



PRESS RELEASE

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Pricer's system plays a central part in extensive marketing campaign of Media Markt – Saturn

Media Markt – Saturn Netherlands have initiated a marketing campaign where they announce that they use Pricer's solution in order to manage a very active price strategy. The electronics giant compares its prices with its 25 largest competitors daily. Pricer's electronic shelf labels enables Media Markt – Saturn to simultaneously adjust prices in all their stores and web shop without delay.

The marketing campaign is run through broad announcements in media in the Netherlands, including TV.

<http://www.youtube.com/watch?v=5rQ6tVVUxi4>

"The ability to respond daily to price changes, is an important part of our multichannel strategy," confirms Gordon Scholz, CEO of Media Markt – Saturn Holding Netherlands. "From this point of view, conventional paper-based price tags on shelves prove to be too expensive, too time-consuming and too inflexible.

Pricer began installations of its system in the Media Markt – Saturn stores during last year. So far 43 stores display their prices with electronic shelf labels from Pricer.

"This is the first time that electronic shelf edge displays obtain a central part in a marketing campaign. Media Marktturn have realised that our solution is the only way for a retailer with physical stores to compete with internet commerce when it comes to quickly adapt its prices and to do it at a low cost", says Harald Bauer, Pricer (acting) CEO.

The Media Markt – Saturn Group operates approximately 950 stores and offers online shopping in 17 countries in Europe and Asia. In the business year 2012/13, Media Markt – Saturn generated revenues of 21 billion euros. The Group currently provides employment for more than 63,000 people from 122 nations.

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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 9:50 hrs CET on Monday, February 10th, 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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