



PRESS RELEASE

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French retailer Coop Atlantique rolls out Pricer solution – Estimated order value is SEK 20M

Nasdaq OMX-listed Pricer has signed a contract with French retailer Coop Atlantique. The contract covers 31 Hyper- and Supermarkets that will be deployed with the Pricer solution by the end of 2015. Coop Atlantique already has seven such stores equipped with the Pricer system. The value of the project is estimated to be SEK 20M.

"This is a good indication of our strength in the French market. We did our first installations with this customer already five years ago and the new contract is a proof of the continuous customer's satisfaction. They appreciate particularly the reliability of the system, the speed of updates and the user friendliness" says Harald Bauer, Pricer CEO.

Coop Atlantique operates around 300 stores of various formats, mainly convenience stores, in the western part of France.

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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 11:50 hrs CET on Friday, January 31st, 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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