Q2 2026
Investor presentation

Magnus Larsson, President and CEO
Claes Wenthzel, CFO

July 16, 2026

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Pricer in brief

Vision

The preferred partner for in-store communication and digitalization.

7,000+ Stores on Plaza

28.000+ Stores

380+ Million Labels Deployed

80+ Countries

60+ Million Labels on Plaza

180+ Employees

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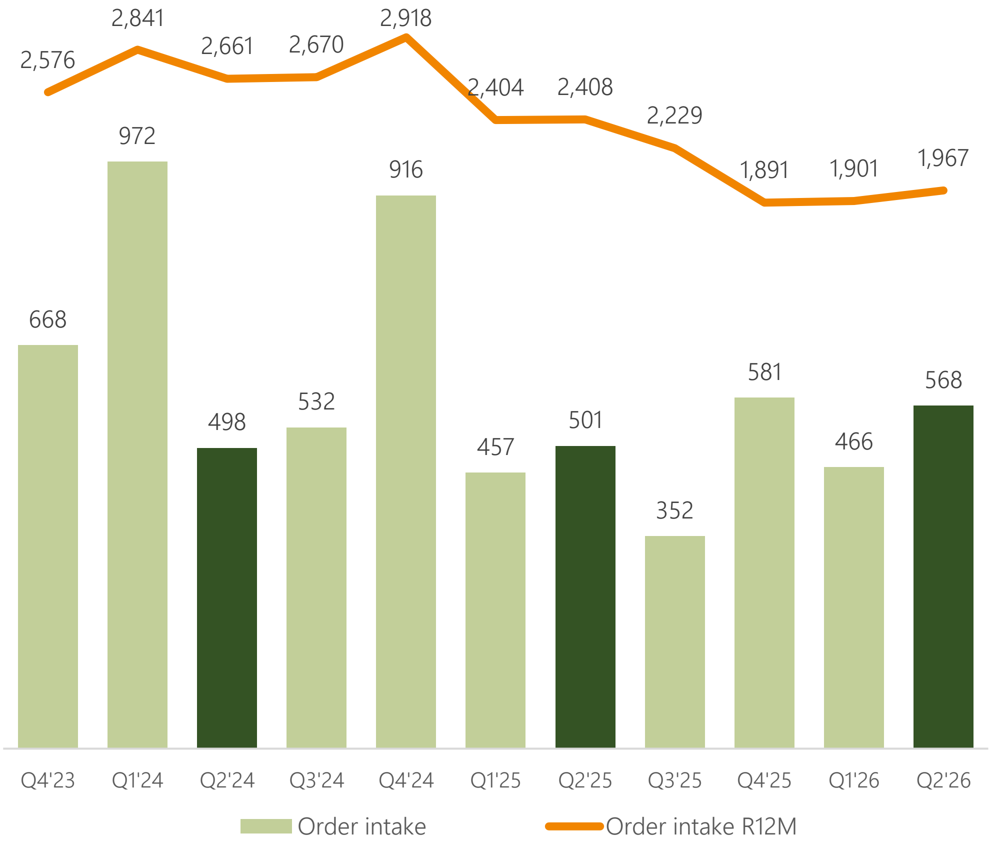
Q2 highlights

- Commercial traction in most markets fueled by very strong performance in Canada and good growth in the US, Scandinavia and Pacific markets
  - Growth of both Net Sales and Order Intake for the first time since 2024
  - Pricer Plaza Net Sales +35% with +500 new stores connected in the quarter
- Strong financial performance
  - Gross margin getting close to historically high levels at 28.1% (19.0)
  - Continuous strong cash flow and net cash position
  - Adjusted EBIT margin at 7.1% (-2.8)
- The focus on innovation starting to generate results
  - First commercial Pricer Avenue orders placed in the quarter
  - Independent A/B testing confirms that Pricer Avenue generate shopper attention, interest and additional sales

Order intake

- Order intake +13% at 568.1 MSEK (501.3)
- Growing backlog with a positive book-to-bill
- Good performance in Americas
  - Orders for the delivery of Sobey's phase 2 installations in Canada
  - Continuous orders in US for IBM Federal and DeCA
  - Small but tangible increase in orders for new customers across US
- Continuous commercial traction on the Scandinavian market
- Rebound of the Pacific market after slow 2025
  - Increased customer engagement and interest in New Zealand and Australia



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Retail industry insights & macro trends

1. Market growth & strategic digitalization

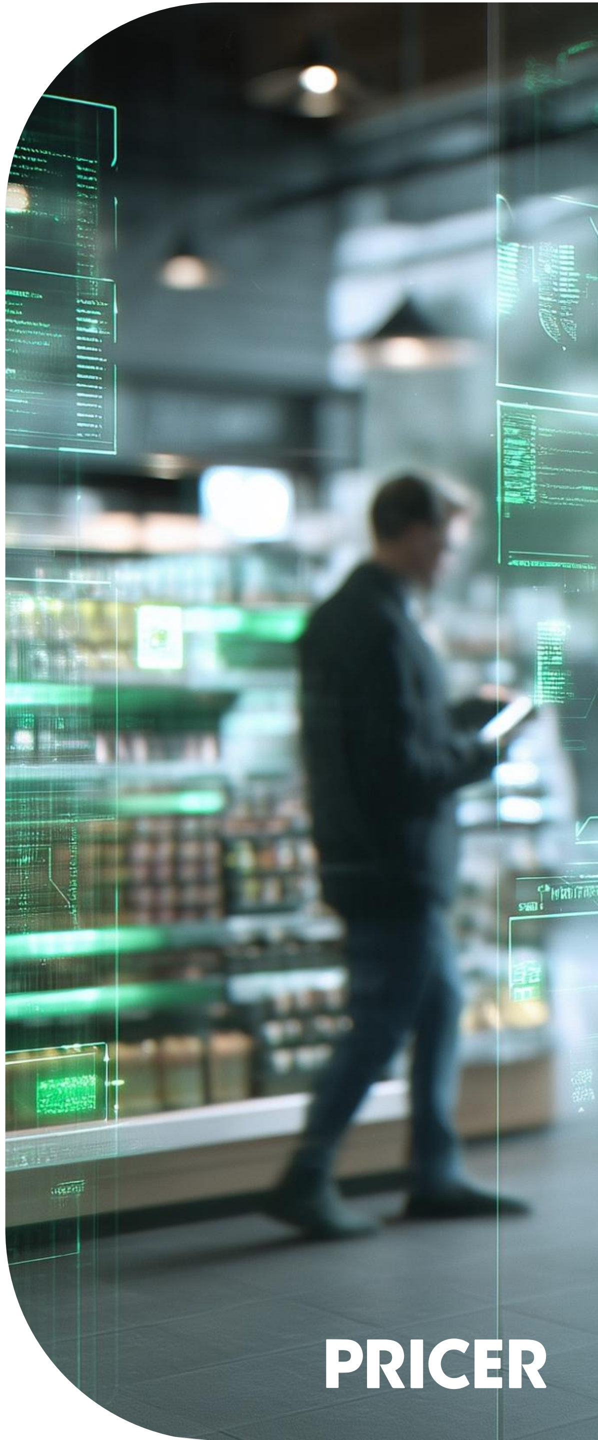
2. Rising operational cost pressures

3. Inventory accuracy & on-shelf availability

4. Evolution of in-store experience

5. Sustainability as a competitive advantage

6. Tech transformation & personalization



Sources: IHL, Experience Unleashed, Savanta, McKinsey & Company, 2024

Pricer Avenue™

- Q2 in-store A/B testing performed by an independent 3rd party* in three UK stores
  - *23 unique brands* and *66 different products*
  - Method: Quantitative (sales data) and Qualitative (interviews) research
  - Question: What is the impact of Pricer Avenue vs. traditional ESLs?
- Result:
  - Shoppers identified promotions ***43% faster*** with Pricer Avenue
  - *90%* of participants stated that Pricer Avenue labels *increase the interest to purchase*
  - Tangible and statistically verified sales increase

Sales increase

+2.2%
across all products

+3.8%
with **inspirational pictures**

+4.8%
with **brand logo**

* Retail Academics

Our own digital brain – Pricer.AI

- Working with AI since 2024
- The Pricer Development team has developed our own AI tools and ways of working
    - **Internal platform**: Custom-built Applied AI infrastructure
    - **Platform agnostic**: Flexibility to use the best-in-class model for every task
    - **Self-evolving capabilities**: Learns via internal self-reflection and external multimodal data to constantly refine performance
- Software development capability increased by more than **10x**
- Pricer.AI will gradually be implemented across all corporate functions to increase efficiency and improve quality

Unmatched speed

We move from a new idea to a finished product in record time

Built-in quality

Every piece of code is checked against our highest technical standards before deployment

Safety you can trust

Our "Automated Building Inspector" constantly scans for security risks and ensuring compliance

Smarter every day

Pricer.AI learns from every task it completes, improving quality and efficiency every single day

Profit & Loss statement

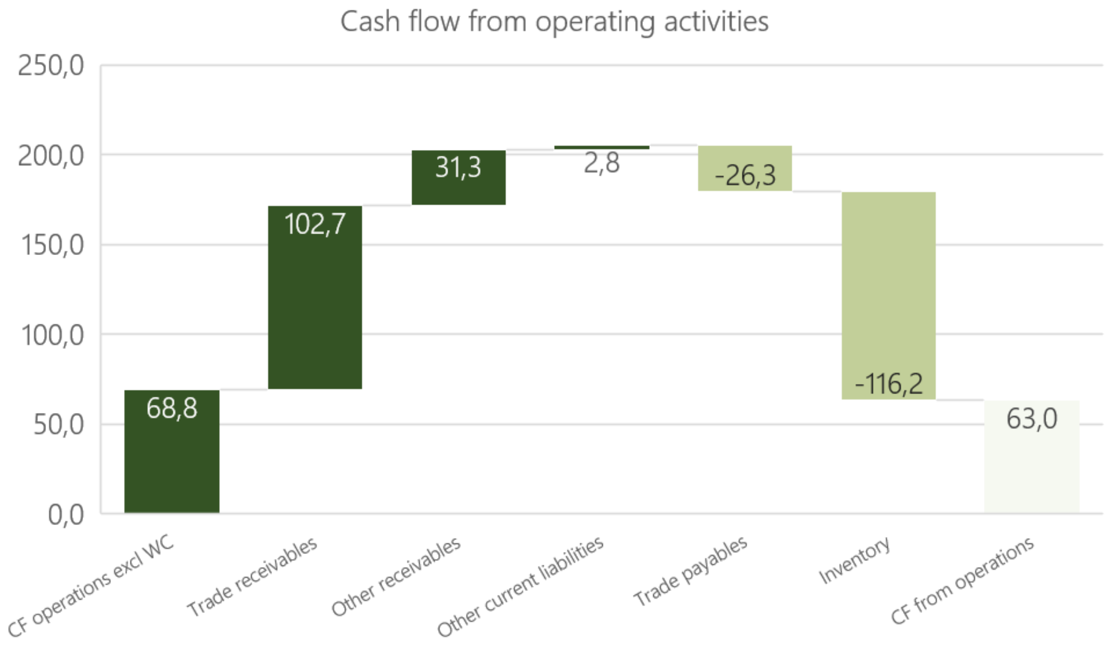
- Net sales up 8.5% in Q2 to 486.4 MSEK (448.7) equivalent to 9.9% growth excluding currency effects
- A strong improvement of the gross margin to 28.1% (19.0%) driven by lower production cost, higher net sales of Pricer Plaza and a better ESL product mix
- Net profit of 20.0 MSEK (-35.7)
- Cost reduction completed in Q2, annual saving 17 MSEK as of Q3 2026. One-off cost taken in Q2 of 9 MSEK

Amounts in SEK M	Q2 2026	Q2 2025	12 month	FY 2025
Net Sales	486,4	448,7	2 145,0	2 147,9
Cost of goods sold	-349,9	-363,4	-1 616,7	-1 671,3
Gross Profit	**136,5**	**85,3**	**528,4**	**476,6**
Gross Margin	*28,1%*	*19,0%*	*24,6%*	*22,2%*
Operating expenses	-107,5	-109,5	-422,8	-416,6
Other income and expenses	-3,6	3,9	-11,0	-9,2
Operating profit/loss	**25,5**	**-20,3**	**94,6**	**50,9**
Financial Items	-0,6	-12,4	-13,4	-35,7
Profit before tax	**24,9**	**-32,7**	**81,1**	**15,2**
Income tax	-4,9	-3,1	-11,9	-13,9
Profit before tax	**20,0**	**-35,7**	**69,3**	**1,3**

Cash Flow

- Continued strong operating cash flow of 63.0 MSEK (49.6)
- Net cash at 36.3 MSEK, cash at 336.3 MSEK (240.7) and bond loan at 300 MSEK
- Inventory has continued to increased during Q2 as an effect of upcoming sales

Cash flow from operating activities	H1 2026	H1 2025	FY 2025
Operating result	36 171	-7 513	50 874
Adjustment for non-cash items	53 038	38 569	76 891
Interest received	5	2 927	5 848
Interest paid	-10 189	-10 346	-19 895
Paid income tax	-10 239	-2 368	-10 116
Cash flow from operating activities before changes in working capita	68 786	21 269	103 601
Cash flows from changes in working capital			
Increase(-)/decrease(+) inventories	-116 245	27 504	89 098
Increase(-)/decrease(+) trade receivables	102 707	40 361	-64 174
Increase(-)/decrease(+) other current receivables	31 296	-65 671	-39 518
Increase(+)/decrease(-) trade payables	-26 310	-30 529	32 065
Increase(+)/decrease(-) other current liabilites	2 790	56 675	38 923
Cash flow from changes in working capital	-5 762	28 340	56 394
Cash flow from operating activities	63 024	49 609	159 995



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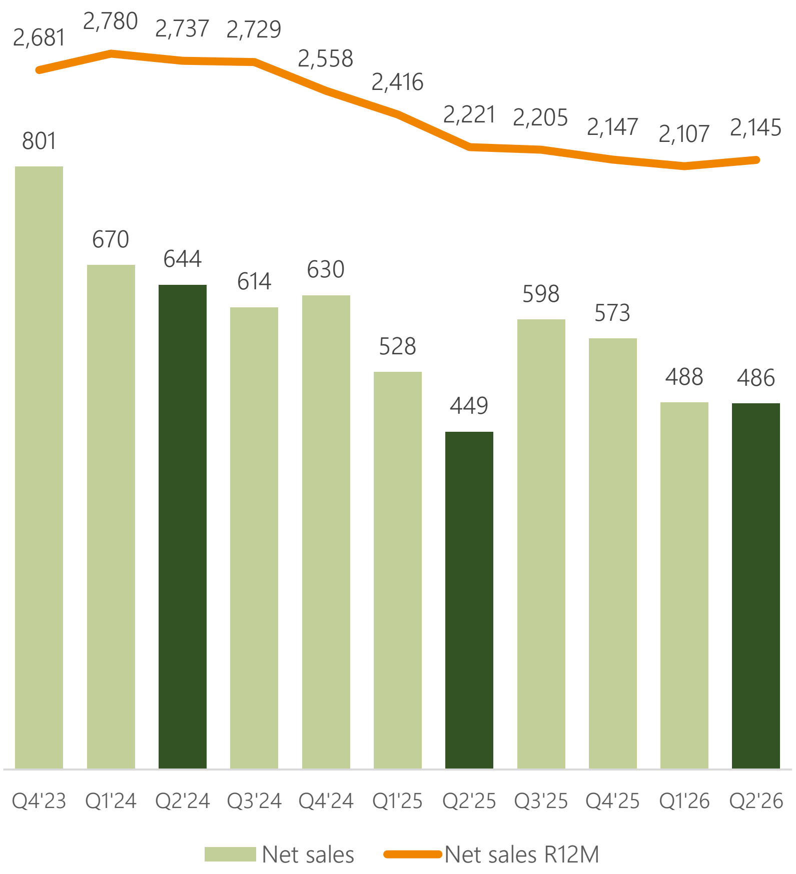
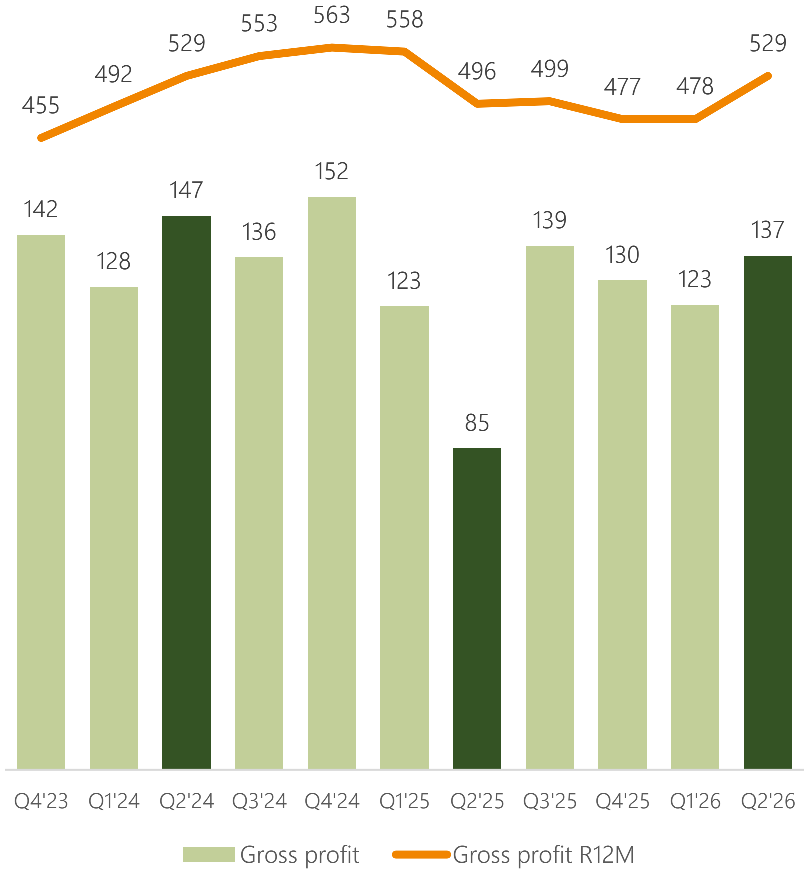
Net sales and Gross profit development

Net Sales



Gross Profit



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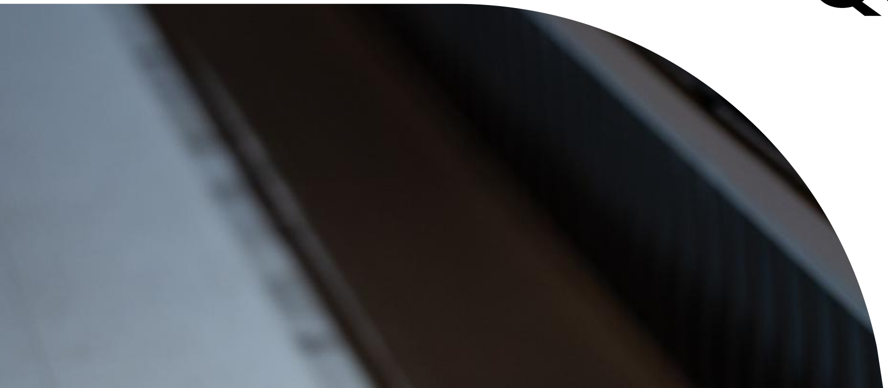
Summary

- Strong financial performance with net sales and order intake growth, increased gross margin and net profitability
- Executed on communicated organizational change lowering operational expenses with 17 MSEK annually as of Q3
- Geopolitical situation and macroeconomic uncertainty continue to impact customer near-term investments
  - Market sentiment appears to slowly improve
  - Customers starting to plan for new investments in store digitalization projects on the North American market
- Significant progress on new innovative solutions to maintain market position as innovation leader


Q&A

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