



PRESS RELEASE

May 26, 2023

Pricer's Chairman of the board will not stand for re-election

Pricer's Chairman of the board Knut Faremo has informed the nomination committee that he will not stand for re-election at Pricer's annual general meeting on June 7, 2023. The nomination committee will return shortly with a revised proposal.

Knut Faremo has been a member of the board since 2019 and chairman of the board since 2020.

"I want to thank Pricer's shareholders for their trust during these years. Pricer has fantastic possibilities and prospects ahead. However, due to several other commitments, I am unable to devote to this assignment the dedication required and will therefore not stand for re-election", says Knut Faremo.

"Knut has been a great asset for the company during a period of strong growth. We want to thank him for the work he has done on the board. The nomination committee will return shortly with a revised proposal", says Ulf Palm, Chairman of the nomination committee of Pricer.

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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 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