



PRESS RELEASE

January 31, 2024

Pricer appoints Claes Wenthzel as acting CFO after Susanna Zethelius

As communicated previously, Susanna Zethelius is leaving her role as CFO at Pricer AB. As of February 12, 2024, Claes Wenthzel is nominated as acting CFO.

Claes Wenthzel has extensive and broad experience as CFO in international and listed companies. His most recent position was as the CFO at Newsec group. He has previously been CFO at, among others, Resurs Holding AB, Starbreeze and Catena Media, as well as acting CFO at Pricer.

"I warmly welcome Claes to Pricer. His prior experience will significantly complement our organization, particularly his expertise in profitability focus and international groups, which will be crucial as we navigate the current phase of transformation and lay the foundation for sustainable, long-term growth, says Magnus Larsson, President and CEO.

Susanna Zethelius remains with the company during a transition period. The recruitment of a permanent CFO is ongoing

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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