

PRESS RELEASE

from Pricer AB October 5, 2020

Pricer AB: CFO leaves her assignment

Pricer's CFO, Susanne Andersson, has announced that she is leaving the company for a similar role in another company. The work of appointing a successor has begun.

"The Board of Directors and I want to thank Susanne for her commitment and efforts during her time with Pricer. We wish her luck in her new challenges", says Helena Holmgren, President and CEO at Pricer.

Susanne Andersson will continue in her current role while the work of appointing a successor is ongoing, although for a maximum of six months.

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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