



## PRESS RELEASE

from Pricer AB (publ) December 17<sup>th</sup> 2013

### Pricer Installs its 100 Millionth Electronic Shelf Label

17 December, 2013: Pricer, the retail industry's leading provider of Electronic Shelf Label (ESL) solutions today announced it would be installing its 100 millionth ESL. Pricer will be marking this unique event by offering a "golden" ESL to the E. Leclerc store in La Colle sur Loup, France.

With 100 million labels installed, Pricer has cemented its position as the market leader in the electronic shelf labels industry. In its competitive set, Pricer is the only company to have achieved this exceptional figure.

The La Colle sur Loup store is renewing its experience with the Pricer ESL solution, and is now moving from segment to Pricer's latest graphic labels, the SmartTAG HD.

Thierry Mailfert, Store Director at E. Leclerc La Colle sur Loup, said: "Pricer's ESL solution has proven to be a huge asset to our business. With their graphic SmartTAG labels, we are both improving our in-store customer experience and our store operations. We chose to partner with Pricer because they offer the most complete solution on the market, and it therefore comes as no surprise to me that they have achieved this landmark."

Niclas Qvist, Head of Marketing and Partnership Management at Pricer, commented on the news: "This is an important milestone for Pricer and the ESL industry, with 100 million labels installed in 9 500 stores in more than 50 countries of the six continents, we have the largest installed base in the world. Over 20 years of experience in retail and continuous innovation have been key to our leadership."

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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 3:30 hrs pm CET on Tuesday, December 17<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 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](http://www.pricer.com)*

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