

## PRESS RELEASE

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### Pricer increases the number of outstanding shares

In November, Pricer has decreased the number of Treasury shares with a total of 6,294 class B shares due to the fulfillment of obligations under the share savings program launched in 2014. As of November 30<sup>th</sup>, Pricer thus owns 929,307 class B shares. The total number of outstanding shares was 110,042,474.

#### Class of shares 2016-11-30

Class of shares	No. of shares	Votes per share	No. of votes
Class A	225,523	5	1,127,615
Class B	110,746,258	1	110,746,258
<i>Total number of shares and votes</i>	<i>110,971,781</i>		<i>111,873,873</i>
Whereof Treasury shares	929,307	1	929,307
<b>Total number of outstanding shares and votes</b>	<b>110,042,474</b>		<b>110,944,566</b>

#### For further information, please contact:

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*This information is information that Pricer AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 10:00 CET on November 30, 2016.*

**Pricer**, founded in 1991 in Uppsala, Sweden, is the global leader in providing in-store shelf-edge digital solutions that enhance both store performance and the shopping experience. Pricer AB (publ) is quoted on the Small Cap list of Nasdaq Stockholm. For further information, please visit [www.pricer.com](http://www.pricer.com).