



PRESS RELEASE

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Pricer shortlisted in two categories at the Retail Week Technology Awards 2013 in the UK

Pricer, the retail industry's leading provider of Electronic Shelf Label (ESL) solutions, today announced it has been shortlisted in two categories at the prestigious Retail Week Technology Awards: Store Technology of the Year and Project Implementation of the Year, in the UK.

Pricer has entered both categories on the back of the recent, successful implementation, through its partner Herbert Retail, of its ESL solution based on graphic e-paper displays in Nisa Local, Shrewsbury. Nisa is the UK's leading member-owned organisation and the group is dedicated to ensuring the highest quality shopping experience for every customer. Therefore, switching from paper labels to Pricer's world-leading ESL solution was an easy choice for Nisa to make. Nisa Local's Shrewsbury store is the first convenience store in the UK to use ESLs.

Pricer's ESL solutions bring the perfect combination of enhanced customer satisfaction and benefiting the retailer's bottom line. At Nisa Local, Shrewsbury, this was clearly seen. By creating a richer, improved experience for the customers, through among other things QR-codes directly on the displays, the store was able to see tangible results. Furthermore, the store's operations were streamlined and made more efficient thanks to the solution's reliability and ease-of-use.

In being shortlisted at the Retail Week Technology Awards 2013, Pricer joins some of the largest names in retail. "It is a great achievement to be a finalist," commented Niclas Qvist, Head of Marketing and Partner management at Pricer. "As IT continues to permeate retailer's business strategies, more and more organisations have great retail technology stories to tell – we know we faced fierce competition to even be shortlisted, and it is definitely down to the quality of our products and services."

Pricer is a finalist for both the brand new Store Technology of the Year award, as well as for the Project Implementation of the Year award. After being selected by a panel of expert judges, the winners will be announced during a ceremony at London's Hilton Hotel, Park Lane, on June 19th.

For further information, please contact:

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In its capacity as issuer, Pricer AB is releasing the information in this press release in accordance with the Swedish Securities Exchange Act (2007:528). The information was distributed to the media for publication at 14:30 hrs CET on Friday, April 12th, 2013.

Pricer provides the retail industry's leading electronic display and Electronic Shelf Label (ESL) platform, solutions, and services for intelligently communicating, managing, and optimizing price and product information on the retail floor. The platform is based on a two-way communication protocol to ensure a complete traceability and effective management of resources. The Pricer system significantly improves consumer benefit and store productivity by simplifying work in the store.

Pricer, founded in 1991 in Uppsala, Sweden, offers the most complete and scalable ESL solution. Pricer has installations in over 50 countries with the largest ESL world market share. Customers include many of the world's top retailers and some of the foremost retail chains in Europe, Japan and the USA. Pricer, in co-operation with qualified partners, offers a totally integrated solution together with supplementary products, applications and services.

Pricer AB (publ.) is quoted on the Nordic Small Cap list of OMX. For further information, please visit www.pricer.com

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