



## PRESS RELEASE

from Pricer AB (publ) August 31<sup>st</sup> 2012

### Pricer increases the number of shares by 0.47%

In August, Pricer issued 516,633 Class B shares in relation to an option program for employees. The total number of shares has increased to 109,891,781, an increase of 0.47%. This information is made public in accordance with the Swedish law on trading with financial instruments ("lagen om handel med finansiella instrument").

#### Class of shares 2012-08-31

| Class of shares                         | No. of shares      | Votes per share | No. of votes       |
|---|--------------------|-----------------|--------------------|
| Class A                                 | 225,822            | 5               | 1,129,110          |
| Class B                                 | 109,665,959        | 1               | 109,665,959        |
| <b>Total number of shares and votes</b> | <b>109,891,781</b> |                 | <b>110,795,069</b> |

#### For further information, please contact:

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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 16:00 hrs CET on Friday, August 31<sup>st</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)

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