

Pricer increases the number of outstanding shares

In July, Pricer has decreased the number of Treasury shares with a total of 224,176 class B shares due to the fulfillment of obligations under the share savings program launched in 2014. As of July 31st, Pricer thus owns 705,131 class B shares. The total number of outstanding shares was 110,266,650.

Class of shares 2017-07-31

Class of shares	No. of shares	Votes per share	No. of votes
Class A	225,523	5	1,127,615
Class B	110,746,258	1	110,746,258
<i>Total number of shares and votes</i>	<i>110,971,781</i>		<i>111,873,873</i>
Whereof Treasury shares	705,131	1	705,131
Total number of outstanding shares and votes	110,266,650		111,168,742

For further information, please contact:

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This information is information that Pricer AB is obliged to make public pursuant to the Financial Instruments Trading Act. The information was submitted for publication at 08:30 CET on July 31 2017.

Pricer, founded in 1991 in Uppsala, Sweden, is the global leader in providing in-store shelf-edge digital solutions that enhance both store performance and the shopping experience. Pricer AB (publ) is quoted on the Small Cap list of Nasdaq Stockholm. For further information, please visit www.pricer.com.