

PRICER

Fourth quarter of 2021 Financial results Jan – Dec 2021

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Stockholm, Sweden, February 11, 2022

Market trends

1

E-Commerce continues to grow; many different fulfilment methods being explored

2

Brick & mortar retailers working hard to attract shoppers back into the stores

3

Need for more data and analytics to provide actionable insights for improved shopping experience

4

Shortage of labor and labor costs going up; accelerating need for automation

5

Sustainability: waste reduction, local sourcing



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

Pricer's Smart Retail Solutions

1

Most robust, reliable and high performing ESL system in the industry, enables real-time communication and interaction at shelf edge

2

Broadened revenue streams with increasing recurring revenues from cloud- and software-based subscriptions

3

Shelf vision solution in pilot phase; addresses retailers' need for data and insights to enhance the in-store shopping experience

4

Pricer Plaza enables integration and communication with other in-store systems and solutions

5

Digital labels to support efficient execution of actionable insights to drive customer satisfaction and loyalty



**Increased system
utilization as
retailers are
adopting new
use-cases**

PRICER

Founded in 1991 – listed on Nasdaq Stockholm since 1996

Headquartered in Stockholm, Sweden

DEVELOPMENT THE PAST 5 YEARS



250+ Million

Labels Deployed

180+

Employees

25 Million

Labels Yearly

70+

Countries

19000+

Stores

10

Office Locations

5

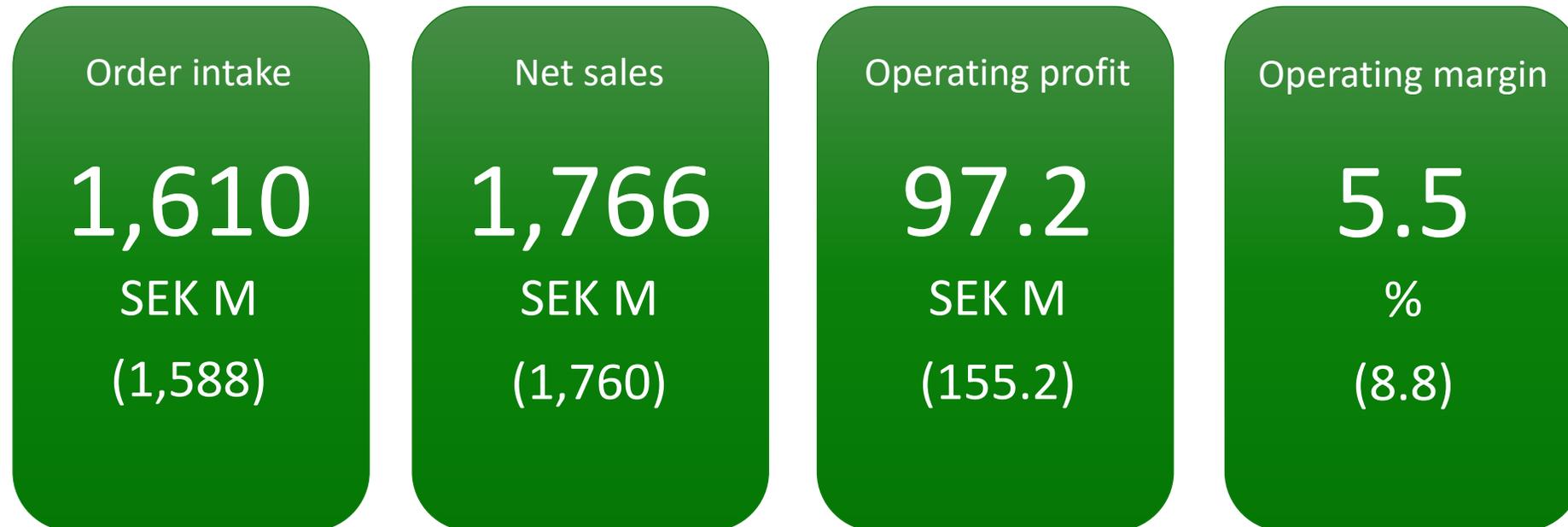
Continents

3

Decades

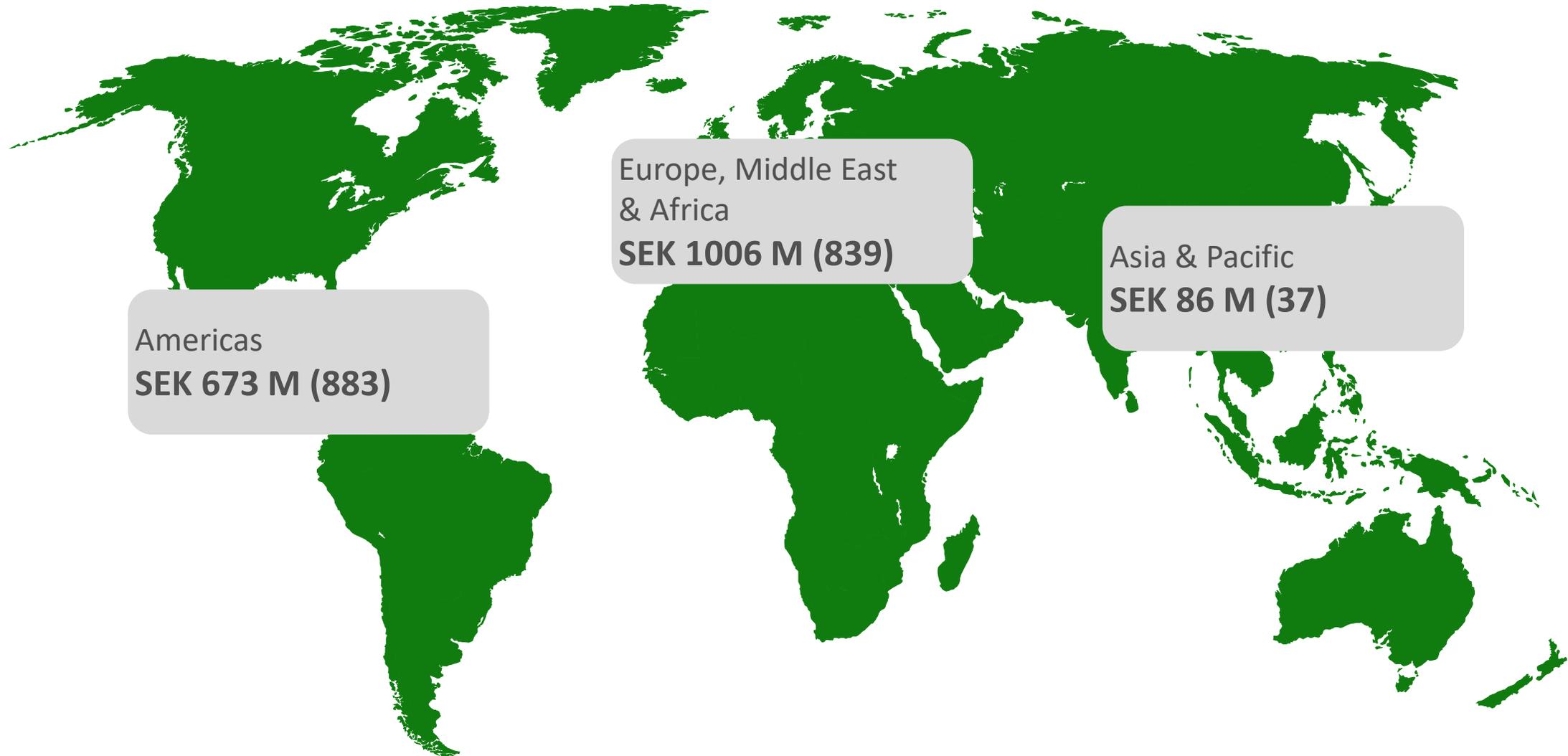
January – December 2021

- Stable net sales and order intake but pressured operating margin



January – December 2021

- Continued growth in EMEA and APAC regions



Fourth quarter 2021

- Solid quarter despite logistic challenges, meeting challenging comps from 2020

Order intake

453

SEK M

(454)

Net sales

488

SEK M

(680)

Operating profit

17.2

SEK M

(69.3)

Operating margin

3.5

%

(10.2)