

Pricer AB has completed the repurchase of own shares to hedge obligations for the company's incentive program

During the period 10 December to 16 December 2020, Pricer AB repurchased a total of 400,000 Series B shares. The repurchases took place within the framework of the repurchase program for a total of 400,000 Class B shares that Pricer AB announced on 9 December 2020. The repurchase program, which ran between 9 December 2020 and until next year's Annual General Meeting, was implemented in accordance with Market Abuse Regulation (EU) No. 596 / 2014 and Commission Delegated Regulation (EU) No 2016/1052 (Safe Harbor Regulation).

During the period 10 December 2020 to 16 December 2020, shares in Pricer AB were repurchased according to the table below:

Date	Aggregated daily volume (no of shares)	Weighted average price per day (SEK)	Total transaction value per day (SEK)
10-Dec-20	31 925	39,3612	1 256 606
11-Dec-20	39 164	38,9370	1 524 929
14-Dec-20	90 000	40,5787	3 652 080
15-Dec-20	120 813	40,5270	4 896 183
16-Dec-20	118 098	39,8199	4 702 652
Total	400 000		16 032 451

All acquisitions have been made on Nasdaq Stockholm by Erik Penser Bank on behalf of Pricer AB. Following the above acquisitions, Pricer AB's holding of own shares as of December 18, 2020 amounts to 877,136 Series B shares.

Full details of the transactions carried out in accordance with Article 5 (3) of the MAR and Article 2 (3) of the Safe Harbor Regulation are available on Pricer's website. During the period 10 December to 16 December, a total of 400,000 shares in Pricer AB were repurchased within the framework of this program. In total, a maximum of 400,000 shares were repurchased.

Information on the implementation of share repurchases can be found at:

<http://www.nasdaqomx.com/transactions/markets/nordic/corporate-actions/stockholm/repurchases-of-own-shares>.

The total number of shares in the company is 110,971,781 divided into 225,523 Class A shares and 110,746,258 Class B shares, of which Pricer owns 877,136 own Class B shares at the time of this press release.

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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 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. Pricer was founded in Sweden in 1991 and is listed on NASDAQ Stockholm. For further information, please visit www.pricer.com