

PRESS RELEASE
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New recruitment in Pricer AB

Pricer recruits Jörgen Jost auf der Stroth as VP Supply Chain & Procurement. Jörgen takes over responsibility from Torbjörn Möller who leaves his employment at the beginning of the year. Jörgen holds an engineering degree combined with university studies in electromechanical engineering. He also has education in International Operations and extensive experience from similar leading positions within Teleca and Ericsson. Jörgen will take office no later than March 1, 2018. He will report to the CEO and be part of the company's management team.

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 set out above, at 13:00 CET on January 4, 2018.

***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.*