

PRESS RELEASE
from Pricer AB (publ) April 30, 2015

COOP NORGE HANDEL AS SELECTS PRICER SOLUTIONS FOR 150 STORES

Pricer announces that Norsk Butikkdrift AS, a fully owned subsidiary of COOP Norge Handel AS and PSI Systems AS, a fully owned subsidiary of PSI Group ASA, have signed an agreement regarding deliveries, installation and services of Pricer's Electronic Shelf Labels for 150 former ICA stores that COOP will convert to COOP Extra stores.

The agreement is valued at approximately MSEK 110. The infrastructure and solutions will be delivered and installed during 2015 and 2016, starting in June 2015.

Pricer's platform, based on high speed infrared technology, enables the replacement of the store's paper price labels with electronic shelf labels. These small wireless electronic devices, the same size as paper labels, graphically display the product and price information and automatically receive price updates and relevant stock information from the retailer's distributed databases, as well as being able to connect through NFC capability to the retailer's web platform for a seamless omnichannel experience.

"We are proud to have been chosen to equip COOP Norge Handels' 150 stores. This reinforces our excellent cooperation with PSI and their trust in Pricer's digital shelf-edge solutions", concludes Jonas Vestin, CEO at Pricer.

COOP Norge Handel AS is Norway's second largest retail chain, including the stores COOP, Extra, Prix, Mega and Marked.

For further information, please contact:

Jonas Vestin, CEO, Pricer AB, telephone +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 8.45 hrs CET on Thursday, April 30th, 2015.

PRESS RELEASE

from Pricer AB (publ) April 30, 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

Pricer AB (publ)
Västra Järnvägsgatan 7
SE-111 64 Stockholm
Sweden

Website: www.pricer.com
Telephone: +46 8 505 582 00
Corporate Identity number: 556427-7993