



FOR IMMEDIATE RELEASE

Price Consulting Industry Disrupted by the Launch of PriceBeam.com
New self-serve service to measure consumers' willingness-to-pay inaugurated and now available globally.

October 5, 2016 (Stockholm, London, Los Angeles). PriceBeam brings a whole new level of convenience, speed, accuracy, and affordability to product managers, marketing managers, and executives wishing to take the guesswork out of setting the right price for their product or service. PriceBeam's combination of software and human pricing know-how is packaged into a ready-to-use service, offered in 70 countries world-wide. Simply fill in some information about the target market on www.pricebeam.com, and hit the "go" button, thereafter in one week a market's actual willingness-to-pay will be measured, analyzed and reported on.

"Setting the right price has, until now, been a complex, convoluted and expensive process, leaving most companies to resort to guesses and gut feel for their pricing decisions," said Per Sjöfors, Co-Founder of PriceBeam. Sjöfors continued: "With PriceBeam's service, companies will stop leaving money on the table, as they always do when not pricing right, and begin a positive reinforcement cycle of higher profits, leading to more resource for innovation and market development. Traditional price research has taken months and cost a fortune. PriceBeam changes all that."

PriceBeam helps companies in a variety of industries, such as consumer goods, consumer services, and investments to price better. Consumer good suppliers get insights about what their markets are willing to pay, entrepreneurs can manage pricing of new products more accurately, and investors can assess the pricing capabilities of companies they are investing in.

PriceBeam is a global company with presence in London (UK), Los Angeles (USA) and Stockholm (Sweden). It is backed by industry leading companies and executives, and leverages decades of experience in pricing and marketing, that already created billions of dollars in added profits for hundreds of companies.

For more information, contact PriceBeam:

PriceBeam Global
2 Glendale Drive
London SW19 7BG
United Kingdom
Tel: +44 207 183 5877
Email: press@pricebeam.com

PriceBeam North America
6033 Woodlake Ave
Woodland Hills, CA 91367
USA
Tel: +1 818 887 4970