



PRESS RELEASE

from Pricer AB (publ) March 21, 2023

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 2023 approves 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 and Jenni Virnes, and furthermore proposes that Emil Ahlberg and Torbjörn Möller be elected as new Board members. Board member Irene Waldemarson has declined re-election. Knut Faremo is proposed to be re-elected as Chairman of the Board.

Emil Ahlberg is 47 years and has a M.Sc. from Stanford University, M.Sc. from Chalmers University of Technology, and has studied finance at Harvard University. Emil Ahlberg has long-term experience in business management, board experience, and investments, from positions in companies including Investor AB, Provider Venture Partners and Grönlittsgruppen. He is the CEO and co-founder of PLUS Asset Management with the index fund business PLUSfonder, with approximately SEK 2.5 billion under management. Emil Ahlberg owns 503 876 shares of Pricer AB.

Torbjörn Möller is 57 years old and holds a M.Sc. Electrical Engineering from KTH Royal Institute of Technology. Torbjörn Möller has 18 years experience from COO positions - in Business Management, Product development & Supply chain management, within companies such as Cparta Cyber Defense, Tobii Technology AB, EA DICE and Pricer AB where he was Group Chief Operations Officer and member of the executive management team 2015–2018. Torbjörn Möller is currently co-founder and COO of CPARTA Cyber Defense AB.

Information concerning the current board members who are proposed for re-election is available on the Company's website www.pricer.com

The Annual General Meeting will be held on May 19, 2023.

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 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



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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.