



PRESS RELEASE

from Pricer AB (publ) February 18th 2015

Pricer strengthens European coverage with new German office

Pricer is strengthening its presence in Germany. On February 1, 2015, the company opened a new office in Düsseldorf.

Pricer's privileged market position in Germany originates from its large retail cash-and-carry deployment. In turn, this position has provided a strong understanding of the local retail investment evolutions. Shelf edge automation with Electronic Shelf Labels (ESL) is one such trend and is expected to grow over the next years as retailers focus on costs and price reactivity. To meet this increasing demand, Pricer has chosen to open a local office.

"Customers and resellers are asking for direct and local support. With a new base in Düsseldorf, we will be able to respond quicker to local market needs and be able to provide better support to our sales network", says Charles Jackson, EVP Global Sales, Marketing and Strategy at Pricer.

Pricer has started the recruitment of local representatives.

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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 Wednesday, February 18th, 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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