



## **PRESS RELEASE**

from Pricer AB (publ) June 5<sup>th</sup> 2013

### **Pricer has acquired C shares for the LTIP 2013**

Pricer has, in line with decision at the AGM on 24 April 2013, directed an offer to Erik Penser Bankaktiebolag to acquire 750,000 C shares for the nominal value of SEK 1 per share. Erik Penser Bankaktiebolag has accepted the offer. The acquisition has taken place as part of the Long Term Incentive Program 2013 of Pricer. Pricer will after the acquisition convert the C shares to B shares.

**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 18:00 hrs CET on Wednesday, June 5<sup>th</sup>, 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](http://www.pricer.com)

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