



PRESS RELEASE

from Pricer AB (publ) May 31th 2013

Pricer increases the number of shares by 0.68 %

Pricer has during the month of May issued 750,000 C-shares in line with decision at the Annual General Meeting in April intended for the share saving program for employees. These shares will in June be acquired by Pricer and hence owned by Pricer. The shares will then also be converted to B-shares. The total number of outstanding shares has then increased to 110,641,781, an increase by 0.68 percent. This information is made public in accordance with the Swedish law on trading with financial instruments ("lagen om handel med finansiella instrument").

Class of shares 2013-05-31

Class of shares	No. of shares	Votes per share	No. of votes
Class A	225 772	5	1 128 860
Class B	109 666 009	1	109 666 009
Class C	750 000	0.5	375 000
Totalt number of shares and votes	110 641 781		111 169 869

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In its capacity as issuer, Pricer AB is releasing the information in this press release in accordance with the Swedish Securities Exchange Act (2007:528). The information was distributed to the media for publication at 14:15 hrs CET on Friday, May 31th, 2013.

Pricer provides the retail industry's leading electronic display and Electronic Shelf Label (ESL) platform, solutions, and services for intelligently communicating, managing, and optimizing price and product information on the retail floor. The platform is based on a two-way communication protocol to ensure a complete traceability and effective management of resources. The Pricer system significantly improves consumer benefit and store productivity by simplifying work in the store.

Pricer, founded in 1991 in Uppsala, Sweden, offers the most complete and scalable ESL solution. Pricer has installations in over 50 countries with the largest ESL world market share. Customers include many of the world's top retailers and some of the foremost retail chains in Europe, Japan and the USA. Pricer, in co-operation with qualified partners, offers a totally integrated solution together with supplementary products, applications and services.

Pricer AB (publ.) is quoted on the Nordic Small Cap list of OMX. For further information, please visit www.pricer.com

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