

Fourth quarter of 2023

Financial results
January – December 2023

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President and CEO

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Group CFO

Stockholm, Sweden, February 8, 2024

The PRICER logo is a green, bold, sans-serif wordmark. It 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 grocery store aisle with shelves of products and a shopping cart in the foreground.

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

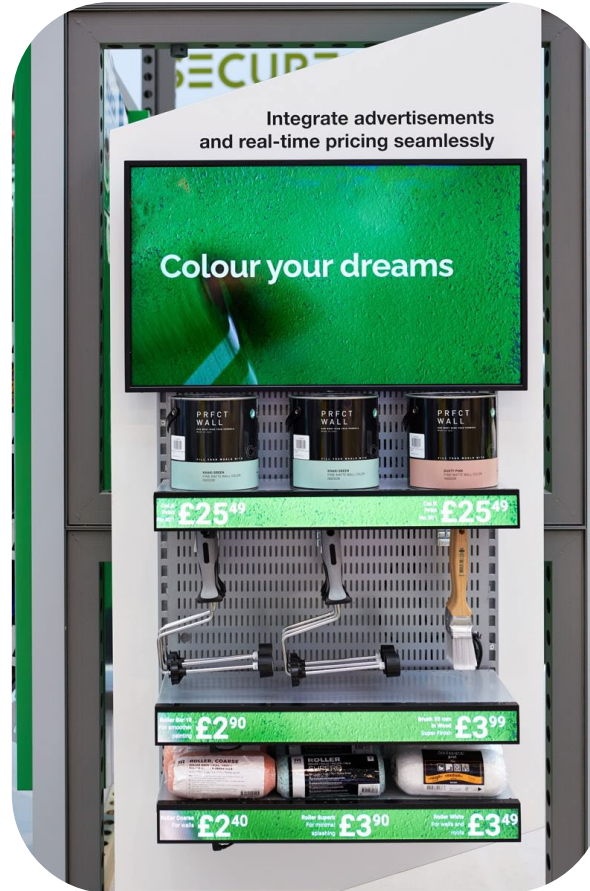
The PRICER logo is displayed in a bold, green, sans-serif font within a white circle. This circle is centered within a series of three concentric, light gray circles. The entire graphic is overlaid on a blurred background of a retail store interior with shelves and products.

PRICER

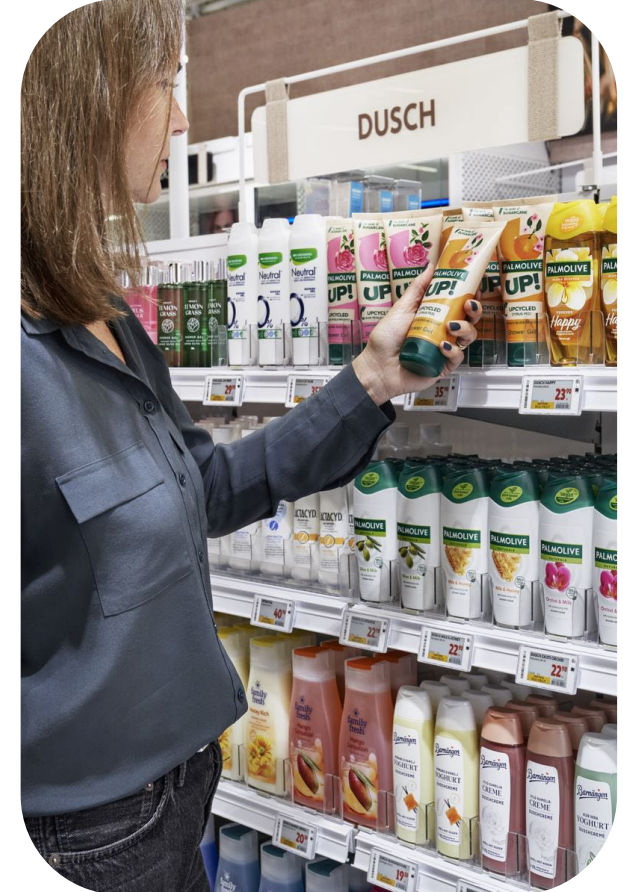
Supporting our customers to reach their objectives



**Increase cost efficiency
through improved
operational excellence**



Grow revenue



**Improve shopper
experience**

Retail's first choice

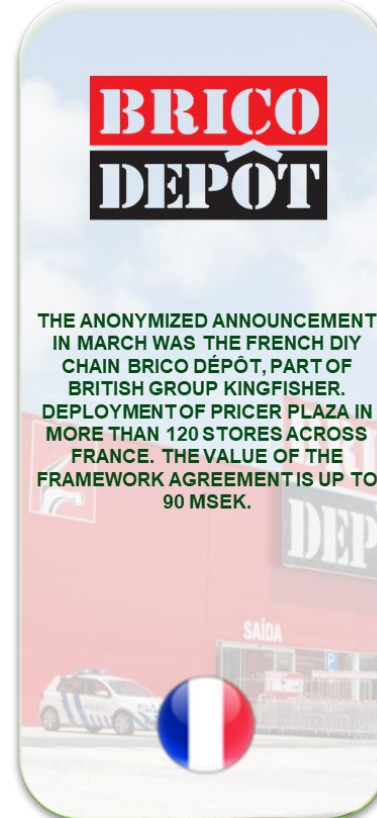
Global grocery giants



Leading grocery cooperatives



Tier 1 DIY retailers



North American giants

General retail



**> 18,000,000
ESL delivered**

Home electronics



**> 1,100 stores
with Pricer ESL**

Pricer in brief

310+ Million

Labels Deployed

200

Employees

40 Million

Labels Yearly

70+

Countries

25000+

Stores

11

Office Locations

3000+

Stores on Plaza

25+ Million

Labels on Plaza



Business outlook

1

An increasing number of retailers that have large deployments or that have done thorough pilots with radio-based ESL solutions are interested in Pricer's solutions to get retail grade reliability and in-store performance

2

The UK market develops very quickly triggered by increased minimum wages, lack of staff and inflation, creating a need for store digitalization. Several interesting discussions and pilots enforce our view of the UK as a highly strategic market

3

Retailers' interest in technologies and solutions that minimize environmental impact is growing creating new opportunities for suppliers that can address this interest and need

4

Customer engagement and interest in ESL solutions on the US market is continuously high but potential projects for 2023 are facing delays

5

In Europe, many retailers that have not had ESL solutions before, are now planning for or starting to deploy large scale or full chain deployments. This is a trend that started in 2023 and seem to accelerate

Financial targets 2025

**4.5 bn SEK
Revenue**

**10%
Recurring
Revenue**

New agreements



**OUTDOOR AND CYCLE
CONCEPTS**


LEADING BRITISH OUTDOOR
RETAILER O&CC DOES A FULL CHAIN,
78 STORES, ROLLOUT OF PRICER
PLAZA AND ESLs WITH A
CUSTOMIZED SOLUTION. BEFORE
END OF MAY 2024.

VALUE 20 MSEK




**Felleskjøpet
Rogaland
Agder**

NORWEGIAN RETAILER
FELLESKJØPET ROGALAND AGDER
SIGNES AGREEMENT FOR PRICER
PLAZA AND ESLs IN ALL ITS 21
'BONDEKOMPANIET' STORES.
ROLLOUT EXPECTED TO
BEGIN EARLY 2024 AND BE
COMPLETED IN 2025.

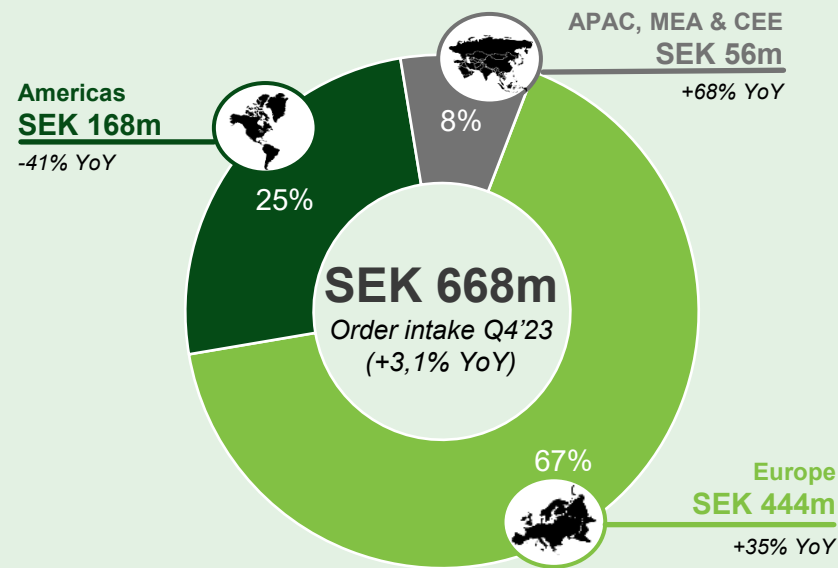
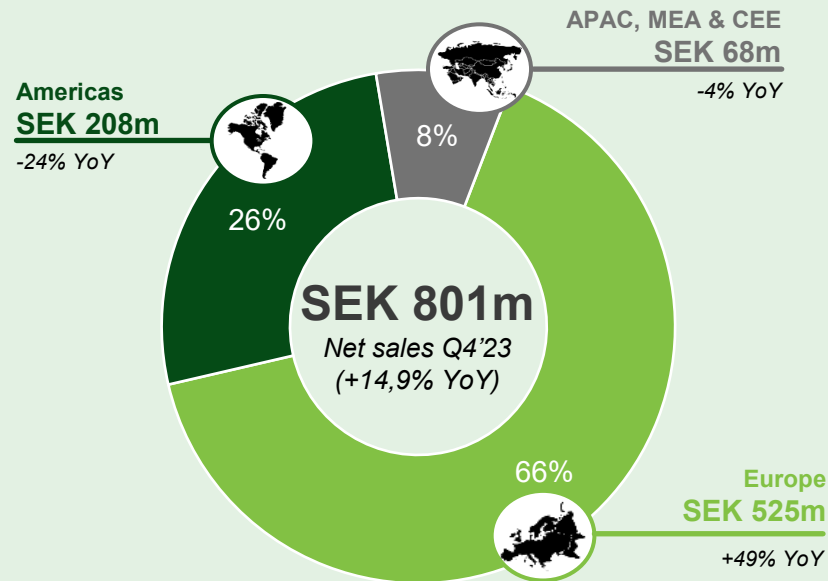


**BRICO
DÉPÔT**

THE ANONYMIZED ANNOUNCEMENT
IN MARCH WAS THE FRENCH DIY
CHAIN BRICO DÉPÔT, PART OF
BRITISH GROUP KINGFISHER.
DEPLOYMENT OF PRICER PLAZA IN
MORE THAN 120 STORES ACROSS
FRANCE. THE VALUE OF THE
FRAMEWORK AGREEMENT IS UP TO
90 MSEK.



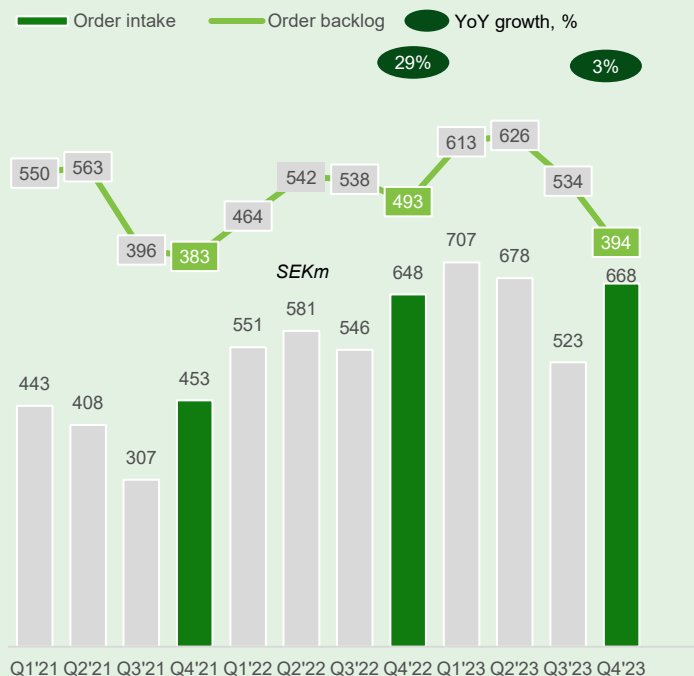
Market development



- Solid order and revenue growth in Europe in the quarter, primarily driven by France
- Decrease in Americas region due to slowdown in Canadian deployments, not offset by new customers in CA/US
- Strong order growth APAC, MEA & CEE driven by Eastern Europe, however revenue down slightly due to timing in deliveries

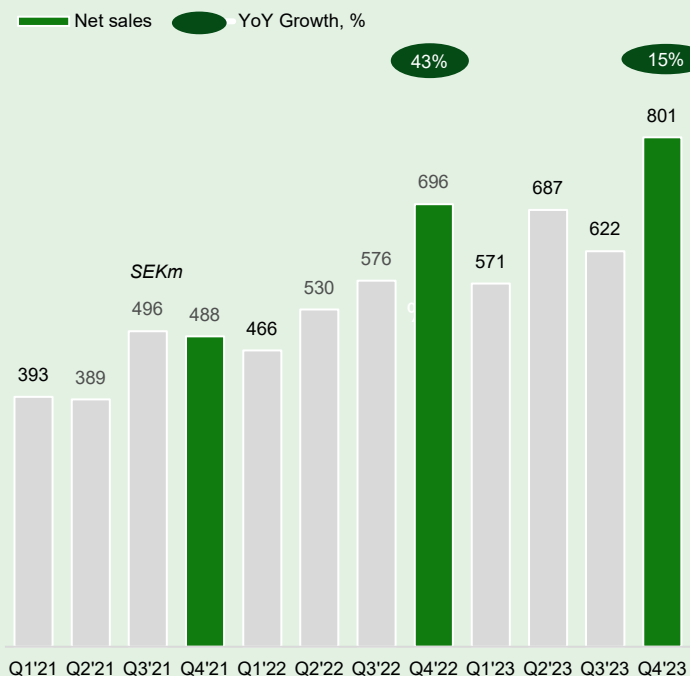
Q4 2023 financial development

Order intake



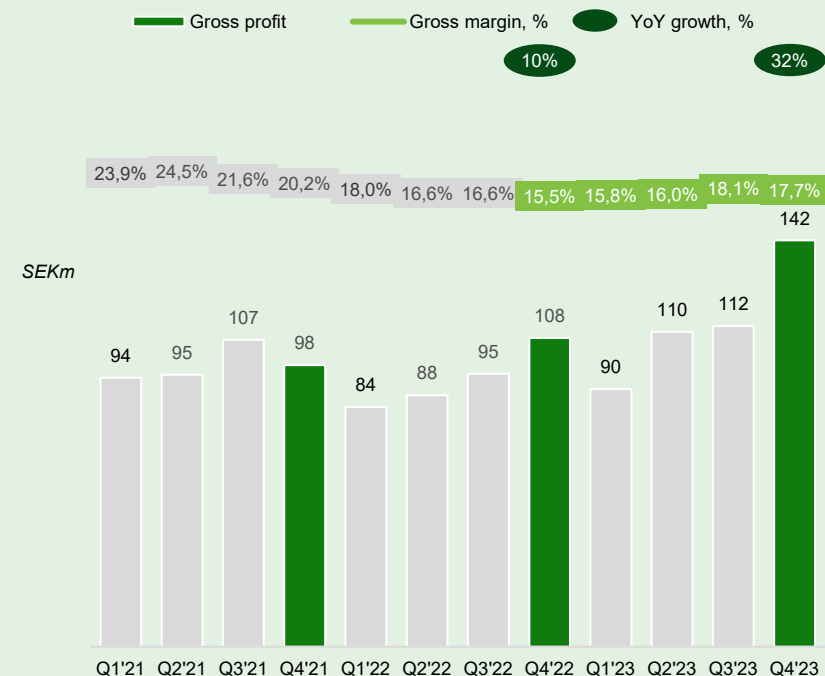
- Order growth of 3.1% YoY, up QoQ due to pick-up in demand
- Strong growth in Europe and APAC regions, counter-acted by slow-down in Canadian deployments
- Weaker SEK vs last year impacting Order intake positively

Net Sales



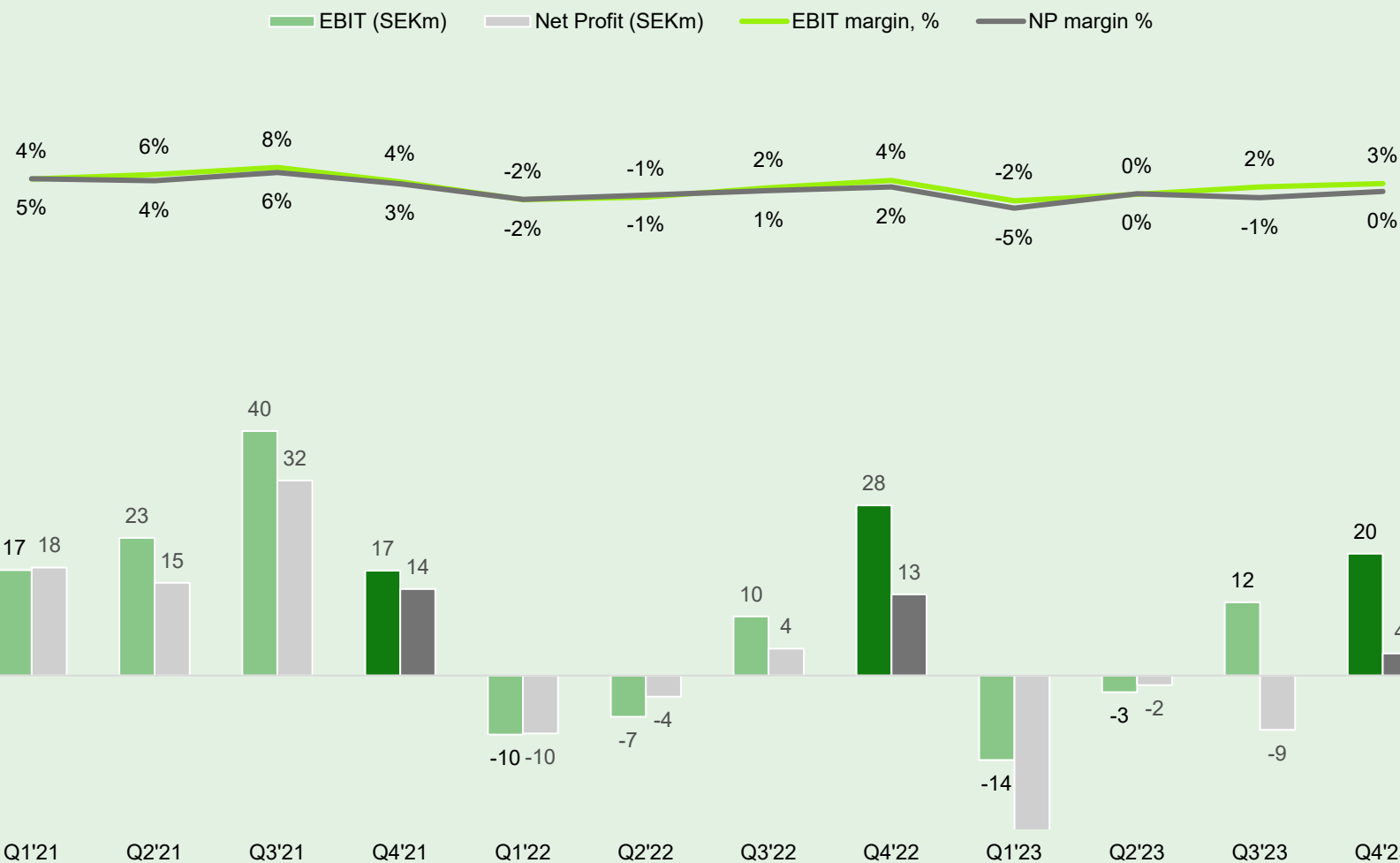
- Net sales growth of 15% YoY – record high
- Growth following deliveries on the larger orders in the quarter.
- Weaker SEK vs last year impacting Net Sales positively

Gross Profit



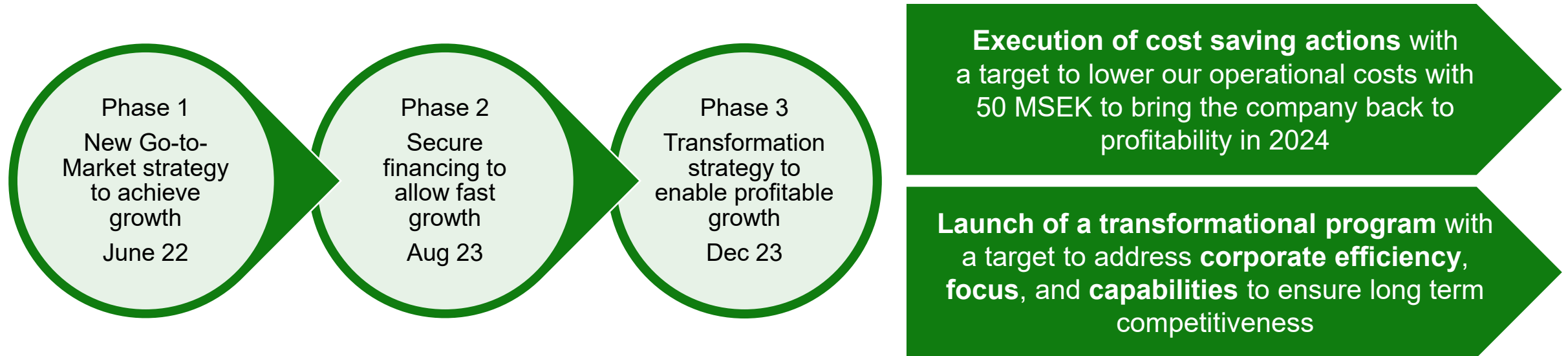
- Increase in gross margin YoY, decrease QoQ impacted by inventory write-downs.
- Positive impact on component cost decreases from Q3
- Adjusting for inventory write downs of 5.5 MSEK the gross margin would be at 18.4%

EBIT & Net profit development



- Revenue growth and gross margin improvements driving improved profitability vs last year
- Items affecting comparability of 19.3 MSEK relating to organizational restructuring and 14.8 MSEK write down of R&D capitalized projects
- Adjusted EBIT of 54.2 MSEK and EBIT margin of 6.8%
- Interest & factoring expenses impacting net profit
- Inventory at 654 MSEK vs 691 MSEK last quarter. Red sea conflict causing 2-3 weeks transport delay
- Cash flow from operations 45 MSEK vs 230 MSEK same quarter last year, difference mainly due to normalized payment terms with suppliers
- Cash flow from financing activities strengthened over the year due to new share issue of 300 MSEK

Corporate transformation: three steps to ensure long-term competitiveness and profitable growth



Focused investments in strategic markets, new functions & roles, core product portfolio and an efficient corporate setup to increase competitiveness and capture market share

Capturing the market 2024



Sales and delivery

Build presence and capture market share on strategic markets such as US, UK, Spain, Germany, Pacific and Japan

Maintain or grow market share on established markets with focus on Plaza migration, up sale and store modernization



Commercial proposition

Revamp commercial packaging and market communication to simplify sales and position Pricer as retail's first choice



Supply leadership

Minimize cost, lead times and carbon footprint, and improve quality through continuous development of regional and automated manufacturing with focus on efficiency improvements



Cloud Tech

Deploy a 'SaaS First' strategy focusing on simplicity, application, and stellar customer experience for all customer stakeholders



Summarizing Q4 2023

1

Best quarterly net sales in Pricer history at 801 MSEK

2

Adjusting for inventory write downs of 5.5 MSEK the gross margin would be at 18.4% which means a continuation of the gross margin improvements seen throughout the year

3

The announced cost savings program of 50 MSEK annually is proceeding according to plan and the transformational phase commence in February as planned

4

Return to profitability with positive EBIT and Net profit in the quarter and an adjusted EBIT of 54 MSEK corresponding to an adjusted EBIT margin of 6.8%

5

The announcement of the January agreement with Outdoor & Cycle Concepts is an important milestone marking Pricer's first major deployment in the UK market

17.7%

Gross margin

+15%

net sales growth YoY

SEK 801m

Net sales

Q&A

The word "PRICER" is written in a bold, green, sans-serif font. It is centered within a white circle, which is surrounded by several concentric green circles of varying thicknesses, creating a tunnel-like effect. The entire graphic is set against a solid green background.

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