

## PRESS RELEASE

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### **The Nomination Committee's proposal for election of new Board members**

The Nomination Committee of Pricer AB (publ) has decided to propose that the Annual General Meeting approve the following proposals regarding the number of Board members and election of Board members.

The Nomination Committee proposes that the number of Board members be six (6).

For the period until the end of the next Annual General Meeting, the Nomination Committee proposes re-election of Board members Bernt Ingman, Hans Granberg, Jonas Guldstrand, Thomas Krishan and Jenni Virnes, and furthermore proposes that Knut Faremo be elected as a new Board member. Bernt Ingman is proposed as Chairman of the Board.

**Knut Faremo**, (born 1957) is proposed by the Nomination Committee with a desire to supplement the board with an international member bringing extensive leadership experience combined with deep industry experience from European retail. Knut currently runs his own consulting business, including board assignments with a focus on retail. He has more than 30 years of experience as a business executive and investor in the retail industry in all Scandinavian countries, combined with a broad network of contacts in the French market. During the past fifteen years he has been engaged in various forms in Norgesgruppen, Dagrofa, Coop Shops & Supermarkets, Apoteket Hjärtat and Picard Sweden. Knut has a degree in mathematics and economics from an upper secondary school in Norway. Knut Faremo is independent in relation to Pricer AB and its management and independent in relation to the company's largest shareholders. Knut currently holds no shares in Pricer AB.

The Annual General Meeting will be held in Stockholm, on April 25, 2019, at 2:00 p.m. at Kapitel 8, Klara Strand, Klarabergsviadukten 90, in Stockholm.

The Nomination Committee's full proposals and motivated statements will be released in connection with publication of the notice of the Annual General Meeting.

**For further information, please contact:**

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**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.