

First quarter of 2023

Quarterly presentation

20 April 2023

The PRICER logo is a green, bold, sans-serif wordmark. It is centered within a white circle, which is itself surrounded by several concentric white circles of varying thicknesses. The background of the slide is a blurred photograph of a supermarket aisle with shelves of products and a shopping cart in the foreground.

Strong revenue growth and second-best order intake ever



Magnus Larsson

President & CEO



Susanna Zethelius

CFO

The PRICER logo is displayed in a bold, green, sans-serif font. It is centered within a white circle, which is itself surrounded by several concentric, light gray circles. The background of the slide is a blurred image of a retail store interior with blue and white lighting.

PRICER

Vision

*Retail's first choice in
shelf edge automation
and communication*

Q1 2023 highlights

1

Revenue increase fuelled by continued growth in established markets France, Canada, Italy and Benelux

2

Growing order intake from large retailers for their own integrated stores, confirm that they have allocated budgets and that ESL is a prioritised area of investment

3

Focus on improving profitability starts to show results with Q1 2023 gross margin stabilising – tangible improvement is expected during H2 2023

4

In the US market we are winning a growing number of pilots and initial store installations, setting the foundation for planned growth

5

In-line with our ambition to grow through winning new customers, new markets and across retails segments, we were happy to announce three new agreements in the quarter

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SEK 707m

Second-best order intake ever

+23%

Strong net sales growth YoY

15.8%

Stabilising gross margins

New framework agreements



**FRAMEWORK AGREEMENT
WITH BALTICS GROCERY
RETAILER RIMI FOR
PRICER'S SOLUTION**



**PRICER TO AUTOMATE IN-
STORE COMMUNICATION IN
ITALIAN BEAUTY CHAIN
PINALLI'S STORES**



FRENCH DIY CHAIN

**FRENCH DIY CHAIN
SELECTS PRICER'S
SOLUTION WITH A
FRAMEWORK AGREEMENT
VALUE OF UP TO SEK 90M**



Market update

1

Four colour ESL is moving from interest to orders and installations across several retail segments and countries

2

Participation at the EuroShop exhibition in February generated leads, orders and gave us the opportunity to present the latest addition to the ESL family, creating massive interest in the market

3

The massive increase of weekly price changes in combination with an uptake in store digitalisation benefit Pricer – there is a clear trend that retailers are willing to invest in our premium models with exceptional performance

4

ESL production has started in Germany allowing customers to buy ESLs made in EU, which is beneficial from both a commercial and sustainability perspective

5

In the quarter, Pricer and Epishine announced a strategic partnership to set the foundation for the next generation sustainable light-powered ESL

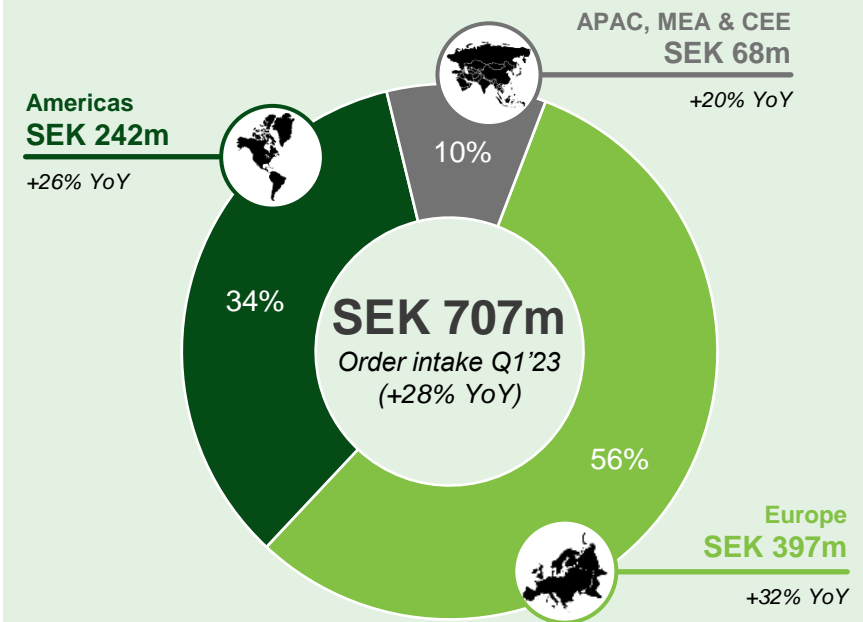
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***Continued strong
demand for ESL
solutions in all regions***

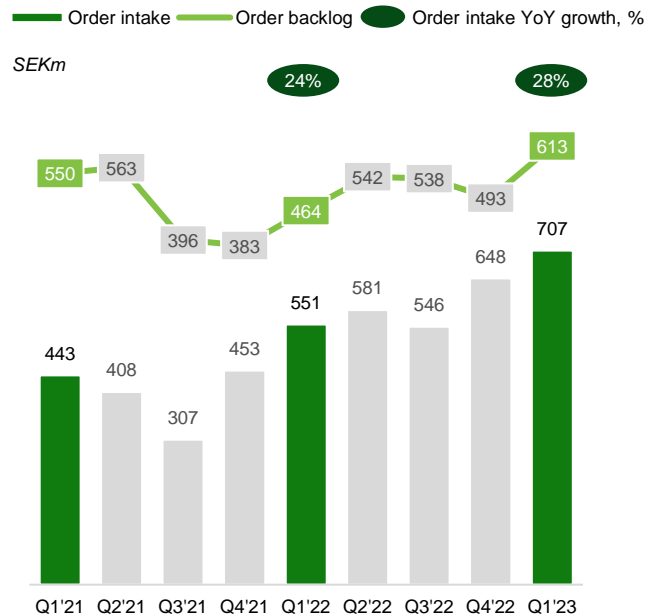
Market development

- Americas continue to demonstrate an increasing demand for ESL solutions, where Canada is leading the way
- Despite being more mature, continued strong development across Europe, in particular France and Belgium
- Strong demand in Eastern Europe continue driving growth in the Asia, Middle East, and Central & East Europe region



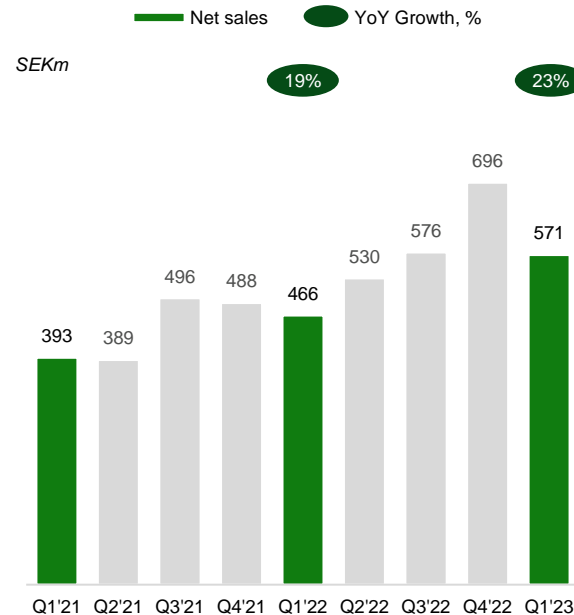
Q1 2023 financial development

Second-best order intake ever...



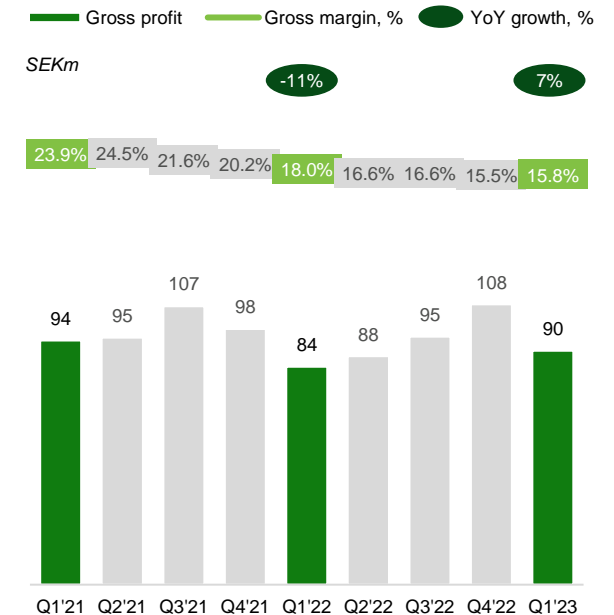
- Positive momentum across a large number of customers in several markets
- France, Canada and Belgium have in Q1 2023 been the largest contributing countries

...with strong net sales growth...



- Net sales growth of 23% YoY
- Distributed across a large number of customers in several markets, with Canada, France and Italy being the largest contributing countries

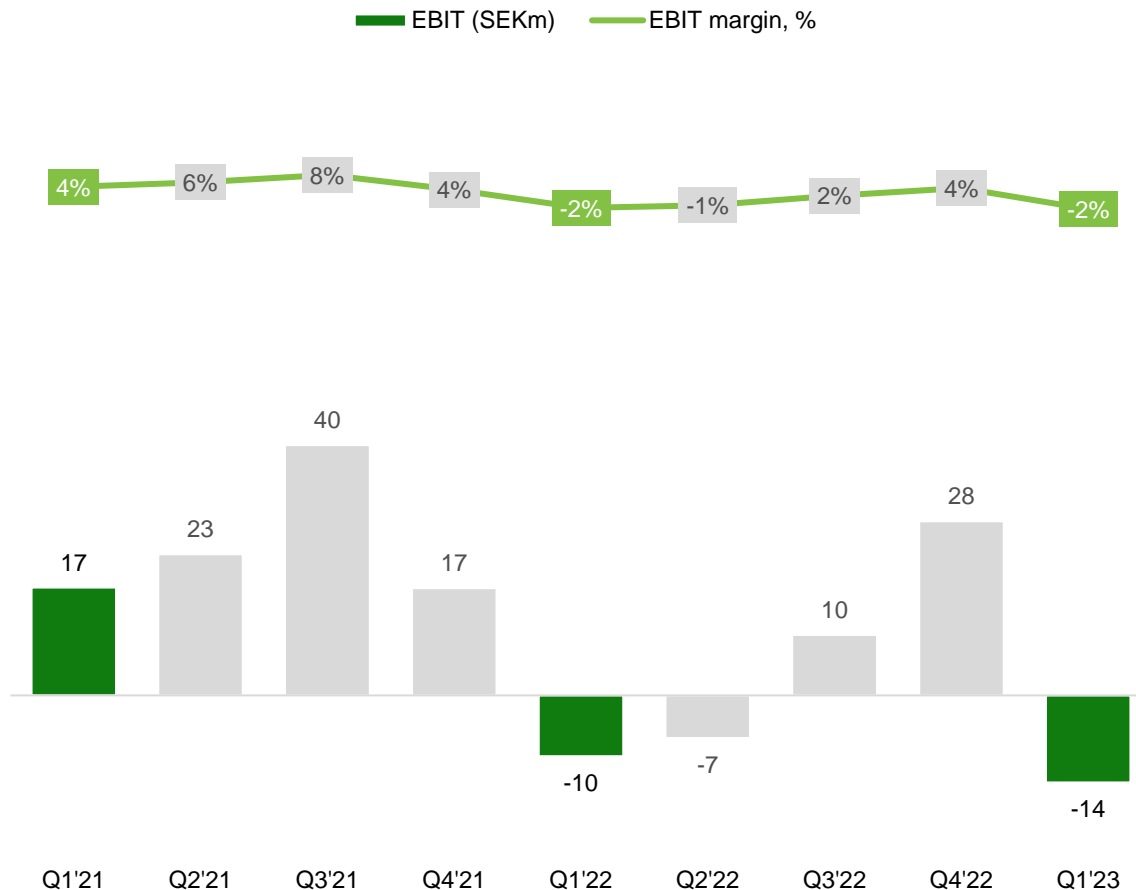
...and stabilising gross margins



- Positive increase in gross margin QoQ
- Improvements in purchase cost of components compared to the previous quarter
- COGS reduction program has been launched encompassing several strategic initiatives

EBIT development

EBIT development



- Profitability negatively impacted by gross margin development – however, a COGS reduction program has been initiated in order to improve gross margin and profitability going forward
- Continued investment in the sales & delivery organisation, and product development in order to capitalise on the rapidly growing market opportunity
- Expansion in North America provides tangible opportunities to boost profitability

Capturing the market 2023



Sales and delivery

Strengthening of organisation in key markets such as the US to ensure ability to grow and meet sales targets



Increase agility

Second R&D site deployed in APAC to add development capability and expected to be fully operational during second half



Supply leadership

Continuous development of manufacturing to lower cost, lead times and carbon footprint



Cloud Tech

Development of all Pricer solutions into recurring revenue generating cloud enabled technology

Summary of Q1 2023

Strong underlying market growth

- We continue to see evidence of an increasing penetration and adoption of ESL solutions globally

Capitalising on market development

- We are capitalising on the rapidly growing market demonstrated by the strong YoY net sales growth of 23% and second-best order intake ever of SEK +700m in Q1 2023

Stabilising gross margin

- Positive gross margin development, with a gross margin of 15.8% in Q1 2023 compared to 15.5% in Q4 2022

Investments to grow

- Continued investments in innovation and development of solutions, organisational capabilities and go-to-market models to further fuel growth



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Q&A



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