



PRESS RELEASE

from Pricer AB (publ) May 30th 2014

Pricer's number of outstanding votes increase with 0.3 percent

Pricer has during the month of May issued 330,000 Class C shares and subsequently converted all these shares to Class B shares. These shares are owned by the Company. The number of votes in the Company has increased by a net 0.3 percent from these actions.

Class of shares 2015-05-31

Class of shares	No. of shares	Votes per share	No. of votes
Class A	225,523	5	1,127,615
Class B	110,746,258	1	110,746,258
Total number of shares and votes	110,971,781		112

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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 16:00 hrs CET on Friday, May 30th, 2014.

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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