



PRESS RELEASE

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Leroy Merlin deploys Pricer ESL across all its stores – estimated value SEK 130M

France's largest DIY and home improvement chain – Leroy Merlin will install Pricer's system in all its 121 stores by the end of 2015. 35 store installations are planned for 2014 and the rest during 2015. The project value is estimated at SEK 130M (USD 20M).

"This is probably the largest ESL project in France during the last two years and it is very demanding" says Harald Bauer; Pricer's acting CEO. "It requires us to deliver around 4M ESL in about 18 months. The agreement follows a challenging pilot where Leroy Merlin looked at the best price/performance ratio over time and compared our solution to our competitors."

Leroy Merlin decided to roll out a mix of economical segment based ESL together with featured graphic E-Paper based labels. By winning this project, Pricer system is the solution of choice for the DIY market in France, which is dominated by Leroy Merlin and Castorama. Leroy Merlin is part of the Adeo Group, the third largest DIY operator worldwide.

About Leroy Merlin France:

Founding enterprise of Adeo Group, Leroy Merlin is France's leading brand of home improvement. Specialized in sales of products and solutions, Leroy Merlin's ambition is to "help each home owner fulfill its dream house" and it has customer satisfaction as its core business. It offers a great variety of products of high quality which responds well to the need of the consumers. All of the close to 21,000 employees in the 121 stores are committed to this ambition. Leroy Merlin France generated revenue of EUR 5.6B in 2013.

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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 16:15 hrs CET on Wednesday, April 2nd, 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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