

PRESS RELEASE
from Pricer AB (publ) August 10, 2017

Bernt Ingman is appointed new Chairman of the Board of Pricer AB

Bo Kastensson, Chairman of the Board of Pricer AB, has decided to resign and leave the Board effective immediately as a result of disagreement regarding the company's strategic direction. The Board of Directors has, from among its members, appointed Bernt Ingman as new Chairman of the Board for the period until a new Chairman has been elected by the next Annual General Meeting.

Bernt Ingman has been a member of Pricer AB's Board of Directors since 2014. He is currently Chairman of the Board of Beijer Ref AB and SBC Sveriges BostadsrättsCentrum AB.

Following the above-mentioned change, the Board of Directors of Pricer AB will consist of Bernt Ingman, Hans Granberg, Olof Sand, Jenni Virnes and Jonas Guldstrand.

For further information, please contact:

Bernt Ingman, Chairman, Pricer AB, +46 70 751 57 60 or bernt.ingman@telia.com

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 08:15 CET on August 10, 2017.

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.