

Nomination committee appointed ahead of 2022 Annual General Meeting of Pricer AB

In accordance with the decision at the Annual General Meeting on April 29, 2021 Pricer's Chairman of the Board Knut Faremo has contacted the company's three largest shareholders to form a Nomination Committee. Shareholders shall also include such a group of two or more shareholders who have notified the Chairman of the Board that they wish to participate jointly in the Nomination Committee's work.

The shareholders and representatives comprising the Nomination Committee are:

– Göran Sundholm, own holding.

– Ulf Palm, nominated by Sifonen AB/Lars Ingvarsson, Hans Granberg, Anderssons Livs i Tingsryd AB, Stefan Olsson Management AB/Stefan Olsson and Ulf Palm.

– Wilhelm Gruvberg, nominated by Alcur Fonder AB, Thomas Krishan and Tamt AB.

As of October 31, 2021, these shareholders combined represent about 25 percent of the votes in Pricer AB.

At the Nomination Committee's first meeting, a Chairman of the Nomination Committee will be appointed. This information will subsequently be updated on the company's website.

The Nomination Committee will prepare proposals for the Annual General Meeting in 2022 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 on May 11, 2022, in Stockholm.

Shareholders who wish to contact Pricer's Nomination Committee to submit proposals can contact the Committee in due time ahead of the Annual General Meeting 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 (0)702 870 068 or ir@pricer.com

This information was submitted for publication, through the agency of the contact persons set out above, at 11:30 CET on November 11, 2021.

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 leading global technology company serving the rapidly growing smart retail market with in-store digital solutions that enhance both store performance and the shopping experience. Through electronic shelf labels, advanced technology, such as optical wireless communication and AI, and continuous innovation, Pricer offers the foundation for in-store communication and efficiency. The industry leading Pricer platform delivers benefits from 30 years of deployment experience and 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