



PRESS RELEASE

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Makro (Walmart) South Africa is rolling out Pricer

Electronic shelf label supplier Pricer – listed on Nasdaq OMX - has received an important order from the Walmart-subsidiary Makro in South Africa. The retailer will install Pricer's electronic shelf labels in all of their 16 large wine- and liquor stores. The order was placed with Pricers partner in South Africa, Skydirect.

Makro tested Pricer's solution for two years before making the rollout decision.

"We know from experience that when a retailer realizes the potential for cost savings and efficiency improvements in our solution, more business usually follows. It is of course valuable to have a relationship with the world's largest retail chain as well", says Fredrik Berglund, CEO at Pricer.

"The primary motivation for deploying electronic shelf labels is to maintain a competitive edge in delivering benefits to our customers," says Garry Hendry, Liquor director at Makro. "The way the system works is that it ensures labels consistently display accurate prices for the relevant items so our customers know they won't face a discrepancy at the till point. Electronic labels are quick to update which ensures promotional items are updated timeously and are not mis-priced. There are also numerous additional operational benefits."

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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 15:00 hrs CET on Tuesday, September 25th, 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

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