

Q1 2026 Investor presentation

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PRICER



Pricer in brief

Vision

The preferred partner for in-store communication and digitalization.

6,000+

Stores on Plaza

28.000+

Stores

380+

Million

Labels Deployed

80+

Countries

55+

Million

Labels on Plaza

200+

Employees

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Q1 highlights

- Good run-rate business in almost all markets fueled stable growth of Order Intake
 - Significant growth on the Scandinavian market after a successful shift to a direct sales model
- Financial performance
 - Highest gross margin since 2020, behind gross profit improvement versus Q1 last year, despite slightly lower Net Sales
 - Continuous strong cash flow and improved cash position
 - Net profitability in Q1 vs Net loss in Q1 2025
- The exclusive supplier agreement with Carrefour was terminated in the quarter and will result in lower volumes for Carrefour operated stores
 - Low impact on Pricer's total annual gross profit as Carrefour's contribution is expected to move from mid-single digit in 2025 to low-single digit for 2026
 - Positive trend in order intake from independent French Carrefour retailers



Retail industry insights & macro trends

1. Market growth & strategic digitalization

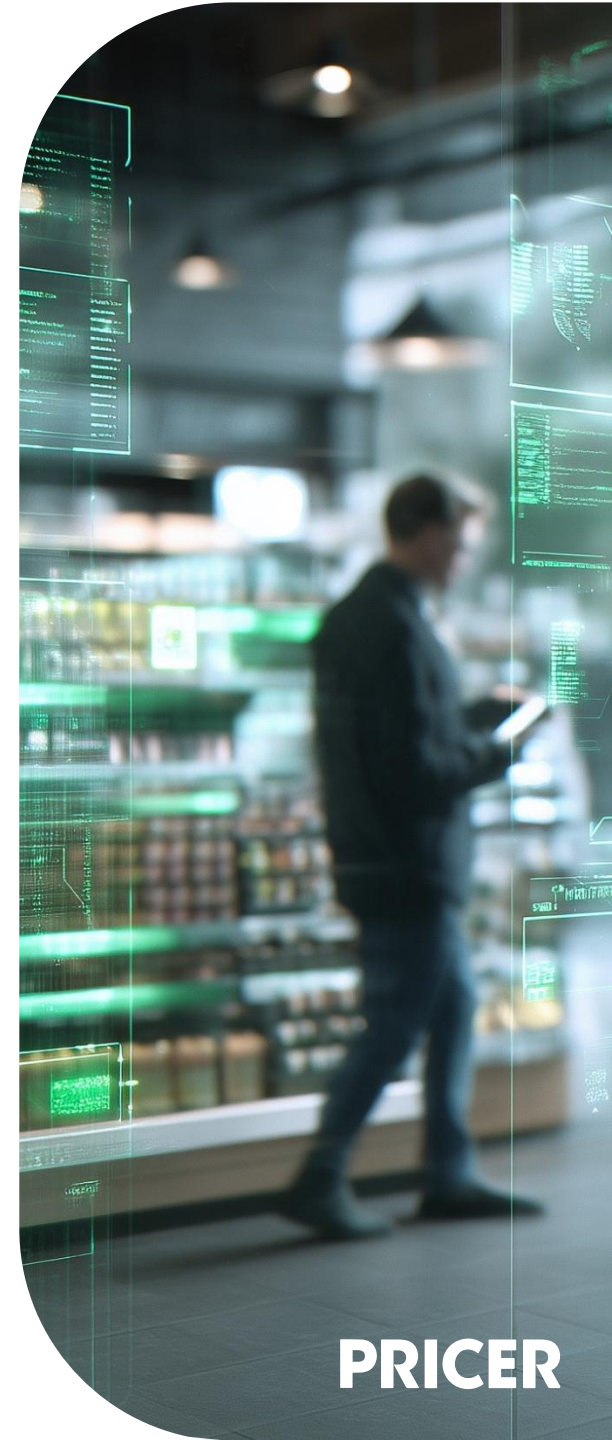
2. Rising operational cost pressures

3. Inventory accuracy & on-shelf availability

4. Evolution of in-store experience

5. Sustainability as a competitive advantage

6. Tech transformation & personalization



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Next phase of Sobeys digital store transformation

- Sobeys is one of Canada's leading supermarket chains with over 1500 grocery and pharmacy stores

History of a successful partnership

- Jun 24 - 90 MSEK order of 50 pilot stores to validate performance and value
- Dec 24 - 485 MSEK order of 5 million ESL for the first deployment wave of Sobeys stores
- April 25 – 51 MUSD order for the second deployment wave of 300-350 stores
 - Multicolor ESL, Infrastructure and Pricer Plaza
 - Deployment scheduled over 18 months starting in May 2026



Pricer Avenue™

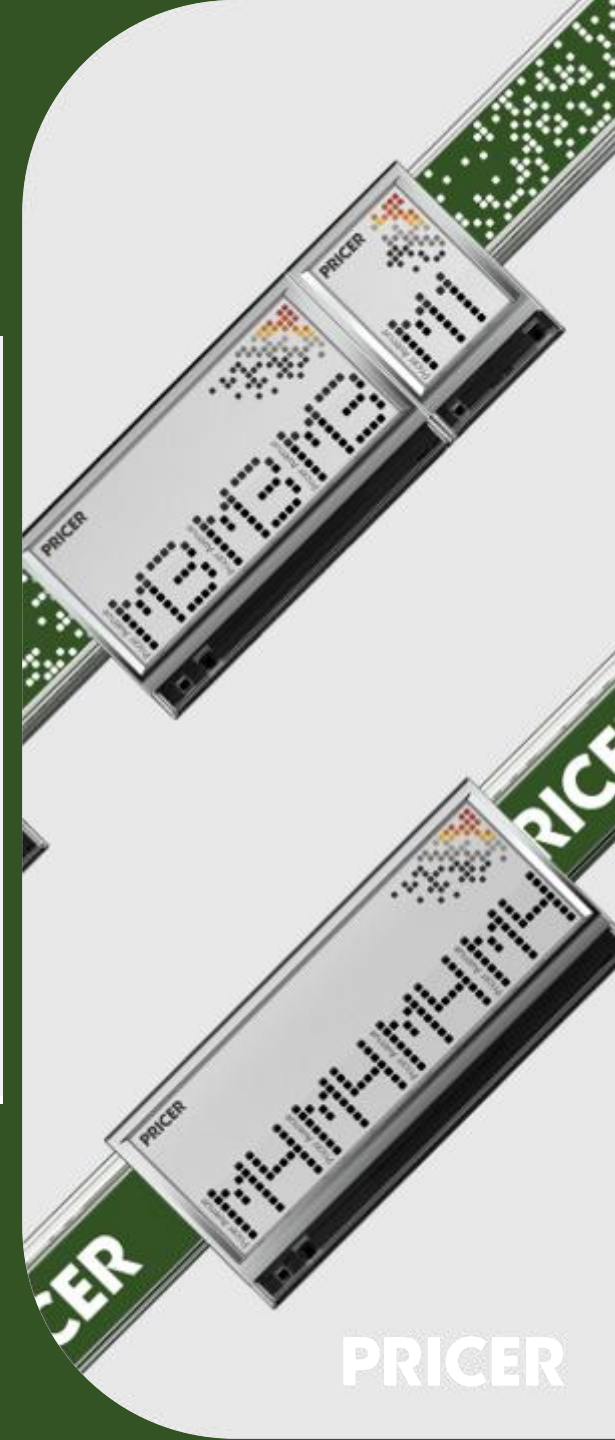
- Official delivery and installation of Avenue has started with first stores installed
- Close cooperation with selected customers and their suppliers opens new doors to the FMCG world
- Start in Q2 of A/B testing to validate the ability for the retailer to increase sales using Avenue for promotion
- Winner in *Green Good Design Awards 2026* and highlighted as 'a major shift toward more sustainable retail infrastructure'.

GOOD DESIGN®

The oldest and the most Prestigious Awards Program

The Chicago Athenaeum Museum of Architecture and Design and Metropolitan Arts Press Ltd. present the Museum's annual GOOD DESIGN® Awards Program for the most innovative and cutting-edge industrial, product, and graphic designs produced around the world.

Pricer Avenue a winner in the category 'Green Products'.



Profit & Loss statement

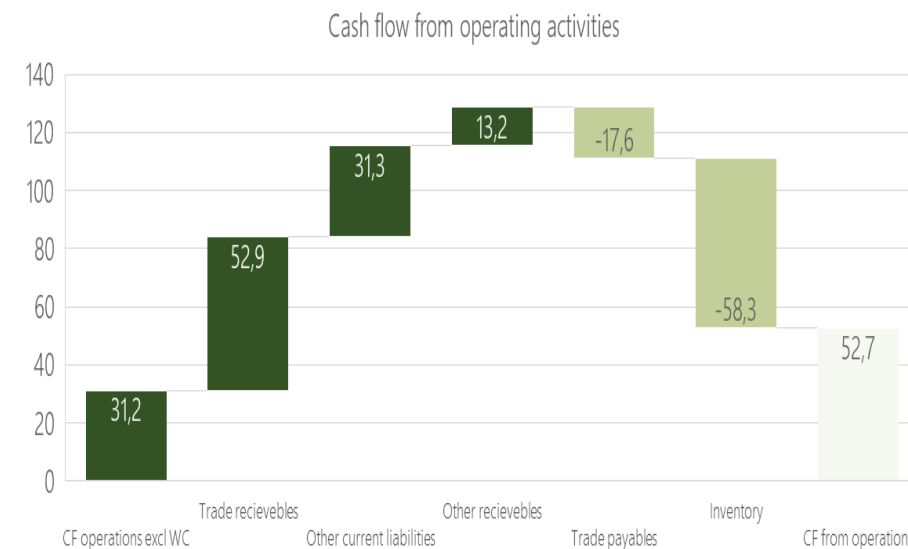
- Net sales decreased in Q1 to 487.7 MSEK (528.3).
- We have had a great improvement in the gross margin to 25.3% (23.3%). Mainly due to Plaza and a better ESL product mix
- Net profit was 6.4 MSEK (-5.9)
- Cost reduction completed in April, annual saving of 17 MSEK as of Q3 2026. One-off cost in Q2 of 9 MSEK

Amounts in SEK M	Q1 2026	Q 1 2025	12 months	FY 2025
Net sales	487,7	528,3	2 107,3	2 147,9
Cost of goods sold	-364,3	-405,4	-1 630,2	-1 671,3
Gross profit	123,3	122,9	477,1	476,6
<i>Grossmargin</i>	25,3%	23,3%	22,6%	22,2%
Operating expenses	-110,7	-102,5	-424,8	-416,5
Other income and expenses	-1,9	-7,6	-3,5	-9,2
Operating profit/loss	10,7	12,8	48,8	50,9
Financial items	-3,5	-14,0	-25,2	-35,7
Profit before tax	7,2	-1,2	23,6	15,2
Income tax	-0,8	-4,6	-10,0	-13,9
Profit/loss for the period	6,4	-5,9	13,6	1,3

Cash Flow

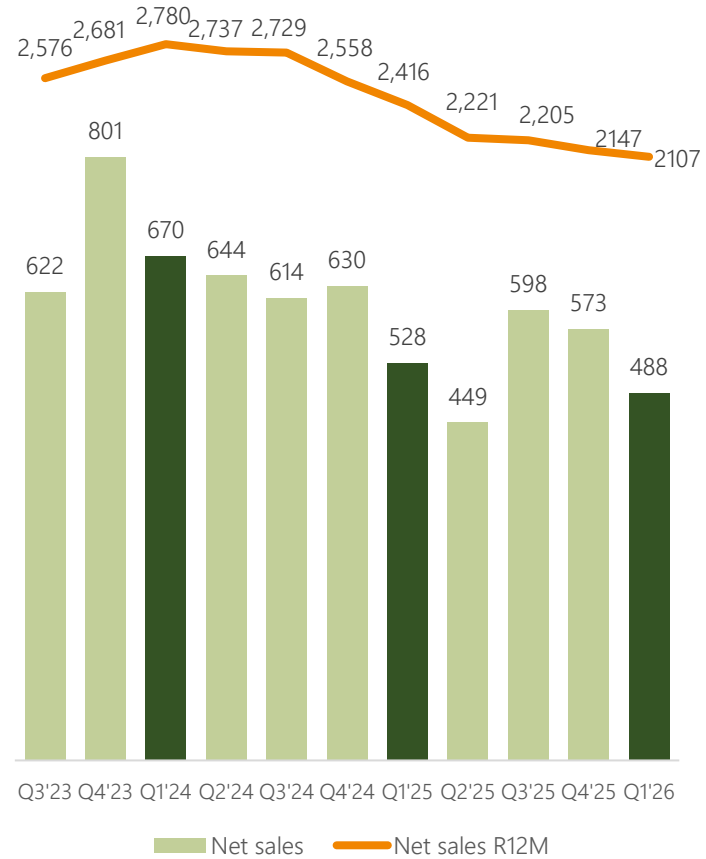
- Continued strong operating cash flow and higher liquidity
- Net cash at 41 MSEK, cash at 341 MSEK and bond loan at 300 MSEK
- Inventory has increased during Q1 in preparation for planned deliveries

Cash flow from operating activities	Q1 2026	Q1 2025	FY 2025
Operating result	10 710	12 807	50 874
Adjustment for non-cash items	27 598	6 967	76 891
Interest received	4	2 027	5 848
Interest paid	-5 028	-6 356	-19 895
Paid income tax	-2 108	-1 778	-10 116
Cash flow from operating activities before changes	31 177	13 666	103 601
Cash flows from changes in working capital			
Increase(-)/decrease(+) inventories	-58 322	55 559	89 098
Increase(-)/decrease(+) trade receivables	52 896	58 967	-64 174
Increase(-)/decrease(+) other current receivables	13 212	-66 014	-39 518
Increase(+)/decrease(-) trade payables	-17 606	-19 640	32 065
Increase(+)/decrease(-) other current liabilities	31 306	93 795	38 923
Cash flow from changes in working capital	21 485	122 668	56 394
Cash flow from operating activities	52 662	136 334	159 995

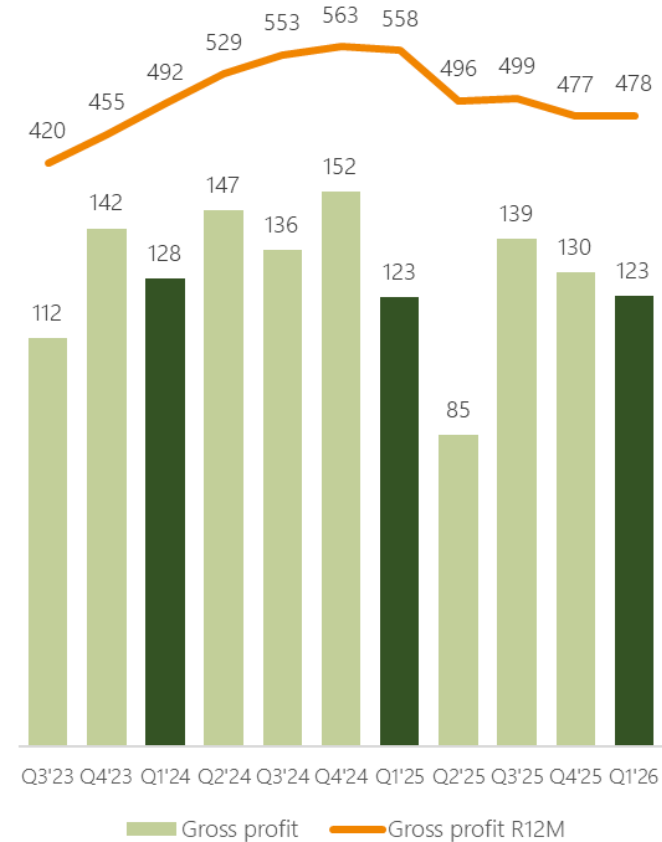


Net sales and Gross profit development

Net Sales



Gross Profit



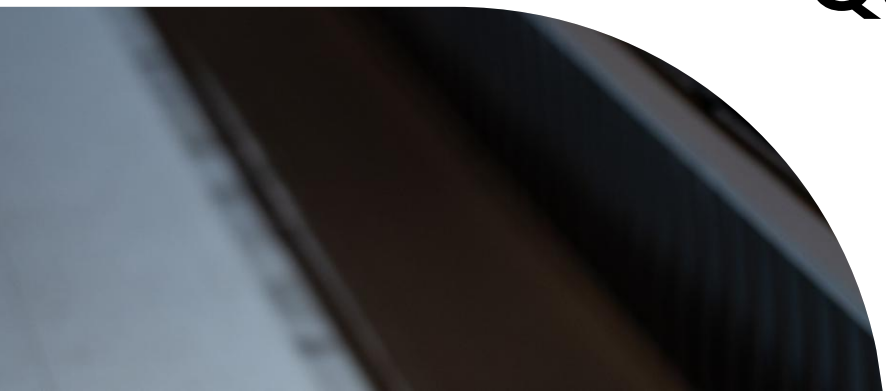
Summary

- Strong financial performance with stable order intake, improved gross margin and net profitability turnaround
- Geopolitical situation and macroeconomic uncertainty continue to impact customer near-term investments ... but ...
 - Customer interest and engagement growing in the North American market
 - 51 MUSD Sobeys win in April with start of deployment in May
- Strategic operational review results in organization changes that will reduce annual operating expenses by 17 MSEK
- Official delivery and installation of Pricer Avenue™ has started with the first stores installed





Q&A



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