

PRESS RELEASE

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Andreas Renulf new CEO of Pricer

Andreas Renulf, age 42, has been appointed as the new President and CEO of Pricer AB and will take up his position on January 1, 2017. Andreas was previously CEO and Group Managing Director of Scan Coin AB, a company with significant operations in the retail sector which achieved strong growth in both sales and earnings under his leadership. Andreas left Scan Coin, whose principal shareholder was the Nordic private equity firm Segulah, following the sale of the company in 2015.

Andreas Renulf is currently working as a consultant with responsibility for the world-leading German engineering group Voith's digital transformation strategy. Before joining Scan Coin, Andreas Renulf had a longer career within ABB with senior management positions in countries including Singapore, Switzerland and Spain. He has a Master's Degree in Finance from Jönköping International Business School in Sweden.

Bo Kastensson, Pricer's Chairman, commented on the appointment:

"Pricer is building it's offering on clear industry advantages that are supporting new digital services with key international retailers. We need to sharpen our growth strategy on that foundation. After an intensive search process, we have concluded that Andreas Renulf's profile, with his explicit customer and business focus, familiarity with international growth programs, and experience of the retail sector, makes him the person we seek to realize Pricer's growth potential. We see in Andreas a positive, proactive leader who combines an analytical with an entrepreneurial work approach."

Andreas Renulf commented:

"Pricer has inherent growth potential. I see skilled management dedicated to the business and I am truly motivated to join Pricer and lead the work and establishing our new targets as soon as possible and execute an explicit growth strategy."

Charles Jackson, who has been acting CEO since May this year, will continue in this role until Andreas Renulf takes up his position and will subsequently return to his role as Deputy CEO, responsible for strategy, sales and marketing. "I would like to thank Charles and the management team for leading the company during this period. Charles has declined to take part in the CEO selection process at an early stage and has full confidence in his new/old role," said Bo Kastensson.

For further information, please contact:

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