



PRESS RELEASE

November 9, 2023

Pricer AB: CFO leaves her assignment

Pricer's CFO, Susanna Zethelius, has announced that she is leaving the company for a similar role in another company. The work of appointing a successor will begin immediately.

"I would like to thank Susanna for her time at Pricer. She has been instrumental during a period of transformation and without her dedication, sincerity, persistence and great sense of humor, work would have been much harder and not as rewarding. I wish her the very best in her future endeavors", says Magnus Larsson, President and CEO at Pricer.

"Pricer is facing an exciting time of growth and opportunities. My time here has been incredibly stimulating and it has been a steep learning curve. I am grateful to have had the opportunity to participate in the company's development in recent years. It has not been an easy decision to leave such a dynamic environment and a great team", says Susanna Zethelius.

Susanna Zethelius 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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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 November 9, 2023.

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