

The Nomination Committee's proposal for election of Board members

The Nomination Committee of Pricer AB (publ) has decided to propose that the Annual General Meeting 2021 approve the following proposals regarding the number of Board members and election of Board members.

The Nomination Committee proposes that the number of Board members be five (5).

For the period until the end of the next Annual General Meeting, the Nomination Committee proposes re-election of Board members Knut Faremo, Hans Granberg, Jonas Guldstrand, Jenni Virnes, and furthermore proposes that Göran Sundholm be elected as a new Board member. Thomas Krishan has declined re-election. Knut Faremo is proposed to be re-elected as Chairman of the Board.

Göran Sundholm, (born 1947), is proposed for election. Göran is a Finnish citizen and trained as an engineer. He is an inventor and entrepreneur and has, for example, founded GS-Hydro and Marioff. He is the owner of MariMatic, MariComp and MariElectronics. Göran Sundholm is independent in relation to Pricer AB and its management but not independent in relation to the company's major shareholders. Göran currently owns 11,500,000 shares in Pricer AB.

The Annual General Meeting will be held in Stockholm on April 29, 2021, at 2:00 PM at Kapitel 8 Klara Strand, Klarabergsviadukten 90, Stockholm, Sweden.

The Nomination Committee's full proposals and motivated statements will be released in connection with publication of the notice of the Annual General Meeting.

For further information, please contact:

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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