

**PRESS RELEASE**  
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## **Pricer's new organization**

As a result of previously announced changes in Pricer's management that the company's CFO Helena Holmgren took on the role as acting CEO, as well as Charles Jackson's move to the United States, where he takes over as President Pricer, Inc. and Head of Americas region in addition to his roles as deputy CEO and Global Marketing Manager, a number of further changes will be implemented in the company's management.

Johan von Konow, former R&D Manager Hardware development, will step into a new role as VP R&D in charge of all product development in the company.

Nils Hulth, former Chief Digital Officer, will move into the role as Head of Sales Pricer AB in charge of sales outside France and Americas region.

Annika Blondeau Henriksson will join Pricer as interim CFO starting September 4. Annika has extensive experience from leading positions within the finance area, among others from Autoliv, Gambro and FLIR. In recent years Annika has worked in several similar interim roles.

Pricer's management team will consist of Helena Holmgren, Charles Jackson, Torbjörn Möller, Johan von Konow, Nils Hulth and Annika Blondeau Henriksson.

In addition, Christophe Desloge, employed in 2015 as Commercial Director French Independents, will take on the position as General Manager Pricer SAS and Head of France starting September 1.

**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 11:00 CET on August 29 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](http://www.pricer.com).*