

PRESS RELEASE

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One of Argentina's largest grocery retail chains chooses Pricer's electronic shelf label system

One of Argentina's largest grocery retail chains has decided to install Pricer's electronic shelf labels (ESL) in all of its hypermarkets. The order follows a comprehensive study in which the customer evaluated competing solutions in the Argentine market. Pricer's flexible and cost-effective system meets critical demands on reliability and scalability.

"This strategically significant order confirms Pricer's position as the market leader in Latin America", says Jonas Vestin, CEO of Pricer AB. "The grocery retail industry is working with an aggressive cost focus and high demands on efficiency. Pricer and our Argentinian partner, Compañía Hasar, can now contribute to the customer's long-term growth plan and boost its profitability."

"Our customer studied all of the competing solutions in Argentina and chose Pricer because we can deliver a reliable two-way communication system with a proven ability to update prices according to the customer's stringent requirements," says Mauricio Bazan, Sales Director for Pricer Latin America.

The order will be delivered during the first quarter 2016 but is not expected to have a materially impact on the result for the quarter.

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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 and/or the Financial Instruments Trading Act. The information was distributed to the media for publication at 12:30 hrs CET on February 17, 2016.

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.