

Correction of reporting date

The latest interim report published on July 21, 2017 states incorrectly that the next interim report will be published on October 26, 2017. The correct publishing date is October 25, 2017. The correct date has been provided in the financial calendar of the website.

For further information, please contact:

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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 above, at 13:00 CET on October 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.