



## PRESS RELEASE

from Pricer AB (publ) March 10, 2022

### 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 2022 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 six (6).

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, Göran Sundholm, Jenni Virnes, and furthermore proposes that Irene Waldemarson be elected as a new Board member. Knut Faremo is proposed to be re-elected as Chairman of the Board.

Irene Waldemarson is 43 years old and has a Master of Business Administration from the Stockholm School of Economics. Irene is the CEO of Martin & Servera Restauranghandel AB and is also a board member of Svenska Retursystem AB and Livsmedelsgrossisterna. Furthermore, Irene has a long-term background through various managerial positions within Axfood.

The Annual General Meeting will be held on May 11, 2022.

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:

Ulf Palm, Chairman of the Nomination Committee, +46 (0)708 666 355, [ulf.palm@orvelin.se](mailto:ulf.palm@orvelin.se)

*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](http://www.pricer.com).