

PRESS RELEASE
from Pricer AB (publ) June 8, 2018

Pricer AB appoints Magnus Midgard as acting CFO

In connection with today's expiry of the consultancy agreement with interim CFO Annika Blondeau Henriksson, Pricer has appointed the company's Head of Group Finance Magnus Midgard as acting CFO. Magnus has many years of experience from Deloitte where he has been Senior Manager and Authorized Public Accountant prior to joining Pricer earlier this year. Magnus will be part of the company's executive management team during his time as acting CFO.

A process to recruit a replacement is ongoing.

For further information, please contact:

Helena Holmgren, acting CEO, Pricer AB, +46 70 2870068

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 14:00 CET on June 8, 2018.

***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.*