

Q3

January – September 2024

PRICER

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President and CEO

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CFO

Stockholm, Sweden, October 24, 2024

Vision:
*Retail's first choice in
in-store automation
and communication*

The PRICER logo is centered within a white circle, which is itself surrounded by three concentric gray circles. The background of the entire slide is a blurred image of a retail store interior with shelves and products.

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Pricer in brief

310+ Million

Labels Deployed

200

Employees

40 Million

Labels Yearly

70+

Countries

25000+

Stores

11

Office Locations

3500+

Stores on Plaza

25+ Million

Labels on Plaza



Market development

1

Few markets contributing to the strong growth in the ESL and display market, penetration rate still only around 10%

2

Retailers' wish to digitize is driven by a need to create efficiency, thereby reducing costs as well as increasing the customer basket and customer experience in the store

3

Identified strategic markets with a high growth potential are UK, Central Europe, Spain, US, and Australia

4

Strong growth in store digitization requiring solutions to be robust, easy to manage, constantly available, with minimum maintenance

5

Solutions that can reduce carbon footprint and within Retail Media to tap into new revenues streams create a lot of retailer interest



A market is taking off

Drivers:

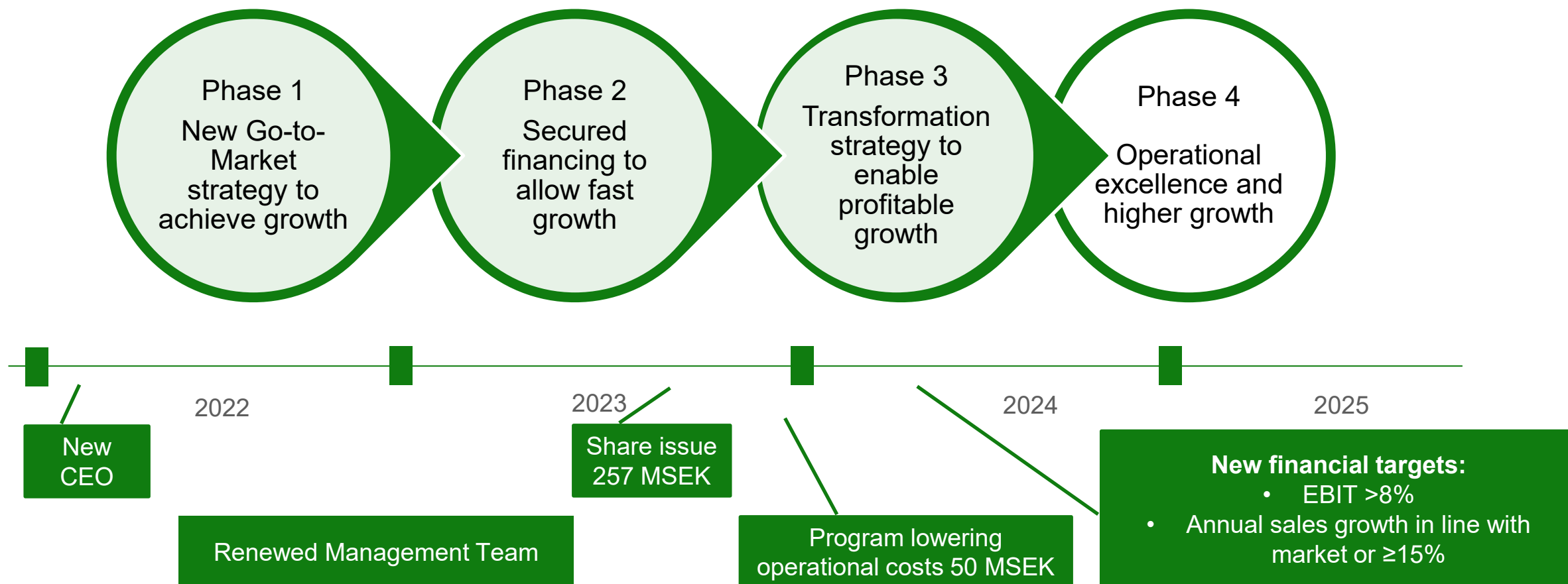
- Digital transformation - expansion of omnichannel retailing
- Cost reduction and operational efficiency
- Technological advancements in retail tech

Market status:

- Retailers in early/mid-stage ESL solution implementation move towards full chain deployment
- Major North America and UK retailers, across segments, now evaluate, plan and budget for store digitalization



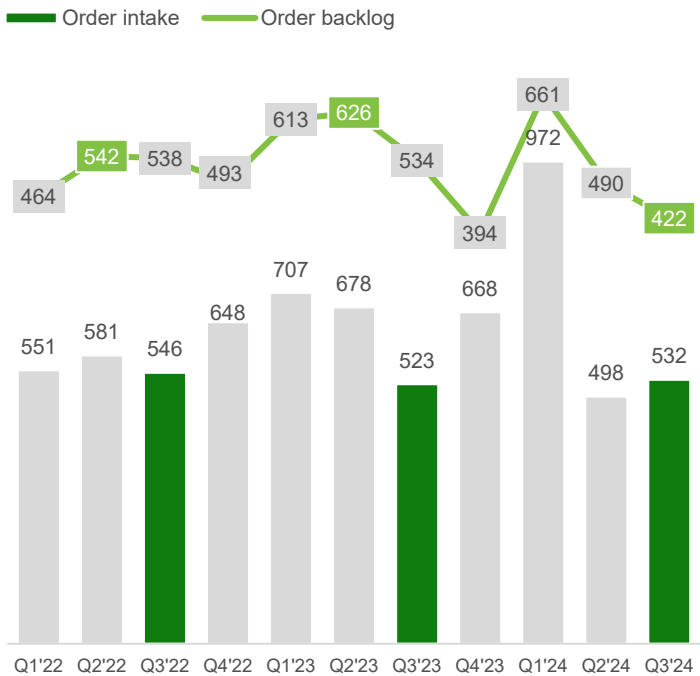
Pricer transformation strategy (2022-2025)



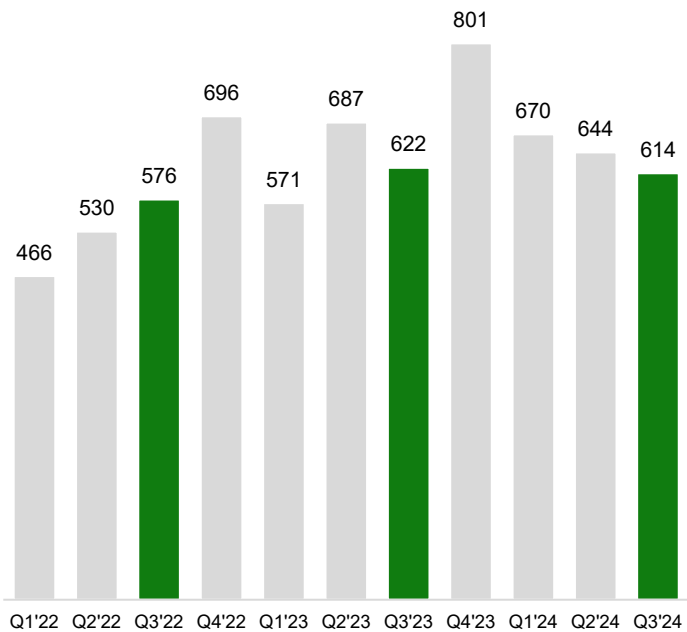
Investments in strategic markets, new functions & roles, core product portfolio to increase competitiveness and capture market share

Q3 2024

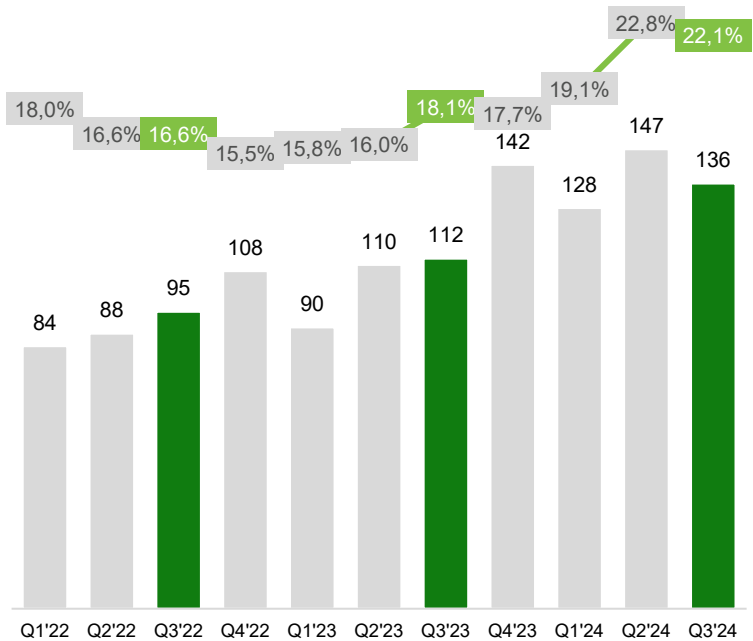
Sales and gross margin development



Order intake

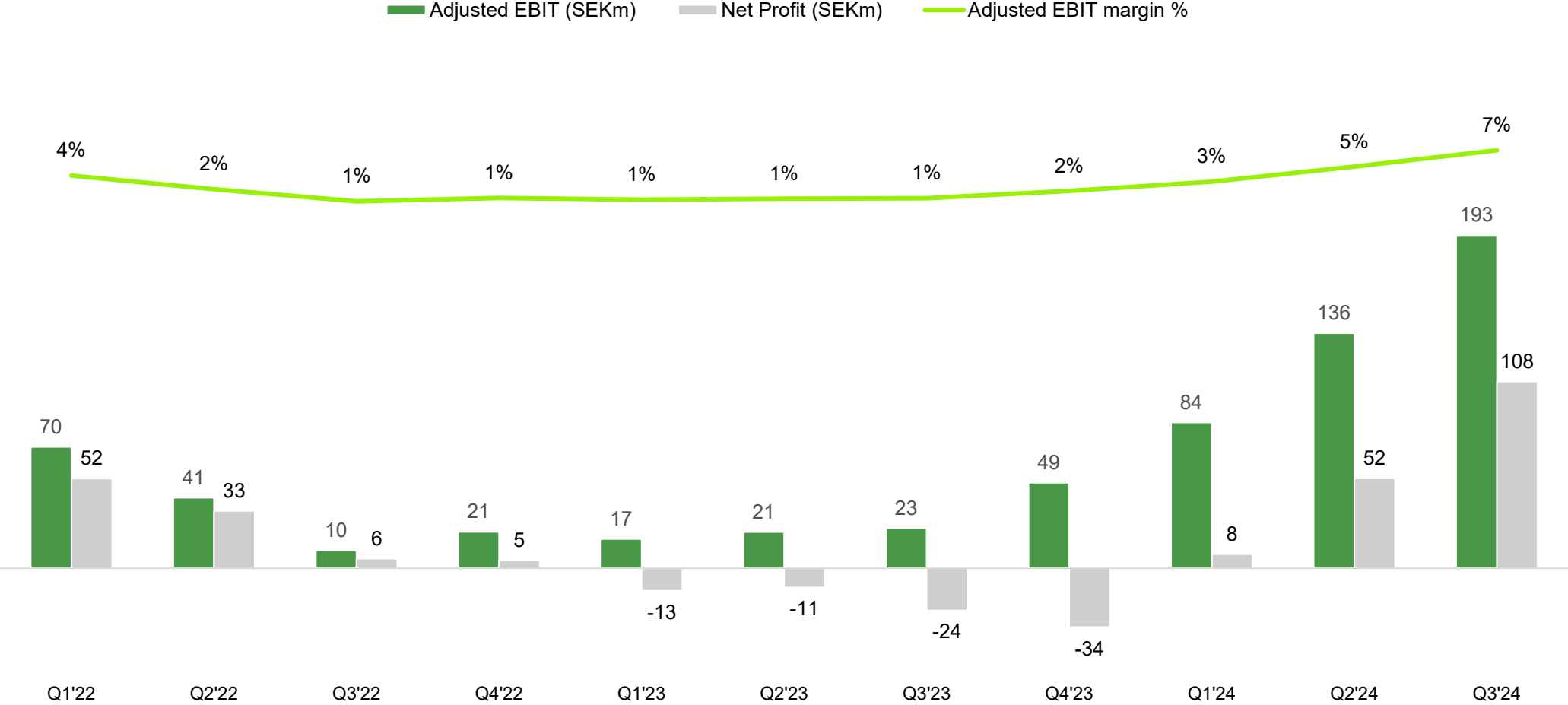


Net Sales



Gross Profit

R12 EBIT & Net profit development



Profit & Loss statement

Amount in SEK M	Q3 2024	Q3 2023	9 mos 2024	9 mos 2023
Net sales	613,8	621,9	1 928,0	1 880,6
Cost of goods sold	-478,3	-509,5	-1 517,1	-1 567,9
Gross profit	135,5	112,4	410,9	312,7
Selling expenses	-46,7	-49,4	-153,9	-163,6
Administrative expenses	-25,0	-36,3	-89,7	-110,0
Research and development costs	-8,6	-11,7	-26,6	-38,9
Other income and expenses	7,8	-8,7	-0,4	-8,6
Operating profit/loss	63,0	6,3	140,3	-8,5
Finance items	-8,2	-13,3	-25,5	-38,4
Profit/loss before tax	54,9	-6,9	114,7	-46,9
Income tax	-7,8	-1,9	-10,3	-4,9
Profit/loss for the period	47,0	-8,9	104,5	-51,8

Cash flow from operating activities

Comments

- Strong EBITDA development have positive effect on cash-flow from operating activities
- Inventory build-up to manage expected deliveries and growth had negative effect on cash flow from changes in working capital
- Termination of previous factoring has reduced liquidity with 169 MSEK

Amounts in SEK M	Jan 1 2024	Jan 1 2023
	Sep 30 2024	Sep 30 2023
Cash flow from changes in working capital before changes in working capital	202,3	23,4
Increase(-)/decrease(+) inventories	-116,3	-13,8
Increase(-)/decrease(+) trade receivables	-146,8	-4,7
Increase(-)/decrease(+) other current receivables	-34,9	-81,6
Increase(+)/decrease(-) trade payables	-75,1	-75,0
Increase(+)/decrease(-) other current liabilities	150,6	-9,3
Cash flow from changes in working capital	-222,5	-184,5
Cash flow from operating activities	-20,2	-161,1

Summarizing Q3 2024

1

Strong Order Intake in the French, Pacific, Nordic, Benelux and US markets offset by a decline in Canada

2

Net Sales in the Nordic, Italian, Benelux and US markets show good growth in the quarter

3

Gross margin continue to be strong following continued work to reduce costs and improve product mix to more value-added solutions for our customers

4

The corporate cost savings program have had full effect in Q3

5

Finnish S-Group renews their trust in Pricer and will order and install more than 100 additional stores

22.1%
Gross margin

10.3%
EBIT margin

SEK 42M
Net Profit

Investment highlights

1

Leading company in retail tech

- Competitive offering with low TCO and fastest ROI for customers
- Solid retail tech platform moving from SaaS-first to SaaS-only
- Strong pricing power – considered premium.

2

Market growth about to take off

- Multiple challenges make retailers poised to digitize to stay competitive
- Large retail chains in North America and UK in the starting blocks for store digitalization
- Early/mid adopters heading for full ESL roll-out

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3

Momentum in financial performance

- Internal transformational work is kicking in. Clear improvement in gross margin
- Improvements throughout P&L, cash flow and balance sheet
- Good pipeline of leads for rest of 2024 and 2025

Q&A



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