



## PRESS RELEASE

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### The Nomination Committee's proposal for election of Board members 2024

The Nomination Committee of Pricer AB (publ) has decided to propose that the Annual General Meeting 2024 approves the following proposals regarding the number of Board members and election of Board members.

The Nomination Committee proposes that the number of members of the Board of Directors shall be six.

The Nomination Committee proposes, for the period until the end of the next Annual General Meeting, re-election of Bernt Ingman, Ole Mikael Jensen, Emil Ahlberg, Torbjörn Möller and Jenni Virnes and new election of Linda Pimmeshofer. Hans Granberg and Jonas Guldstrand have declined re-election. Bernt Ingman is proposed to be re-elected as Chairman of the Board.

Linda Pimmeshofer is a 45-year-old civil economist and systems science (DSV) graduate from Stockholm University. She has 20 years of experience in digital transformation and has spent the past 10 years as a business developer at Microsoft, focusing on the retail industry, working as a strategic advisor and a creative innovation partner for both Swedish and international companies in Retail. Linda left Microsoft in April 2023. Linda is now part of a consortium called AI-labbet, which focuses on the impact and potential of AI, and runs a consulting company called Change Retail AB. Additionally, she is involved in several startups as a board member and advisor. Linda Pimmeshofer does not own any shares in Pricer AB.

Information about the proposed Board members is available on the Company's website, [www.pricer.com](http://www.pricer.com).

The Annual General Meeting will be held on May 7, 2024.

The Nomination Committee's full proposals and motivated statement will be released in connection with publication of the notice of the Annual General Meeting.

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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)