



## PRESS RELEASE

September 12, 2022

### **Göran Sundholm resigns as member of the board of Pricer AB**

Göran Sundholm has informed the board of directors of Pricer AB that he, at his own request, resigns from the board of Pricer AB with immediate effect for personal reasons. Göran Sundholm has been a member of the board of Pricer since 2021.

According to Pricer's articles of association, the board must consist of a minimum of three and a maximum of seven members. With Göran Sundholm leaving the board, it will consist of five members and therefore meet the requirements of the articles of association.

"We would like to thank Göran for his commitment and we fully understand his decision. We wish him all success in his future endeavor", says Knut Faremo, Chairman of the Board of Pricer.

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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 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)