

PRESS RELEASE

from Pricer AB (publ) 28 mars 2018

Pricer AB Annual Report 2017

The Pricer AB Annual Report 2017 is from today available at our website:
corporate.pricer.com/en/investor-relations/annual-reports/

The Annual Report will be printed in a limited edition and will be distributed to shareholders who so wishes. The order can be placed to ir@pricer.com.

The English translation of the Annual report will be published at our website during week 14.

For further information, please contact:

Annika Blondeau Henriksson, interim CFO, +46 8 505 582 00

This information is information that Pricer AB is obliged to make public pursuant to the Securities Market Act. The information was submitted for publication at 9:00 CET on March 28, 2018.

About Pricer

Pricer AB, founded in Sweden in 1991, listed on the NASDAQ Stockholm, is a global leader in providing in-store digital shelf-edge solutions that enhance both store performance and the shopping experience. The increasingly feature-rich Pricer platform is fast, robust, interconnectable and scalable.