



PRESS RELEASE

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Japanese Inageya upgrades – Order value exceeds SEK 35M

Inageya, a leading supermarket chain in the Tokyo area, has decided to upgrade its stores with new Pricer labels. Inageya installed the very first store with Pricer in 2002 and has all its stores equipped with the Pricer solution. The value of this deal is estimated to exceed SEK 35M and is planned to be completed in August 2014. The project is managed by Pricer partner in Japan, Ishida Co Ltd.

Price integrity, i. e. the same price on the shelf edge as in the checkouts, labour savings and simplicity of the system are the main reasons for Inageyas continued investments in the Pricer solution.

"We see some positive signs of recovery for in the Japanese market. At the same time the upgrading of older systems and the long term customer relations of Pricer show the value of the installed base. Pricer had more than 96 million labels installed, of which 18 million in Japan, at the end of the second quarter, 2013", says Pricer CEO Fredrik Berglund.

Inageya Company has more than 125 stores in Tokyo. The company specializes in the retail sale of perishable food products (fresh food, vegetables, and convenience food items), processed food products (sushi, prepared food and others), pharmaceutical commodities, cosmetics and daily necessities.

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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 15:15 hrs CET on Tuesday, September 24th, 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 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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