



PRESS RELEASE

from Pricer AB (publ) March 18th 2013

The Nomination Committee's proposal of new Board members at Pricer

The Nomination Committee of Pricer AB (publ) has, in preparation for the Annual General Meeting on April 24, 2013, consisted of Salvatore Grimaldi (appointed by SAGRI Development AB), Thomas Bill (appointed by Monterro Holdings Ltd), Frank Larsson (appointed by Handelsbanken Fonder AB), John Örtengren (appointed by Aktiespararna) and Peter Larsson, Chairman of Pricer. The Nomination Committee has within itself appointed Salvatore Grimaldi as Chairman.

The Nomination Committee proposes re-election of the Board members Mikael Bragd, Bernt Magnusson and Indra Åsander and election of Markus Gerdien and Mikael Aru. Peter Larsson and Bo Kastensson have declined re-election. The Nomination Committee proposes Markus Gerdien to be appointed Chairman of the Board. Information about the existing members is available on the company's website.

Markus Gerdien, born 1960, has over 20 years of experience from the software industry and has held leading positions in among others Observer Group, Nasdaq OMX Group and ORC Group. Markus, who has studied computer science and economics at the University of Stockholm, is Chairman of the Board of Common Agenda Venture Management AB and member of the Board in among others IAR Systems Group AB and Emric Partners AB. Markus Gerdien currently holds no shares in Pricer AB.

Mikael Aru, born 1953, has a bachelor degree from the University of Linköping and has over 35 years of experience from the retail industry. Mikael has during the period 2003 – 2013 been President and CEO of Procordia Food AB. Before this he has worked in among others Kraft Foods, Freia Marabou and Nestlé. Mikael works today as senior advisor to Orkla ASA. Mikael is Vice Chairman of the Board at Livsmedelsindustrierna as well as member of the Board of Dagligvaruleverantörernas Förbund, ElectraGruppen, Sydsvenska Handelskammaren and Svenskt Näringsliv. Mikael Aru currently holds no shares in Pricer AB.

For the proposal of the Nomination Committee on other items reference is made to the notice for the Annual General Meeting of Pricer AB which will be published no later than March 27, 2013. The Annual General Meeting takes place on Wednesday April 24, 2013, at 3 pm at Sheraton Hotel, Tegelbacken 6, Stockholm.

Notice for the Annual General Meeting as well as the Nomination Committee's written statement will also be available on the Pricer website, www.pricer.com

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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 Monday, March 18th, 2013.

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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