



PRESS RELEASE

February 13, 2022

Magnus Larsson appointed new acting CEO of Pricer

The Board of Directors of Pricer has appointed Magnus Larsson as acting CEO of Pricer AB.

Magnus Larsson has been Vice President Customer Operations at Pricer since he joined the company in 2019 and is a member of the management team. He succeeds Magnus Midgard as acting CEO who succeeded Helena Holmgren who recently left the company after leading it for almost five years.

"The entire board and I are very satisfied and feel confident about the appointment of Magnus Larsson as acting CEO. Magnus has worked for Pricer for three years and during that time he has successfully developed Pricer's service offering and organization to serve our customers in all markets at the same high level. In addition to his role as Vice President Customer Operations, he is also Head of Region for the Nordic and Baltic countries. With a very strong commitment and solid competence and knowledge of the company, he has what it takes to lead an innovation-driven international business in a growing market and drive profitable growth strategically and tactically. At the same time, we would like to thank Magnus Midgard for accepting the position as acting CEO at short notice during the transition period", says Knut Faremo, executive Chairman of the Board of Pricer.

"I am happy and proud to have been appointed as acting CEO of Pricer. Retail is undergoing an exciting development towards increasing automation and digitalization, and here Pricer's solution plays an important role, both for store efficiency and greater sales, and for better shopping experiences. Pricer has made an outstanding transformation, from a hardware supplier to a leading tech company within smart retail, and thereby laid the foundation for a new, future-proof business model. Based on that foundation, and with the help of all our fantastic and committed employees, I look forward to continuing to develop the business and to be an important partner in our customers' digitization", says Magnus Larsson, acting CEO of Pricer.

Magnus Larsson has an engineering degree from KTH Royal Institute of Technology in Stockholm and more than 20 years of experience from senior positions, globally, regionally and locally, at international companies within product and service operations, especially in the telecom industry at companies such as Nokia, Sonera and Edgeware.

For further information, please contact:

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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 16:00 CET on February 13, 2022.

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 is a leading global technology company serving the rapidly growing smart retail market with in-store digital solutions that enhance both store performance and the shopping experience. Through electronic shelf labels, advanced technology, such as optical wireless communication and AI, and continuous innovation, Pricer offers the foundation for in-store communication and efficiency. The industry leading Pricer platform delivers benefits from 30 years of deployment experience and 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