

## PRESS RELEASE

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### Pricer's CEO resigns

Pricer's CEO, Jonas Vestin, resigns as President and CEO of Pricer AB. The Board of Directors of Pricer AB has appointed Charles Jackson as acting CEO of Pricer.

"Jonas Vestin has led Pricer since autumn 2014, and we are grateful for his contributions to stabilize the company financially and operationally in several respects. We are now stepping up the pace of strategic development of the leading position Pricer has in its market and consequently has identified the need for a different profile for the CEO role. The process to appoint a new CEO has been initiated and we are evaluating options. The board has requested Charles Jackson lead the company during this period," says Bo Kastensson, Chairman of Pricer's Board of Directors.

Charles Jackson has been with Pricer during the period 2002 - 2010 and returned to the position of Executive Vice President in 2014. During the period 2007-2010 he was the company's President and CEO.

"During Charles Jackson's period as CEO of Pricer, the company reported strong growth and profitability," continues Bo Kastensson. "He has the depth and required capabilities to allow Pricer to fully take advantage of the strong market growth that we see in the field of electronic pricing. The development of so-called 'omni-channel' retailing is supporting electronic pricing as a tool to optimize the stores for in-store purchases as well as for their online shopping. Pricer's system makes the picking in the store more rational and the digital solutions support the new consumer demands for more information as well as quickly finding products in the store."

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In its capacity as issuer Pricer AB (publ) publishes the information in this press release in accordance with the Swedish Securities Markets Act (2007:528). This information was submitted for publication on May 16, 2016 at 11:45 CEST.

*Pricer, founded in 1991 in Uppsala, Sweden, is the global leader in providing in-store shelf-edge digital solutions that enhance both store performance and the shopping experience. Pricer AB (publ) is quoted on the Small Cap list of Nasdaq Stockholm. For further information, please visit [www.pricer.com](http://www.pricer.com).*