

PRESS RELEASE
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Helena Holmgren is appointed acting CEO of Pricer AB

Helena Holmgren, currently CFO of Pricer AB, has been appointed acting CEO of Pricer AB starting August 14, 2017 and until a new CEO has been recruited. Helena will take over from Andreas Renulf who resigned from the position earlier this year, and will remain as advisor to the acting CEO during the notice period.

Helena joined Pricer AB as CFO in March 2015 from the position as CFO of Edgeware AB that she held for 6 years. Helena has previously held several positions within the finance function, mainly in business control, at companies such as Intrum Justitia and EF Education in Sweden and the USA.

For further information, please contact:

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This information is information that Pricer AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 09:30 CET on July 19 2017.

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.