

PRESS RELEASE

from Pricer AB (publ) April 24, 2015

Press release from Pricer AB's Annual General Meeting 2015

At Pricer AB's (publ) annual general meeting on April 23, 2015, the following was resolved:

- to adopt the income statement and the balance sheet, and the consolidated income statement and the consolidated balance sheet
- to carry the funds at the annual general meeting's disposal forward
- to grant discharge from liability for the members of the board of directors and the Managing Directors
- to amend the articles of association to elect the Company's auditor until the end of the first annual general meeting held after the year the auditor was elected
- that the board of directors shall consist of six (6) members
- to re-elect Bo Kastensson, Hans Granberg, Bernt Ingman and Jan Rynning, and to elect Olof Sand and Christina Åqvist, as members of the board until the time of the end of the next annual general meeting. Bo Kastensson was re-elected as chairman of the board
- that remuneration to the board, until the time of the end of the next annual general meeting, will be SEK 450,000 for the chairman and SEK 200,000 for other members not employed by the company
- to elect the auditing firm Ernst & Young AB as auditors until the time of the end of the next annual general meeting
- that fees to the auditors, for the period until the end of the next annual general meeting, shall be paid in accordance with invoicing approved by the company
- to adopt the nomination committee's proposal of principles for formation of nomination committee
- to approve the board's proposal regarding remuneration guidelines for the group management
- to adopt a warrant program comprising certain members of the management whereby a maximum of 950,000 warrants are issued, each warrant entitling the holder to subscribe for one share in Pricer AB during the period from and including 29 May 2018 up to and including 29 June 2018 at a subscription price corresponding to 152 per cent of the volume-weighted average price of the Pricer share on Nasdaq Stockholm during the period from and including 12 May 2015 up to and including 28 May 2015
- to approve the board's proposal regarding authorisation to issue new shares
- to approve the board's proposal regarding authorisation to resolve on acquisition of the company's own shares

Complete proposals pertaining to the annual general meeting's resolutions above are available on Pricer's website, www.pricer.com

For further information, please contact:

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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 8.50 hrs CET on Friday, April 24th, 2015.

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from Pricer AB (publ) April 24, 2015

Pricer is the global leader in providing in-store shelf-edge digital solutions that enhance both store performance and the shopping experience. Pricer's infrared ESL platform is fast, robust, interconnectable and scalable. Pricer's range of holistic solutions are all built on this intelligent and flexible platform, and have been stacked according to the five major retail tenants they support:

- *Price - guarantee price integrity to optimize sales and margins*
- *Performance - make operations more efficient and compliant; speed, agility, excellence, etc.*
- *Promotion - tailor and enhance promotions both digitally and physically at the shelf*
- *Personalisation - manage and improve your customers' shopping experience*
- *Prediction - use Big Data to help your customers and your store's performance*

Pricer, founded in 1991 in Uppsala, Sweden, offers the most secure and fastest in-store shelf-edge communications solution. Pricer works with the world's top retailers, small and large alike: grocers, DIY, electronics and speciality stores. Today, over 13 000 stores of the leading retailers worldwide are installed with Pricer's leading platform.

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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