



## PRESS RELEASE

from Pricer AB (publ) May 10, 2007

### Annual General Meeting held on May 9, 2007

The Annual General Meeting of Pricer AB (publ) was held on May 9th, 2007. The following major decisions were made:

#### **Voting list**

The voting list was approved and 40 percent of total number of votes were present through 43 shareholders.

#### **Election of Board of Directors**

The meeting decided to re-elect Elie Barr, Jan Forssjö, Daniel Furman and Akbar Seddigh. Magnus Schmidt was elected new member of the Board. Salvatore Grimaldi, Göran Lindén and Michael S. Juuhl had after nine and three years respectively on the Board declined re-election. Akbar Seddigh was appointed Chairman and Magnus Schmidt as vice Chairman of the Board.

Magnus Schmidt, born 1940, holds a BA-degree and works since many years as an international consultant. Magnus is currently member of the Board of among others, Einar Matsson AB, Elekta AB, E.ON Trading Nordic AB, and Upplands Motor Holding AB and Chairman of the Board in Einar Matsson AB and Upplands Motor Holding AB.

#### **Formation and duties of the Nomination Committee**

The meeting decided to adopt the proposal regarding the Nomination Committee's composition and duties. It was, however, decided to add one more member to the Committee to be independent and represent the small shareholders of Pricer. The Committee then consists of the chairman of the Board, one representative each of the three largest shareholders and the member mentioned above.

#### **Decision on principles for remuneration to senior executives**

The Shareholders decided to adopt the recommendation of the Board regarding principles for remuneration to senior executives with minor changes.

#### **Authorisation to the Board to issue shares**

The meeting decided to authorise the Board of Directors, on one of more occasions during the period before the next AGM, to decide on the issuance of no more than 50,000,000 new shares of class B. The Board shall have the right to decide on the issuance of shares in exclusion of the shareholders' pre-emptive rights, with or without non-cash consideration.

#### **For further information, please contact:**

Jan Forssjö, President and CEO Pricer AB: +46 8 505 582 00

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

*Pricer, founded in 1991 in Uppsala, Sweden, offers the most complete and scalable ESL solution. Pricer has over 3,100 installations across three continents with approximately 60 % 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](http://www.pricer.com)*

**Pricer AB (publ)**  
**Bergkällavägen 20-22**  
**SE-192 79 Sollentuna**  
**Sweden**

**Website: [www.pricer.com](http://www.pricer.com)**  
**Telephone: +46 8 505 582 00**  
**Corporate Identity number: 556427-7993**