

Nomination committee appointed ahead of 2020 Annual General Meeting of Pricer AB

Pricer AB (publ) has appointed the nomination committee ahead of the 2020 Annual General Meeting.

In accordance with the decision at the Annual General Meeting on April 25, 2019 Pricer's Chairman of the Board Bernt Ingman has contacted the company's largest shareholders to form a Nomination Committee. The Chairman has, when selecting the largest shareholders, given due consideration to groups of shareholders who have indicated a wish to participate jointly in the Nomination Committee.

The shareholders and representatives comprising the Nomination Committee, in addition to the Chairman of the Board Bernt Ingman, are:

- Göran Sundholm, own holdings.
- Richard Törnblom, nominated by Sifonen AB/Lars Ingvarsson, Hans Granberg, Anderssons Livs i Tingsryd AB, Stefan Olsson Management AB, J Grill Management AB and Ulf Palm.
- Wilhelm Gruvberg, nominated by Alcur Fonder AB, Tamt AB/Theodor Jeansson and Thomas Krishan.
- Gunnar Ek, nominated by smaller shareholders.

As of September 30, 2019, these shareholders combined represent about 27 percent of the votes in Pricer AB.

Gunnar Ek has been appointed Chairman of the Nomination Committee.

The Nomination Committee will prepare proposals for the Annual General Meeting in 2020 regarding Board members, Chairman of the Board of Directors, Chairman of the Annual Meeting, remuneration of the Board of Directors and the Auditors and, to the extent deemed necessary, proposal regarding amendments of the current instruction for the Nomination Committee.

The Annual General Meeting will be held Thursday, May 6, 2020 at 14:00 at Kapitel 8 Klara Strand, Klarabergsviadukten 90, in Stockholm.

Shareholders who wish to contact Pricer's Nomination Committee to submit proposals can contact the Committee by e-mail at ir@pricer.com or by letter to: Pricer AB, Attention: Valberedningen, Box 215, S-101 24 Stockholm, Sweden.

For further information, please contact:

Helena Holmgren, President and CEO, +46 702 870 068
info@pricer.com

Every care has been taken in the translation of this document. In the event of discrepancies, the Swedish original will supersede the English translation.

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. For further information, please visit www.pricer.com