



PRESS RELEASE

February 10, 2022

Helena Holmgren announces her departure as CEO for Pricer

Helena Holmgren has today informed the Board of Directors of Pricer AB that she has decided to resign as CEO. The Board of Directors now initiates the search for a successor. Until a new CEO is in place, the company's current Group Finance Director, Magnus Midgard, will be acting CEO, and Knut Faremo, Chairman of the Board, will be executive Chairman of the Board.

"I would like to thank Helena for her contribution to Pricer, which today is a leading global player in digital store solutions. Under Helena's leadership, Pricer has made an extensive transformation, from a hardware supplier to a leading tech company in Smart Retail. The board and I regret that Helena has chosen to resign, but we respect her decision, says Knut Faremo, Chairman of the Board of Pricer.

"I am proud to have led Pricer for almost five years. During that time, we have made an extensive transformation of the company. We have dedicated employees who do a fantastic job every day, but after seven years with the company, I feel it's time to hand over to someone else. The company is very well positioned, and I have therefore made the decision that now is the right time to hand over the leadership for the future", says Helena Holmgren.

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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 persons set out above, at 22:00 CET on February 10, 2022.

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 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