

### **Pricer AB appoints Susanna Zethelius as new CFO**

**Pricer has recruited Susanna Zethelius as new CFO and member of the Executive Management Team. Susanna will take office no later than September 1, 2021.**

Susanna is currently the CFO at Clear Channel Scandinavia. In addition to her experience as CFO in a growth company, Susanna has had roles such as management consultant and financial analyst after graduating from Stockholm School of Economics.

"I am pleased to welcome Susanna to Pricer. Her strategic and analytical skills together with her personal qualities will be of great importance for our continued growth journey. Her experience from working closely to the business and providing support will be a valuable asset to the management team as we broaden our offering and introduce new business models, says Helena Holmgren, President and CEO at Pricer.

**For further information, please contact:**

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*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 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. Pricer was founded in Sweden in 1991 and is listed on NASDAQ Stockholm. For further information, please visit [www.pricer.com](http://www.pricer.com)