

PRESS RELEASE
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Deputy CEO Charles Jackson transfers to the USA to lead strategic growth initiative

Donald Charles Jackson, Deputy CEO & Executive Vice President of Pricer and currently based in Paris will, over a transition period of coming few months, move to Atlanta, USA to lead the expansion efforts in the growing Americas market (US/Canada and Latin America).

“We are seeing an increased demand for digital retail automation among retailers in the Americas region in which the Pricer team and solution has secured the leadership position. By having our most senior member of the group management team based in the region and fully focused on all aspects of the market we will make it our top strategic venture and ensure the organization is scaled for growth,” comments Bo Kastensson, executive chairman of Pricer.

“We have a great team in place in Atlanta that has successfully built a strong brand and partnerships in the market and I am much looking forward to continuing that work together with the team”, says Charles Jackson. “Our expansion is driven by our unique ability to address today’s operational challenges for in-store automation and price optimization, as well as the evolutions that address digital retail transformation. Having an even stronger presence in the US and throughout the Americas region will allow us to engage with customers and address their specific challenges more effectively.”

For further information, please contact:

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Pricer, founded in 1991 in Uppsala, Sweden, is the global leader in providing in-store shelf-edge digital solutions that enhance both store performance and the shopping experience. Pricer AB (publ) is quoted on the Small Cap list of Nasdaq Stockholm. For further information, please visit www.pricer.com.