



PRESS RELEASE

from Pricer AB (publ) May 30, 2023

The Nomination Committee's revised proposal for election of Board members

The Nomination Committee of Pricer AB (publ) has decided to propose that the Annual General Meeting 2023 approves the following proposals regarding the number of Board members and election of Board members.

The Nomination Committee proposes that the number of Board members be seven (7).

For the period until the end of the next Annual General Meeting, the Nomination Committee proposes re-election of Board members Hans Granberg, Jonas Guldstrand and Jenni Virnes, and furthermore proposes that Emil Ahlberg, Torbjörn Möller, Bernt Ingman and Ole Mikael Jensen be elected as new Board members. Board member Irene Waldemarson and Chairman of the Board Knut Faremo have declined re-election. Bernt Ingman is proposed to be elected as Chairman of the Board.

Bernt Ingman is 68 years and has a MSc. Business Studies and Economics from School of Economics at Uppsala University, Sweden. Bernt Ingman has extensive experience in various financial positions at international industrial and technology companies. Previously CFO of listed companies such as Husqvarna, Munters, Gunnebo, Doro and Alimak. He has more than 25 years of broad experience from board work in listed as well as private companies both in the role of chairman and regular board member in companies such as Micro Systemation AB, TagMaster AB, and Beijer Ref AB. During 2014–2020 he was a member of the Board of Directors of Pricer AB, and Chairman of the Board 2017–2020. Bernt Ingman owns 105,000 shares in Pricer AB.

Ole Mikael Jensen is 53 years and has an MSc.Econ. from Aarhus University in Denmark complemented with additional qualifications from Cranfield University, INSEAD, and IMD Business School. Ole Mikael Jensen is an international executive with 25 years of experience in the global construction and building materials industry. His main experience comes from NCC, Stark Group, and FTSE100 plumbing and heating products distributor Wolseley plc (now Ferguson plc) where he was part of the top executive team. In recent years he has been advising Private Equity, Investment funds, and banks globally and he is serving as chairman and investor in various SMEs. Ole Mikael Jensen owns no shares in Pricer AB.

Emil Ahlberg is 47 years and has a M.Sc. from Stanford University, M.Sc. from Chalmers University of Technology, and has studied finance at Harvard University. Emil Ahlberg has long-term experience in business management, board experience, and investments, from positions in companies including Investor AB, Provider Venture Partners and Grönklittsgruppen. He is the CEO and co-founder of PLUS Asset Management with the index fund business PLUSfonder, with approximately SEK 2.5 billion under management. Emil Ahlberg owns 457,376 shares in Pricer AB.

Torbjörn Möller is 57 years old and holds a M.Sc. Electrical Engineering from KTH Royal Institute of Technology. Torbjörn Möller has 18 years experience from COO positions - in Business Management, Product development & Supply chain management, within companies such as Cparta Cyber Defense, Tobii Technology AB, EA DICE and Pricer AB where he was Group Chief Operations Officer and member of the executive management team 2015–2018. Torbjörn Möller is currently co-founder and COO of CPARTA Cyber Defense AB. Torbjörn Möller owns 1000 shares in Pricer AB.



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Information concerning the current board members who are proposed for re-election is available on the Company's website www.pricer.com

As the nomination committee's revised proposal includes seven Board members instead of the previous six Board members, the total board fee amounts to a total of SEK 2,600,000.

The Annual General Meeting will be held on June 7, 2023.

For further information, please contact:

Ulf Palm, Chairman of the Nomination Committee, +46 (0)708 666 355

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.