



## **PRESS RELEASE**

from Pricer AB (publ) April 26<sup>th</sup> 2012

### **Annual General Meeting held on April 25, 2012**

The Annual General Meeting of Pricer AB (publ) was held on April 25, 2012. 23 percent of the total numbers of votes were present through 42 shareholders. The following major decisions were made:

#### **Decision on dividend**

The meeting decided to adopt the proposed dividend of SEK 0.25 per share. The record date for dividend is April 30<sup>th</sup> and the payment date May 4<sup>th</sup> 2012.

#### **Fees to the Board of Directors**

Fees to the Board were decided for a total of amount of SEK 1,250,000, of which SEK 450,000 to the Chairman and SEK 200,000 to each of the other members. This is an increase of SEK 200,000 as compared to the previous year due to one more member of the Board.

#### **Election of Board Members**

The meeting decided to re-elect Mikael Bragd, Bo Kastensson, Peter Larsson and Bernt Magnusson and to elect Indra Åsander as a new member. Peter Larsson was re-elected as Chairman of the Board.

#### **Election of Auditors**

The meeting decided to re-elect KPMG AB as auditors until the end of the Annual General Meeting 2016.

#### **Formation and duties of the Nomination Committee**

The meeting decided to adopt the proposal regarding the Nomination Committee's composition and duties. The Committee then consists of the Chairman of the Board, one representative each of the three largest shareholders and a member to be independent and represent the small shareholders of Pricer.

#### **Decision on principles for remuneration to senior executives**

The meeting decided to adopt the recommendation of the Board regarding principles for remuneration to senior executives.

#### **Authorisation to the Board to issue shares**

The meeting decided to authorise the Board, on one of more occasions during the period before the next Annual General Meeting, to decide on the issuance of no more than 5,000,000 new shares of class B. The Board shall have the right to decide on the issuance of shares in exclusion of the shareholders' pre-emptive rights, with or without non-cash consideration. The authorization is only valid for acquisitions of companies, businesses, immaterial rights or other assets.

#### **For further information, please contact:**

Fredrik Berglund, CEO or Harald Bauer, CFO at Pricer AB: +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 09:00 hrs CET on Thursday, April 26<sup>th</sup> 2012.

***Pricer** provides the retail industry's leading electronic display and Electronic Shelf Label (ESL) platform, solutions, and services for intelligently communicating, managing, and optimizing price and product information on the retail floor. The platform is based on a two-way communication protocol to ensure a complete traceability and effective management of resources. The Pricer system significantly improves consumer benefit and store productivity by simplifying work in the store.*

*Pricer, founded in 1991 in Uppsala, Sweden, offers the most complete and scalable ESL solution. Pricer has installations in close to 50 countries with the largest ESL world market share. Customers include many of the world's top retailers and some of the foremost retail chains in Europe, Japan and the USA. Pricer, in co-operation with qualified partners, offers a totally integrated solution together with supplementary products, applications and services.*

*Pricer AB (publ.) is quoted on the Nordic Small Cap list of OMX. For further information, please visit [www.pricer.com](http://www.pricer.com)*

**Pricer AB (publ)**  
**Bergkällavägen 20-22**  
**SE-192 79 Sollentuna, Sweden**

**Website: [www.pricer.com](http://www.pricer.com)**  
**Telephone: +46 8 505 582 00**  
**Corporate Identity number: 556427-7993**