

# Third quarter of 2023

Quarterly presentation

26 October 2023

The PRICER logo is centered within a white circle, which is itself surrounded by three concentric grey circles. The background of the slide is a blurred image of a supermarket aisle with shelves of products and a shopping cart in the foreground. The word **PRICER** is written in a bold, green, sans-serif font.

**PRICER**

# Positive gross margins trend QoQ



**Magnus Larsson**

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*President & CEO*



**Susanna Zethelius**

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*CFO*


The PRICER logo is a white circle containing the word "PRICER" in bold green capital letters. It is surrounded by several concentric white circles of varying thicknesses. The background of the slide is a blurred image of a retail store interior with shelves and products, overlaid with a large, semi-transparent white circle that frames the logo and the vision text.

**PRICER**

*Vision*

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

# Macroeconomic drivers – the “triple squeeze”



Historic and  
persistent levels  
of inflation

The diagram consists of three large green circles arranged horizontally. Each circle contains white text describing a macroeconomic driver. The circles are connected by a thin white line, forming a horizontal sequence.

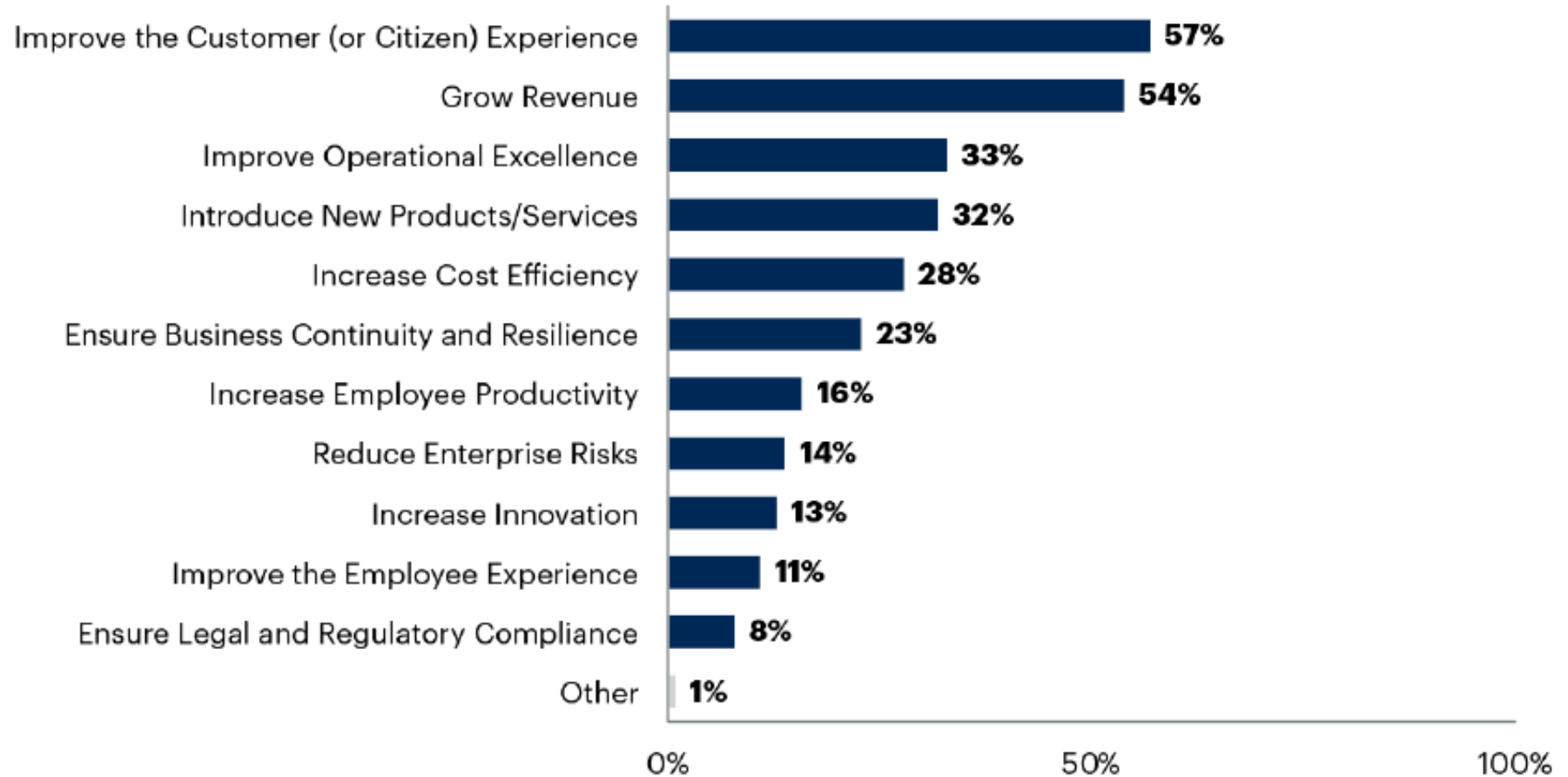
Scarce and  
expensive labor,  
notably for retail  
frontline talent

Continuing supply  
chain disruption

Source: Retail CIO Priorities 2023: Insights for Technology and Service Provider Product plans, Sandeep Unni, Gartner, May 2023

# Objectives of digital investments over last two years

- Percentage of retail respondents



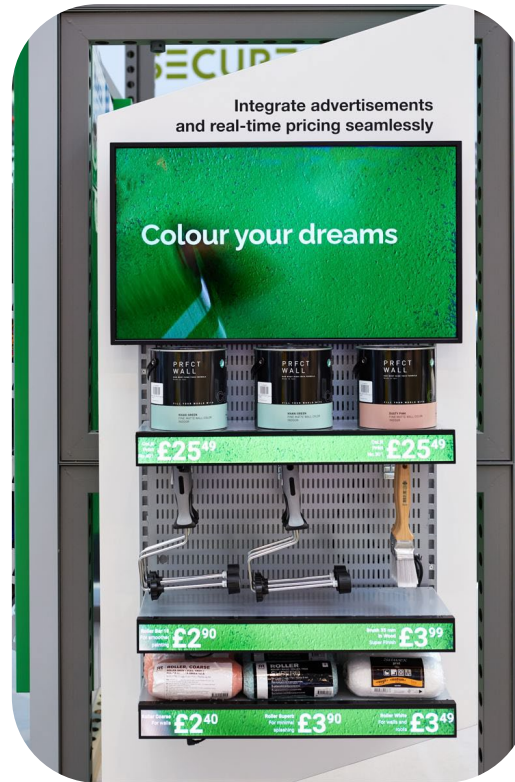
Source: Retail CIO Priorities 2023: Insights for Technology and Service Provider Product plans, Sandeep Unni, Gartner, 10 May 2023



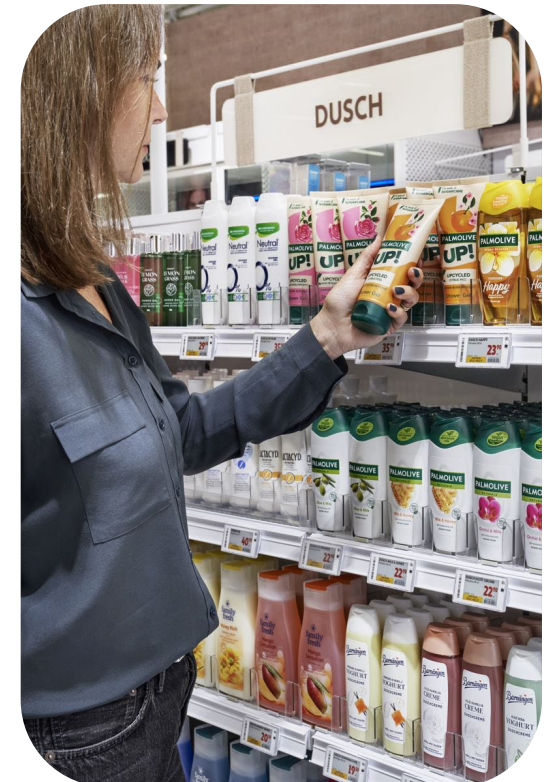
# Supporting our customers to reach their objectives



Improve operational  
excellence and increase cost  
efficiency



Grow revenue



Improve shopper experience

# Business outlook

1

Four colour labels are gradually becoming the standard choice for new customers in NZ, AU and SE with >30% of Q3 orders and >25% of Q1-Q3 revenues

2

The UK market develops quickly and across several segments with multiple customer pilots, initial installs and customer engagements that enforce our view of the UK as a highly strategic market

3

Carrefour's decision to start deployment of ESL in Spain, starting with pilot installs in Q2 and follow-up orders in Q3, creates ripples on the Spanish market with several retailers revisiting store digitalization plans

4

The US market continues to develop across segments with a lot of interest from grocery retail which has led to concrete deployment discussions with several large retailers

5

Digital Signage is now part of many customer discussions where the ability to enable communication on any screen or even in a mixed environment, with labels, displays and even paper tags is creating additional traction

## Financial targets 2025

**4.5 bn SEK  
Revenue**

**10%  
Recurring  
Revenue**

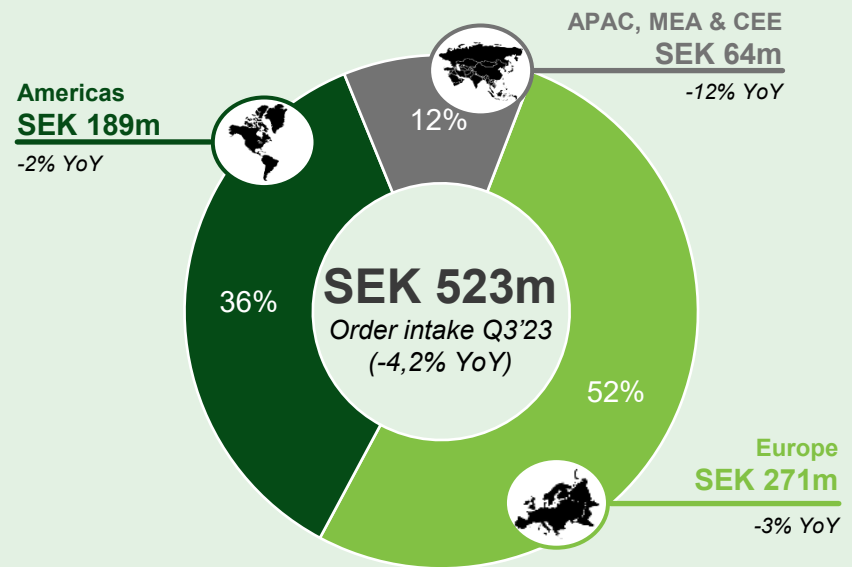
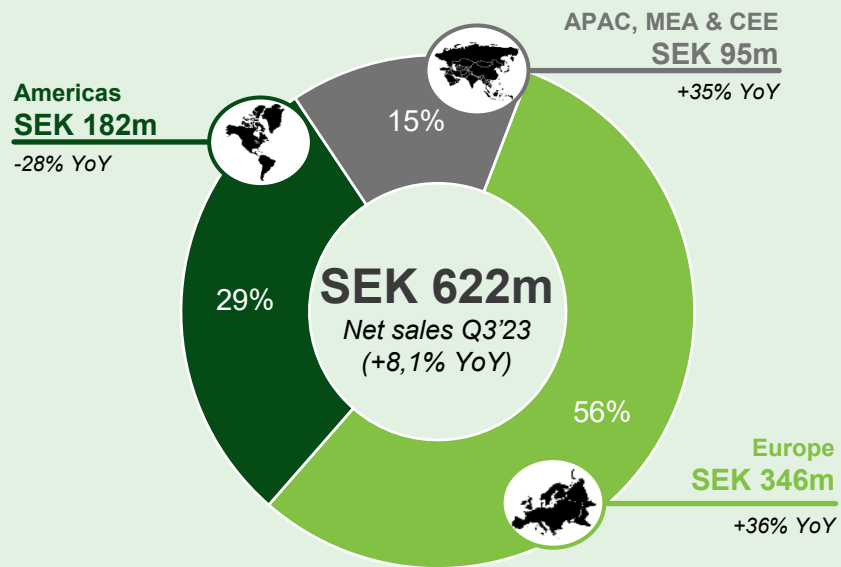


# New agreements





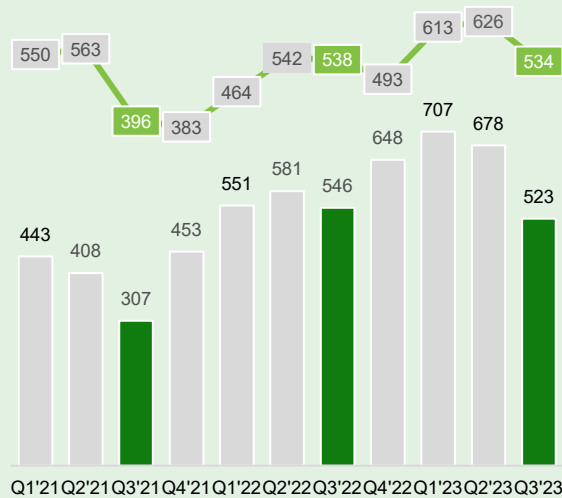
# Market development



# Q3 2023 financial development

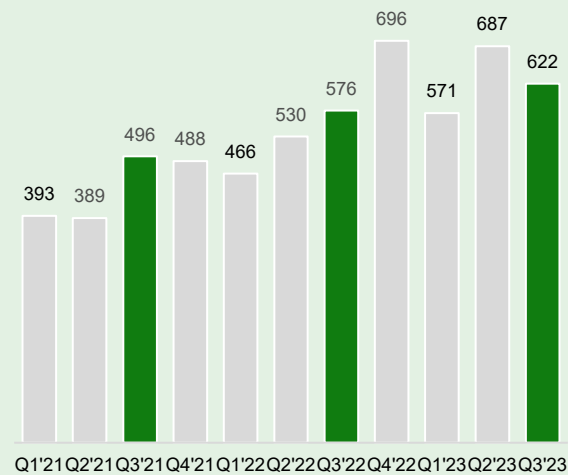
## Order intake

Order intake Order backlog Order intake YoY growth, %  
SEKm



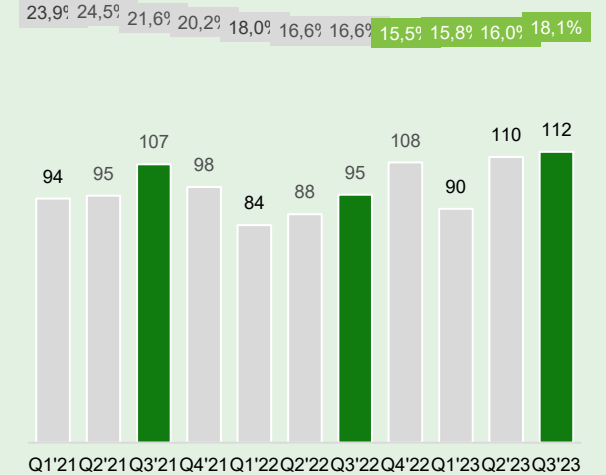
## Net Sales

Net sales YoY Growth, %  
SEKm

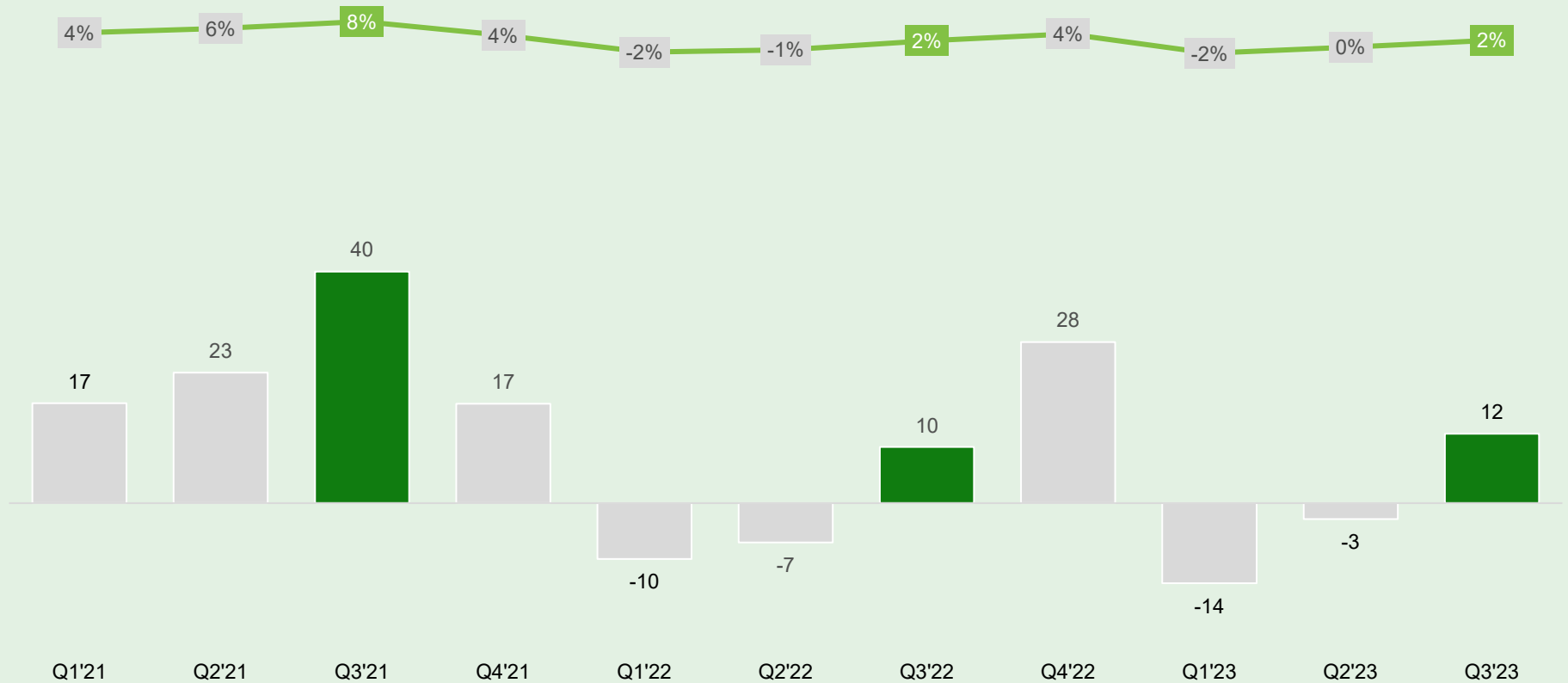


## Gross Profit

Gross profit Gross margin, % YoY growth, %  
SEKm



# EBIT development



# Capturing the market 2023 – status



## Sales and delivery

The sales and delivery organisation has been strengthened in the strategic markets UK, Spain and US, and additionally existing markets such as France and Italy enabling sales and delivery



## Increase agility

Our second R&D site, located in Taipei, was inaugurated in the quarter and is already operational



## Supply leadership

Major cost improvements achieved on components and assembly, production in Germany up and running providing customers with the only ESL that is “Made in Germany”



## Cloud Tech

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





# Summarizing Q3 2023

1

France is continuing the strong revenue growth and position Pricer as **Retail's first choice** on the French market

2

Continuous work to improve gross margin start to show tangible results with the highest gross margin (18,1%) in a quarter since Q4-21

3

Revenue and order intake in the quarter was affected by delays in two customer projects while Scandinavia experienced a temporary slowdown due to macroeconomic uncertainty

4

Order intake spread across several markets with high growth vs. Q3-22 in Spain, Latin America and Italy

5

The September announcement of the frame agreement with Finnish S Group not only reflects a significant partnership between S Group and Pricer but also holds substantial revenue potential for 2024

**18.1%**

*Positive gross margins trend*

**+8%**

*net sales growth YoY*

**SEK 622m**

*Net sales*

# Q&A



**PRICER**