

Appointment of the Nomination Committee for the AGM 2019

In accordance with the decision at the Annual General Meeting on April 26, 2018 Pricer's Chairman of the Board Bernt Ingman has contacted the company's largest shareholders to form a Nomination Committee. The Chairman has, when selecting the largest shareholders, given due consideration to groups of shareholders who have indicated a wish to participate jointly in the Nomination Committee.

The shareholders and representatives comprising the Nomination Committee, in addition to the Chairman of the Board Bernt Ingman, are:

- Göran Sundholm, representative of own ownership.
- Ulf Palm, representative of own ownership and nominated by SifonenAB/Lars Ingvarsson, CMG i Täby AB, Hans Granberg, Anderssons Livs i Tingsryd AB and others.
- Göran Bronner, representative of own ownership and nominated by Thomas Krishan, Per-Arne Åhlberg/GoMobile Nu AB, Johan Strömberg/Land & Berg AB and Roger Holmström.
- Gunnar Ek, nominated by smaller shareholders.

As of September 30, 2018, these shareholders combined represent about 29 percent of the votes in Pricer AB.

Gunnar Ek has been appointed Chairman of the Nomination Committee.

The Nomination Committee will prepare proposals for the Annual General Meeting in 2019 regarding Board members, Chairman of the Board of Directors, Chairman of the Annual Meeting, remuneration of the Board of Directors and the Auditors and, to the extent deemed necessary, proposal regarding amendments of the current instruction for the Nomination Committee.

The Annual General Meeting will be held Thursday, April 25, 2019 at 14:00 at Kapitel 8 Klara Strand, Klarabergsviadukten 90, in Stockholm.

Shareholders who wish to contact Pricer's Nomination Committee to submit proposals can contact the Committee by e-mail at ir@pricer.com or by letter to: Pricer AB, Attention: Valberedningen, Box 215, S-101 24 Stockholm, Sweden.

For further information, please contact:

Helena Holmgren, CEO, Pricer AB, +46 8 505 582 00

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.