

Q4

January – December 2024

PRICER

Magnus Larsson
President and CEO

Claes Wentzel
CFO

Stockholm, Sweden, February 6, 2025

Vision:

The preferred partner for
in-store communication
and digitalization

PRICER

Pricer in brief

350+ Million

Labels Deployed

200

Employees

35 Million

Labels Yearly

70+

Countries

28000+

Stores

11

Office Locations

5000+

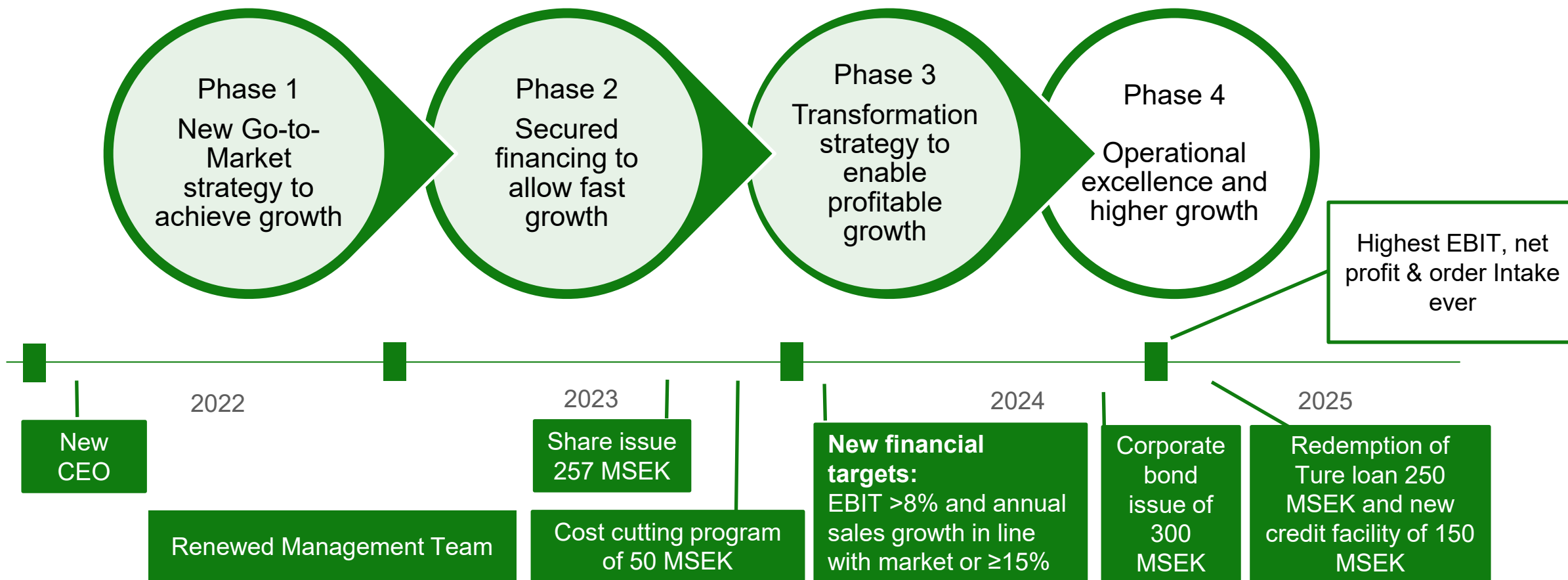
Stores on Plaza

36+ Million

Labels on Plaza



Pricer transformation strategy (2022-2025)



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

Q4 & FY 2024

Events Q4 & FY 2024

Q4 2024

- Order from the retail chain S-Group for installation in +100 stores
- Expanded framework agreement with Canadian Tire for installation in 80% of its stores by the end of 2025
- Expansion agreement with Sobeys worth ~ 485 MSEK
- Refinancing; bond issue of 300 MSEK, replacing Ture loan

FY 2024

- Cost reduction program of 50 MSEK fully implemented
- New production facility in Germany in full production
- Initial order of 90 MSEK from Sobeys, a Canadian Tier 1 grocery giant, of 50 stores
- Order of 50 MSEK from East of England Co-operative Society for a full-chain installation ~120 stores
- Highest ever order intake reflecting a good growth across several markets and customers

22.0% (17.0%)
FY gross margin

7.4% (0.4%)
FY EBIT margin

SEK 132m (-48)
FY Net Profit



Pricer Avenue™

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Strategic initiatives

Launch of Pricer Avenue at the NRF show

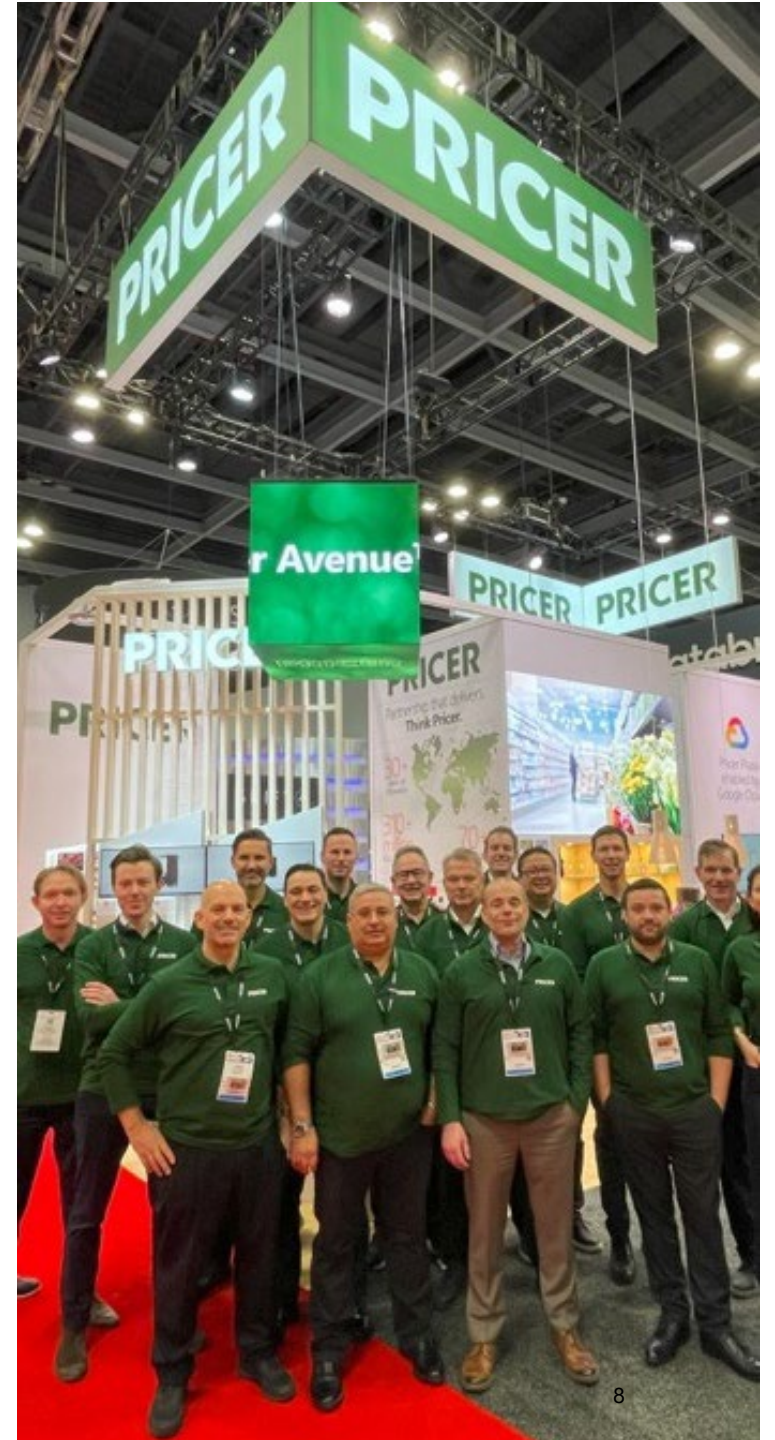
- Positions Pricer as a market innovator
- Huge customer and market interest

New and strengthened partnerships

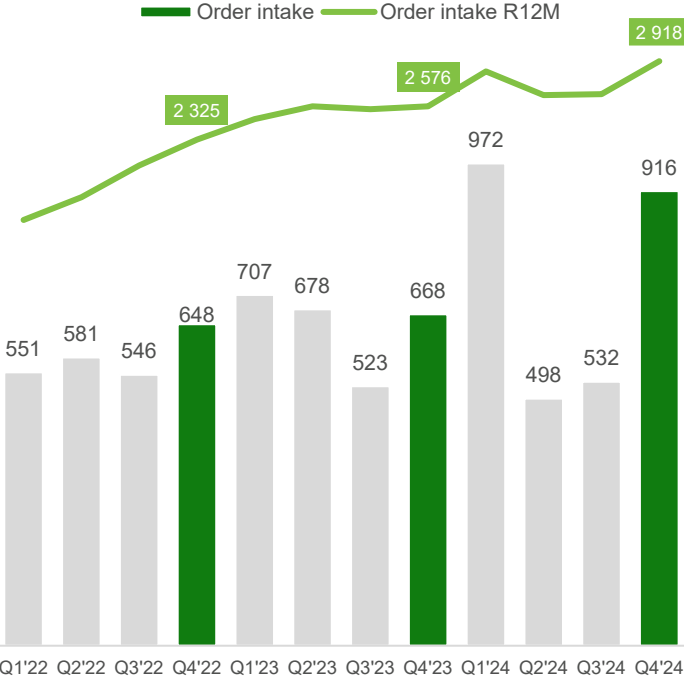
- Further developing our partnership strategy
- Work closely with a few selected partners
- New partnership with Focal Systems, a leader within in-store AI-solutions and computer vision
- Pricer Plaza now available on Google Cloud Marketplace

Customer centric go-to market model

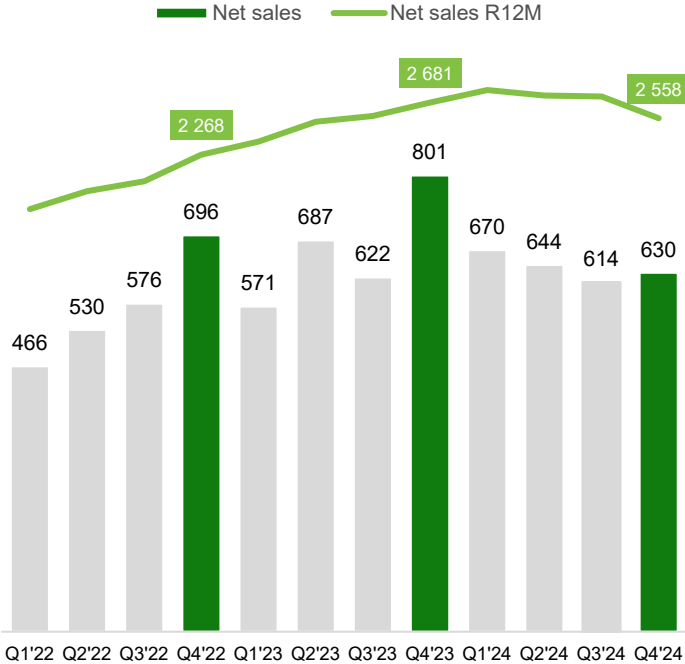
- Increased direct customer engagement on important markets
- Build own team for Nordics and Baltics during spring 2025



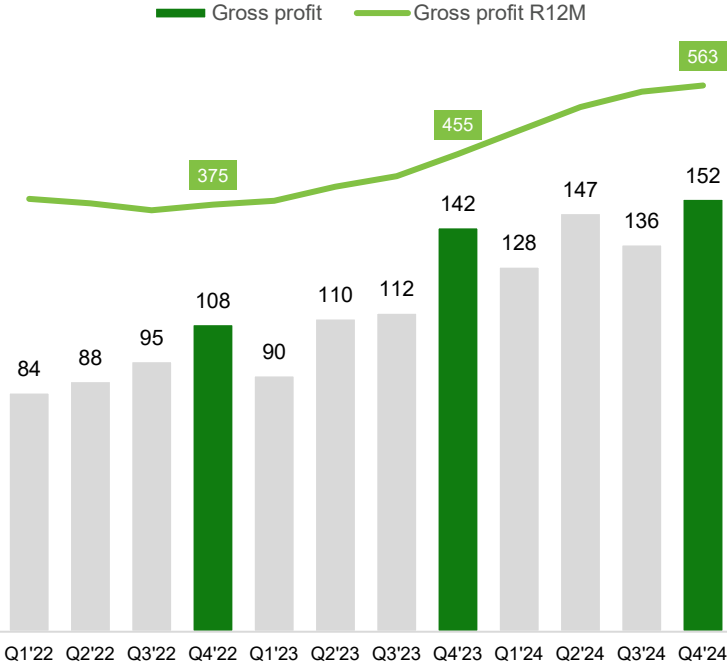
Sales and gross margin development



Order intake

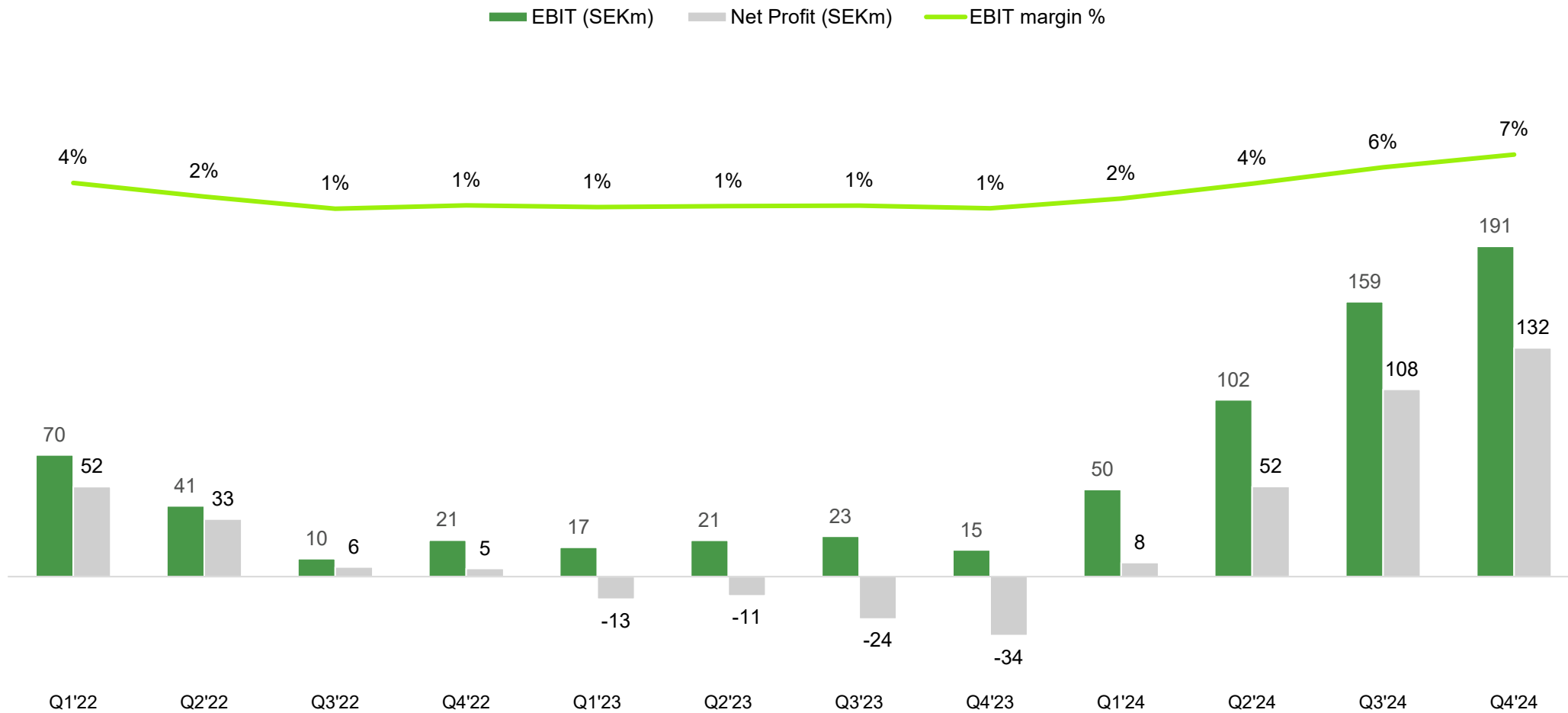


Net Sales



Gross Profit

R12 EBIT & Net profit development



Profit & Loss statement

Amounts in SEK M	Q4 2024	Q4 2023	Full-year 2024	Full-year 2023
Net sales	630.0	800.6	2,558.0	2,681.2
Cost of goods sold	-477.6	-658.6	-1,994.7	-2,226.5
Gross profit	152.4	142.0	563.2	454.6
Gross margin	24.2%	17.7%	22.0%	17.0%
Selling expenses	-60.1	-53.3	-214.6	-216.9
Administrative expenses	-28.7	-52.4	-118.4	-162.4
Research and development costs	-11.8	-26.6	-38.4	-65.5
Operating expenses	-100.6	-132.3	-371.4	-444.8
Other income and expenses	-0.9	8.6	-1.3	0.0
Operating profit/loss	50.8	18.3	190.5	9.8
Finance items	-13.7	-12.1	-39.3	-50.6
Profit/loss before tax	37.1	6.2	151.2	-40.8
Income tax	-3.9	-2.6	-19.3	-7.5
Profit/loss for the period	33.2	3.6	131.9	-48.3

Cash flow from operating activities

Comments

- Strong EBITDA development have positive effect on cash-flow from operating activities
- Termination of factoring 169 MSEK during the year has affected cash-flow negatively

Amounts in SEK M	Full-year 2024	Full-year 2023
Cash flow from operating activities before changes in working capital	268.7	84.2
Increase(-)/decrease(+) inventories	-13.4	9.6
Increase(-)/decrease(+) trade receivables	-122.2	4.8
Increase(-)/decrease(+) other current receivables	52.6	68.2
Increase(+)/decrease(-) trade payables	-148.7	-241.1
Increase(+)/decrease(-) other current liabilities	21.0	-1.9
Cash flow from changes in working capital	-210.7	-160.4
Cash flow from operating activities	58.0	-76.1

Going forward – focus 2025

Profitable growth

- Restored profitability – continue to grow value-add solutions
- Increased focus on growth and delivery on order book

Win in chosen markets

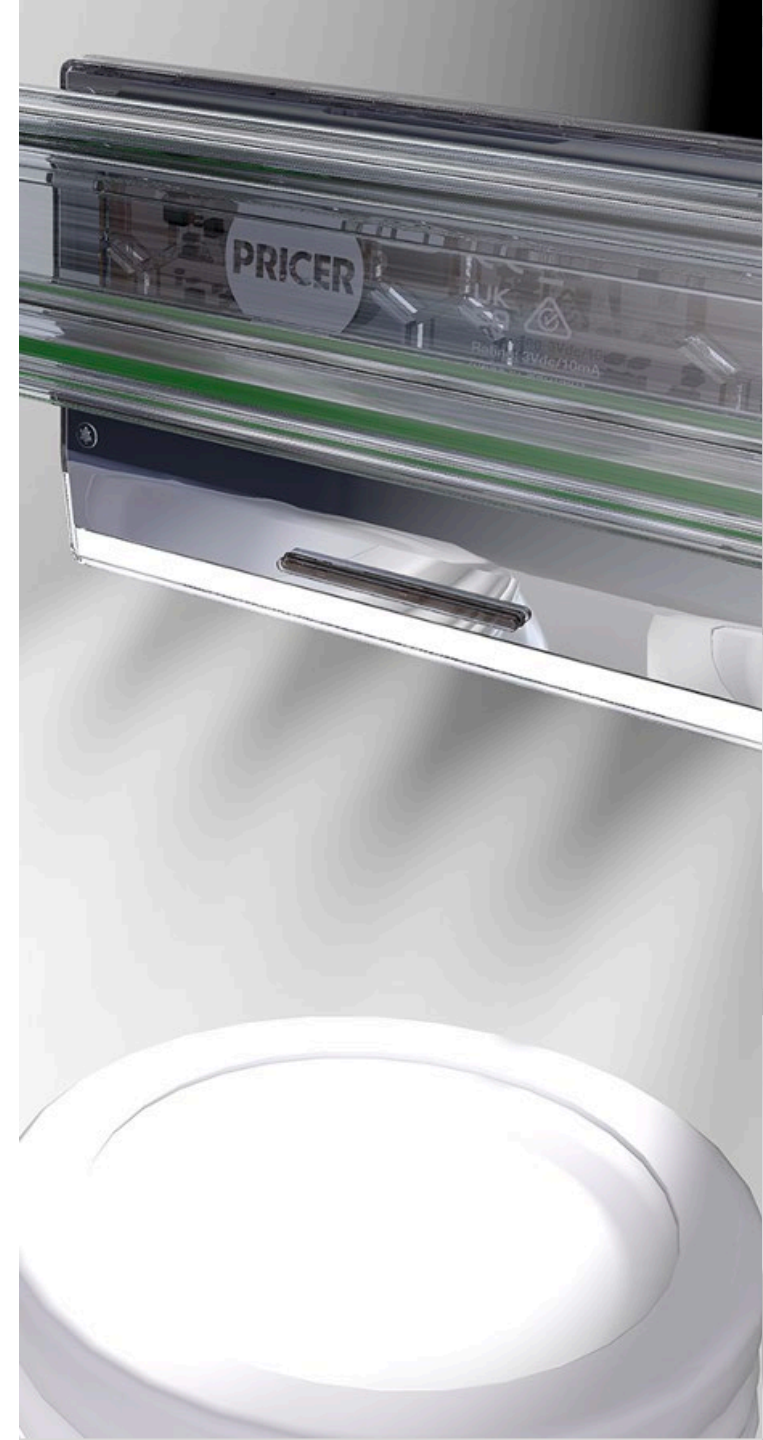
- Prioritized markets: North America, UK and southern Europe
- Prioritized segments: hyper & supermarkets, pharmacies and DIY

Empower sales organisation

- Solution sales and effective up-sales

Market leading in-store solution portfolio

- Integrated solution; broader portfolio, Pricer Avenue™, add-on Plaza applications, partnerships and own R&D



Q&A



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