



ZetaDisplay: Board members acquire shares in the company

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Mats Johansson, Chairman of the Board and the largest single shareholder of ZetaDisplay AB (publ), has acquired 200,000 shares in the company. This acquisition makes Mats Johansson's ownership total 2,030,775 shares, equivalent to 16.6% of the votes and capital.

Anders Pettersson, Board Member of ZetaDisplay AB (publ), has, via company, acquired 279,458 company shares. This acquisition makes Anders Pettersson's ownership total 500,000 shares, equivalent to 4.1% of the votes and capital.

Anders Moberg, Board Member of ZetaDisplay AB (publ), has, through underwriting, acquired 262,500 company shares. This acquisition makes Anders Moberg's ownership total 700,000 shares, equivalent to 5.7 % of the votes and capital.

Mats Leander, Board Member of ZetaDisplay AB (publ), has acquired 200,000 company shares. This acquisition makes Mats Leander's ownership, privately and via company, total 710,500 shares, equivalent to 5.8 % of the votes and capital.

In total the above Board Members have acquired 941,958 shares in ZetaDisplay AB (publ), which is equivalent to 7.7% of the votes and capital, and their joint ownership amounts to 32.2% of the votes and capital of the company.

"We believe in the long term future of the company, that is undergoing an exciting period of growth. In the five years of trading leading up to 2013 the company grew on average by 15% per year, while licensing sales increased by 50% during 2013. Digital marketing is the current trend and we think that the company is in a strong position in this respect," says Mats Johansson, Chairman of the Board of ZetaDisplay AB (publ).

For more information please contact:

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About ZetaDisplay

ZetaDisplay is a leading supplier of Digital Signage to major chains in the retailing and service sectors of the European market. The head office is in Sweden and there are sales offices located in Denmark, Norway, Finland, Estonia and the Netherlands. Since April 2011 the company's shares have been traded on NASDAQ OMX First North Premier, using the ZETA abbreviation. The Certified Adviser is Erik Penser Bankaktiebolag. More information can be found at <http://www.zetadisplay.com>

About Digital Signage and multi-channel communication

ZetaDisplay defines Digital Signage as a system for advertising, profiling and retail store communication, which forwards audio, images and film related to retail stores and information in the public environment. A Swedish name for Digital Signage translates as digital retailing communications. Solutions based on digital displays form a large part of the market, but development is proceeding towards the utilisation of more digital channels to communicate customer offers and other information. This is a matter of solutions that are integrated into social media and web sites, and apps for smart mobile phones and tablets which create interaction with customers. Development is also progressing towards integrating solutions with retailers' cash desks for automatic price updating and the automatic switching of offers on the digital displays.