

The Board of Directors of Pricer stands with its proposed dividend but with a split payment

The Board of Directors of Pricer has proposed a dividend of SEK 0.80 per share to be paid at one time. Due to prevailing uncertainty as a result of the corona virus (covid-19), the Board of Directors has decided today to propose to split the payment of the dividend and make two tranches of 0.40 SEK per share each, with May 8, 2020 and November 6, 2020, as the respective record date.

In light of the current macroeconomic uncertainty and according to the prudence rule, the Board of Directors considers that it is justified in splitting the payment of the dividend in two tranches of 0.40 SEK each. Proposed record dates are May 8 and November 6, 2020. As previously reported Pricer has a strong financial position with a high net cash balance and high order backlog. The decision does not signal any change in the company's dividend policy.

The Annual General Meeting is, as previously communicated, scheduled to be held in Stockholm on May 6, 2020 at 2:00 pm at Kapitel 8 Klara Strand, Klarabergsviadukten 90, Stockholm. The notice will be sent out in a separate press release.

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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 persons set out above, at 13:00 CET on March 25, 2020.

Every care has been taken in the translation of this document. In the event of discrepancies, the Swedish original will supersede the English translation.

About Pricer

Pricer AB, founded in Sweden in 1991, listed on the NASDAQ Stockholm, is a global leader in providing in-store digital shelf-edge solutions that enhance both store performance and the shopping experience. The increasingly feature-rich Pricer platform is fast, robust, interconnectable and scalable. For further information, please visit www.pricer.com