

Pricer; New recruitment and organizational change

Pricer recruits Edvin Ruud as Vice President Sales effective immediately. In his role, Edvin will align the global sales organization in order to maximize the company's growth potential. Edvin, who has studied both engineering and business administration, has extensive experience of leading positions in technology-intensive companies such as Ericsson, Cisco and Ciena. Most recently, Edvin came from the role of CEO for Apis Technical Training AB. Edvin reports to Pricer's CEO and is part of the company's management team

Nils Hulth is appointed Vice President Product Management and Business Development, with responsibility for the company's product portfolio, marketing and strategic partnerships.

Christophe Desloge, manager of Pricer's operations in France, becomes a permanent member of the company's management team.

With these changes, Pricer's management team consists of:

Helena Holmgren, acting CEO
Edvin Ruud, VP Sales
Nils Hulth, VP Product Management & Business Development
Jörgen Jost auf der Stroth, VP Supply Chain & Procurement
Johan von Konow, VP R&D
Annika Blondeau Henriksson, interim CFO
Charles Jackson, Head of Americas region
Christophe Desloge, Head of France

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 12:00 CET on April 23, 2018.

About Pricer

Pricer AB, founded in Sweden in 1991, listed on the NASDAQ Stockholm, is a global leader in providing in-store digital shelf-edge solutions that enhance both store performance and the shopping experience. The increasingly feature-rich Pricer platform is fast, robust, interconnectable and scalable.