

PRESS RELEASE

from Pricer AB (publ) May 19th 2015

New recruitments and appointments in Pricer

Torbjörn Möller is appointed Group COO, coming from Tobii where he has held a similar position and prior to that senior roles in Production, Supply Chain and Operations within Ericsson, Dice, Northstream and Cap Gemini. Torbjörn will join Pricer on May 25 and become a member of the Executive Management Team, reporting to the Group CEO.

Francois Austruy is appointed VP of Industrialisation and Group Development Projects, responsible for the industrialisation of Pricer's long term business model, the development of an operational value creation plan and the enhancement of Pricer's service methodology. Francois has previously been Head of Operations and will enter his new role on May 25 and continue to be a member of the Executive Management Team, reporting to the Group CEO.

Christophe Desloge is appointed Commercial Director French Independents, effective June 1, 2015, as part of Pricer's continued development and strengthening of its French market position within the important independent retail network. Before joining Pricer, Christophe Desloge has held sales director positions at Toupret, Eberhardt Frères, Franke and Alser Innovation, beginning his career in sales and product management for the Danone Group. Christophe will report to the EVP Sales, Marketing & Strategy.

Pierre Salagnac is appointed Director Emerging Markets, EMEA Markets & Key Accounts effective June 1st 2015. Pierre's significant international experience and strong leadership capabilities make him the natural choice to lead and establish our EMEA expansion and ensure Pricer's transition in in-store digitalisation. Pierre will report to the EVP Sales, Marketing & Strategy.

Philippe Goas is appointed Head French Key Accounts Management group. Philippe has managed some of the world's largest accounts such as Carrefour, Delhaize and Castorama. As Head of Key Accounts, Philippe will partner with Christophe Desloge to ensure our solutions continue to dominate the French market by answering the new key retail fundamentals in mobile and geolocation in-store trends. Philippe will report to the EVP Sales, Marketing & Strategy.

Olivier Tomassino is appointed Business Controller, joining Pricer from Deloitte where he has been manager in Financial Advisory, Olivier has a Bachelor's degree in Economics from Lund University. Olivier started on May 4 and will report to the Group CFO.

Per Ankar is appointed Product Manager, joining Pricer from Accenture where he has been working in the retail sector with retail transformation projects and e-commerce, Per has an Electronics Design Engineering degree from Linköping University. Per started on May 4 and will report to the VP of Business Development and R&D.

For further information, please contact:

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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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