

**PRESS RELEASE**  
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## Pricer AB: Acting CEO Helena Holmgren now becomes CEO

**The Board of Directors for Pricer AB has appointed Helena Holmgren as new CEO of the company. She takes office today.**

Helena Holmgren has been acting CEO for Pricer since August 2017. Helena has a background as CFO in Pricer AB and earlier in Edgware AB.

"I look forward to continuing the CEO position at Pricer. Pricer is a strong brand with a good position in the market. During my time as acting CEO and formerly CFO in the company, I have come to know all employees around the world, and I look much forward to our continued cooperation. I am pleased to be provided the opportunity to continue developing Pricer on a market where major changes are currently on-going, and where our retail customers demand strong partners for their in-store digital transformation", says Helena Holmgren.

"I am pleased that Helena has agreed to become Pricer's President and CEO. She has during her time as acting CEO demonstrated good leadership in combination with an ability to create enthusiasm in the organization. I am convinced that she has the prerequisites for creating growth and good financial development for Pricer in the coming years", says Bernt Ingman, Chairman of Pricer AB

**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 13:00 CET on July 25, 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](http://www.pricer.com).*