

## **CEO Andreas Renulf leaves Pricer**

Andreas Renulf, CEO of Pricer AB has for personal reasons and at his own request decided to leave his position at Pricer.

The recruitment process to appoint a new CEO has been initiated. Andreas will remain in his position until further notice during the notice period.

Bo Kastensson will take on the position of working Chairman during Andreas' notice period and comments as follow: "Andreas' resignation is unfortunate during the transition to a more active growth strategy that Pricer has embarked on. We have however a strong and competent management team that will continue to drive this strategy together with Andreas and me during the recruitment process to appoint a new CEO. I will actively support the management team in this work."

**For further information, please contact:**

Bo Kastensson, Chairman, Pricer AB, +46 70 876 59 95

This information is information that Pricer AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 15:30 CET on April 19 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](http://www.pricer.com).*