



PRESS RELEASE

from Pricer AB (publ) 7 May 2014

Annual General Meeting held on 6 May 2014

The Annual General Meeting of Pricer AB (publ) was held on 6 May 2014. 39 percent of the total numbers of votes were present through 66 shareholders. The following major decisions were made:

Fees to the Board of Directors

Fees to the Board were decided for a total of amount of SEK 1,250,000, of which SEK 450,000 to the Chairman and SEK 200,000 to each of the other members.

Election of Board Members

The meeting decided to elect Hans Granberg, Bernt Ingman, Bo Kastensson, Joen Magnusson and Jan Rynning as new board members. Bo Kastensson was elected as Chairman of the Board.

Hans Granberg, born 1953, is the CEO at Investment AB Karlsvik and Chairman of the Board in several of its' subsidiaries. He owns privately 2,150,000 shares and indirectly an additional 142,300 shares in Pricer AB.

Bernt Ingman, born 1954, is Chairman of the Board at G&L Beijer AB and at Schneiderföretagen AB. He is board member at Sveriges BostadsrättsCentrum AB. Previously he has been CFO at Husqvarna AB and Munters AB. He presently owns no shares in Pricer AB.

Bo Kastensson, born 1951, was elected Chairman of the Board. Previously he has been CEO at Bewator Group AB, Incentive Development AB; Chairman of the Board at Doro AB, Coromatic Group AB as well as Industrial Advisor in EQT. He was board member at Pricer between 2007 – 2013. He presently owns no shares in Pricer AB.

Joen Magnusson, born 1951, is Vice Chairman of the Board at G&L Beijer AB, where he previously worked as CEO. He has also been CEO at Skrinet AB. Previously he was board member at Beijer Electronics AB and Doro AB. He presently owns no shares in Pricer AB.

Jan Rynning, born 1954, is a practicing lawyer at G Grönberg Advokatbyrå. He is nominated as Chairman of the Board at Lightlab AB and Cell Impact AB. Previously he was Chairman of the Board at Clock Provobis AB, Mandator AB, Morphic AB and Enea AB. He presently owns no shares in Pricer AB.

Formation and duties of the Nomination Committee

The meeting decided to adopt an alternative proposal regarding the Nomination Committee's composition and duties. The Committee consists of the Chairman of the Board, one representative each of the three largest shareholders or shareholder groups and a member to be independent and represent the small shareholders of Pricer.

Decision on principles for remuneration to senior executives

The meeting decided to adopt the recommendation of the Board regarding principles for remuneration to senior executives.

Adoption of Share Saving Plan

The meeting decided to adopt the recommendation of the Board to implement a Share Saving Plan for all employees and a Performance Plan for management and key employees and, under each plan, the right to dispose of shares in the Company, share issue without the shareholders' pre-emptive rights and authorization for the Board to decide on acquisition offers.

Authorisation to the Board to issue shares

The meeting decided to authorise the Board, on one of more occasions during the period before the next Annual General Meeting, to decide on the issuance of no more than 5,000,000 new shares of class B. The Board shall have the right to decide on the issuance of shares in exclusion of the shareholders' pre-emptive rights, with or without non-cash consideration. The authorization is only valid for acquisitions of companies, businesses, immaterial rights or other assets.

For further information, please contact:

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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 09:30 hrs CET on Wednesday, 7 May, 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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