

Pricer Receives Order from Existing French Customer

Carrefour has placed an order to update digital price labels in 33 of its hypermarkets in France. The value of the order is approximately SEK 40 million and will be included in Pricer's order intake for the third quarter 2018. Deliveries are expected to be completed during 2018.

For further information, please contact:

Christophe Desloge, Managing Director Pricer SAS +33 6 07804534, or Helena Holmgren, acting CEO, Pricer AB, +46 (0)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 persons set out above, at 12:00 CET on July 19, 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.