

**PRESS RELEASE**  
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## **Pricer AB appoints Susanne Andersson as new CFO**

Susanne Andersson, currently CFO at First North-listed technology company ChromoGenics, has been recruited to the position as CFO for Pricer. In addition to a solid experience of various finance functions in listed companies, Susanne has many years of experience from investor relations for companies such as Ericsson. Susanne will take office no later than April 2019.

Current acting CFO, Magnus Midgard, will remain in the company in the role of Head of Finance.

**For further information, please contact:**

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*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).*