



PRESS RELEASE

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Group Auchan Schiever upgrades hypermarkets – order value SEK 10M

Nasdaq OMX-listed Pricer has signed an agreement with French Group Schiever who operates Auchan Hypermarkets and ATAC Supermarkets. The retail chain will replace the current ESL systems used in its stores and upgrade them to Pricer's bi-directional solution. The project covers eight Auchan Hypermarkets and six ATAC Supermarkets that have been installed earlier with another ESL system. Order value is SEK 10M. Installations are to be completed by mid-2014.

Group Schiever started installing Pricer in 2010.

"This is very encouraging" says Harald Bauer, Pricer CEO. "We are glad to see they decided to implement our advanced solutions in their stores. Once this project is completed, there will be 10 stores under the Auchan banner and about 90 under the ATAC banner utilizing the Pricer's bi-directional ESL system".

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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 10:15 hrs am CET on Thursday, January 9th, 2014.

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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