PRESS RELEASE

from Pricer AB (publ) 25 April 2013

Annual General Meeting held on 24 April 2013

The Annual General Meeting of Pricer AB (publ) was held on 24 April 2013. 27 percent of the total numbers of votes were present through 48 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 29 April and the payment date 3 May 2013.

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 unchanged as compared to the previous year.

Election of Board Members

The meeting decided to re-elect Mikael Bragd, Bernt Magnusson and Indra Åsander and to elect Markus Gerdien and Mikael Aru as a new members. Markus Gerdien was elected as Chairman of the Board.

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.

Adoption of new Articles of Association

The meeting decided to adopt new Articles of Association.

Adoption of Share Saving Plan

The meeting decided to adopt the recommendation of the Board to implement a Share Saving Plan for all employees and a Performance Plan for management and key employees and, under each plan, the right to dispose of shares in the Company, share issue without the shareholders' pre-emptive rights and authorization for the Board to decide on acquisition offers.

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:

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__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 over 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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