

# PRICER

## First quarter of 2022 Financial results Jan – Mar 2022

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# Q1 report highlights

1

Solid and satisfactory growth of revenues and order intake vs Q1 2021 despite challenging market conditions

2

Previously communicated cost increases remained or increased affecting product margins

3

The Canadian market is showing very strong growth across several customer accounts with Canadian Tire being the largest

4

Following the merge of PLUS and Coop in the Netherlands, Pricer received an order to equip 80 stores with ESL during 2022

5

The Swedish and Italian markets showed strong growth while traditional markets continued to show a high demand for Pricer solutions



**Growing  
inflation trigger  
retailers to  
speed up or  
revisit plans to  
deploy ESL  
solutions**

# Market update

1

Inflation across the markets is driving ESL take-up as the need to manage frequent price increase grows at a very high pace

2

Retailer interest in in-store digital transformation is growing fast and they require a flexible, energy efficient & reliable ESL system

3

Digital solutions enabling retailers to engage and communicate with shoppers to generate additional sales is getting traction

4

Pricer ShelfVision pilots, based on Pricer patent, increase product shelf availability in pilot stores and generates very high interest

5

Customer demand for in-store retail technology solutions is growing in the Asia-Pacific market creating new opportunities



**In-store digitalization is critical to drive profitability and consumer loyalty**

# First quarter 2022

- Continued growth in EMEA and Americas regions

Order intake

**551**  
SEK M  
(443)

Net sales

**466**  
SEK M  
(393)

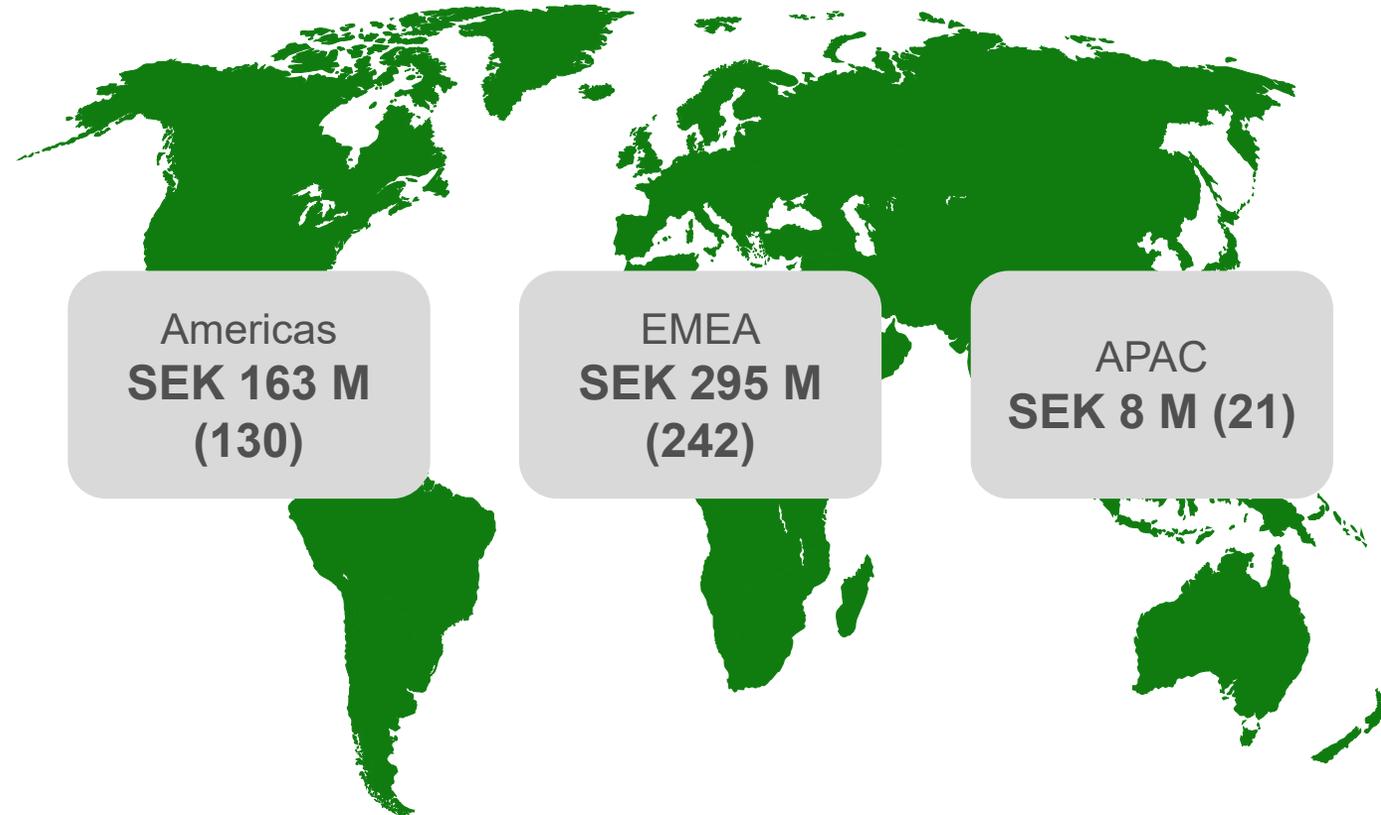
Operating profit

**-9.7**  
SEK M  
(17.3)

Operating margin

**-2.1**  
%  
(4.4)

## Net Sales per region Q1 -22 vs Q1 -21



# First quarter financials

- **Second best order intake in a quarter in Pricer history**

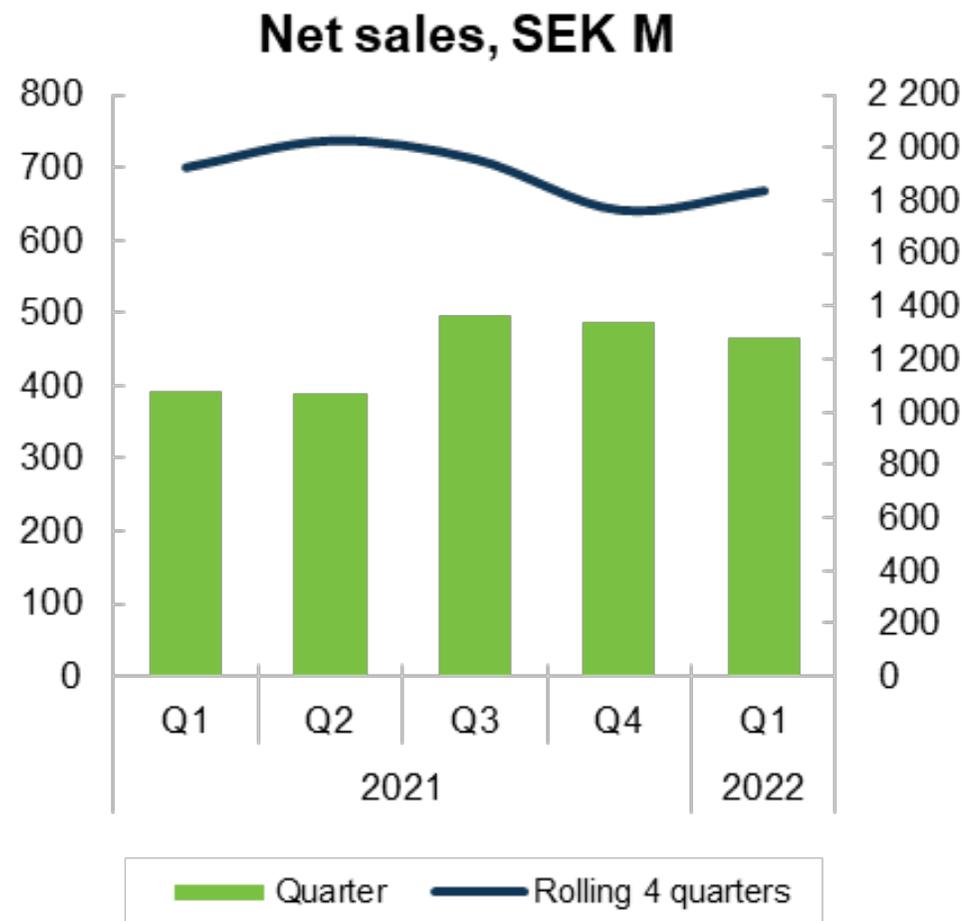
- Order intake of 551 MSEK, +24% vs Q1 2021
  - Demand for ESL accelerating on Canadian market
  - Continued strong demand in France and Norway
  - Large order received from Plus Retail, Netherlands
- Order backlog of 464 MSEK end of March 2022



# First quarter financials

- **Strong Q1 revenue, continued logistics challenges**

- Net sales of 466 MSEK, +19% vs Q1 2021
- Top 3 contributors;
  - Canada
  - France
  - Norway
- Spread across a wide range of customers



# First quarter financials

- Gross margin pressured by components and logistics situation



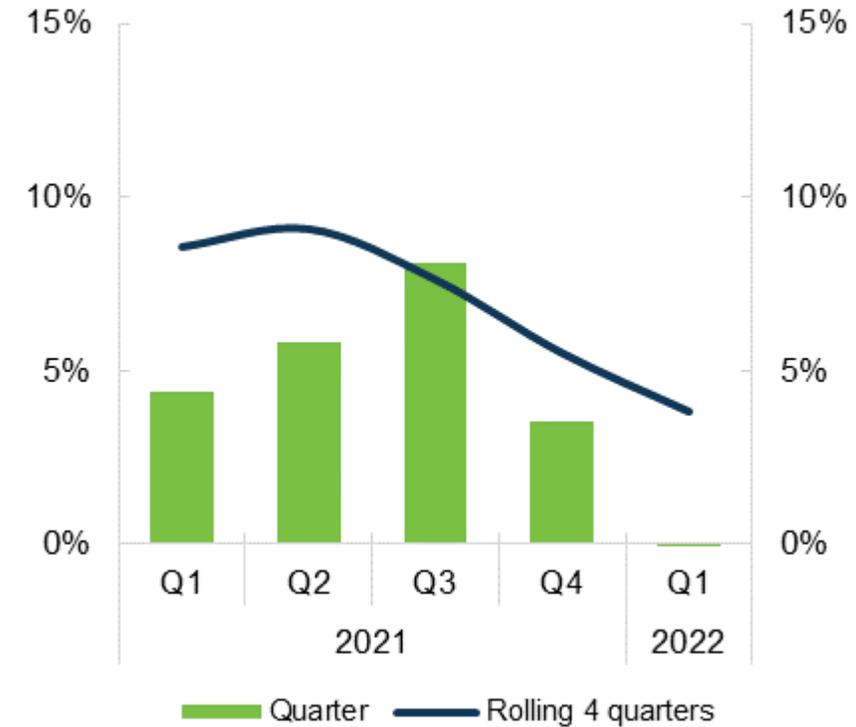
# First quarter financials

- Pressure on gross margin reducing profitability

## Operating profit, SEK M



## Operating margin, %



# First quarter financials

- Global logistics situation causing increased lead times

- No improvement in global logistics situation during Q1
- Temporary expansion of credit facility to manage continued challenges in supply chain and logistics
- Reviewing our supply chain to optimize flows

Cash flow from operating activities, SEK M



# Summary

1

The need for in-store digitalization in all forms is growing across most markets creating a demand for Pricer solutions

2

To capture customer demand with a target to grow faster than the market an updated strategy will soon be presented

3

**“In-Store Communication” will be at the center of the strategy and enable retailers to engage with shoppers, staff and suppliers to enable store process efficiency and increase sales**

4

Communication on Pricer news, strategy execution and interesting customer collaborations will be done regularly

5

Reflecting the start of the year we anticipate continued growth in 2022



**In-Store  
Communication  
solutions will  
enable store  
process efficiency  
and increased  
sales**