Global Communications Manager – she started on February 2, 2015. With this new recruitment, the marketing team is being strengthened to improve, enhance and intensify Pricer’s communication with the market.

Nazneen Ayaz will work out of the Pricer Stockholm headquarters. She brings over ten years of experience working as a Communications Manager, Marcom Manager, Product Marketing Manager, Communications Consultant and Journalist. Her latest positions have been with the medical technology company Gambro AB and the high technology company Anoto AB.

Nazneen has a Bachelor’s degree in International Business from the University of Uppsala and a Postgraduate degree in Journalism from the University of Stockholm.

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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 14:30 hrs CET on Monday, February 16th, 2015.

***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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