

PRESS RELEASE

from Pricer AB (publ) March 26, 2020

Updated Notice of Annual General Meeting 2020

The Nomination Committee of Pricer AB (publ) has submitted an updated proposal for the Nomination Committee Instruction, which means that the notice of the Annual General Meeting is updated

The Nomination Committee in Pricer AB (publ) has submitted an updated proposal for the Nomination Committee Instruction. The new proposal means that the Chairman of the Board and an independent representative of the smaller shareholders will not be part of the Nomination Committee ahead of the Annual General Meeting 2021. The Nomination Committee's other proposals for the Annual General Meeting remain unchanged.

An updated notice and updated proposal for nomination committee instructions will be available shortly on the company's website www.pricer.com.

The notice will also be published in Post- och Inrikes Tidningar within the next few days.

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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, 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