



PRESS RELEASE

from Pricer AB (publ) April 9th 2013

Pricer receives new orders from Southern Europe – Initial orders worth SEK 10 million – estimated total order value SEK 50 million

Pricer has received new orders from various customers in Southern Europe through its partners in the region. One order is from the Spanish retail chain Alimerka which will equip additional 60 stores with electronic shelf label systems, ESL. The other comes from a retail chain which has the intention to install the Pricer graphic solution in its 200 stores – with a first order for 30 stores. Initial value for these orders is in excess of SEK 10 million and total value for these deals are estimated in the level of SEK 50 million over two years.

“South of Europe has been severely hit by the economy crisis. Now, more than ever, retailers are forced to be extremely efficient in their daily operation so going for our ESL solution allows them to improve their operations as well as their pricing strategy”, says Fredrik Berglund, CEO of Pricer.

The retail chain Alimerka confirms its intention to implement Pricer’s price and information system in all its 173 supermarkets which began in 2012 with 50 stores.

Another retail chain in the region, which has chosen to be anonymous, installs Pricer's graphic e-paper labels for its 200 stores. Initial order for 30 stores has been given to Pricer with installations during the spring.

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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 10:30 hrs CET on Tuesday, April 9th, 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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