

# Sustainability for Pricer

As part of its core values, Pricer believes that quality, accountability and proactivity should be reflected in its daily work and the company's practices. For Pricer, sustainability means corporate responsibility where sustainable business operations are a prerequisite for long-term success and stability. Sustainability work is an important basis for building and maintaining trust in relationships with employees, customers, suppliers, investors, and society at large.

Pricer will work to identify sustainability matters where the company can create maximum value – economically, socially, and environmentally. At the same time, there is a strong emphasis on managing risks and highlighting opportunities linked to the impact of activities on society and the environment. For Pricer, sustainability is about taking responsibility and balancing business benefits with a positive impact on the world around us.



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# Sustainability governance

Sustainability is an integral part of the company's overall governance processes, with the Board of Directors having overall responsibility for setting the strategy, ensuring an appropriate organization, and concretizing relevant issues within the annual budget. The company's CEO is responsible for the operational activities and has the ongoing responsibility for implementing the sustainability work in accordance with the Board's decisions and guidelines.

Pricer's sustainability work, targets and activities are continuously developed to meet changing market conditions, such as shifting customer behavior and global trends affecting the business, as well as legal requirements. With

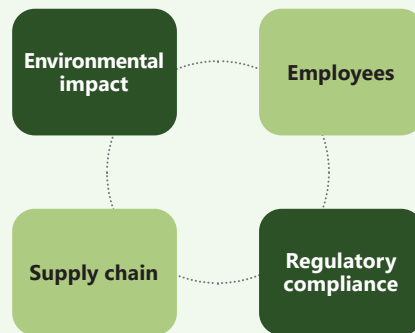
the ambition of creating better conditions for risk management and long-term competitiveness, Pricer strengthened its sustainability organization during the year by recruiting a sustainability manager and a sustainability reporting manager. These recruitments mark Pricer's increased efforts to integrate sustainability as part of the company's strategy and which puts focus on sustainability as a strategic priority. Pricer's Head of Sustainability will be responsible for leading, developing, and implementing strategic sustainability initiatives, while the dedicated Sustainability Reporting role will ensure high quality, compliance, and transparent sustainability reporting and communication.

## Governing documents

Sustainability work is structured around an established framework in the form of policies, which include guidelines and guidance for governance and compliance. Pricer's policies are available to all employees via the intranet and are regularly raised at team meetings to create engagement, awareness, and be used as a framework for decisions. Selected policy documents also cover suppliers and are communicated in the context of business partnerships. To ensure full transparency, a number of Pricer's policies are also available on the company's website [www.pricer.com](http://www.pricer.com).

## Focus areas

Pricer's sustainability work is based on four focus areas identified as central to the business and its stakeholders. These are described in more detail in the Sustainability Report on pages 27–30.



## Policy documents for governance

- Code of Conduct and Environmental Policy
- Code of Conduct for Suppliers
- Sustainability Policy
- Environmental Policy
- Dividend Policy
- Finance and Attest Policy
- Information & Communication Policy
- Insider Policy
- IT Policy
- Work Environment Policy
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**Pricer – a global leader in digital retail**

Pricer is a global leader in solutions for automation and communication in physical stores. The company drives digitalization and transforms retail through innovative solutions that combine hardware, software and cloud-based technologies. Pricer’s vision is to be the preferred partner for in-store communication and digitalization. The core of Pricer’s offering is software and products that enable automated price changes and digital signage, among other things. Pricer’s customer-oriented business model aims to meet the retail industry’s growing need for flexibility and efficiency. Working closely with its customers, Pricer delivers solutions that strengthen operations, reduce operational costs, and enable a smooth transition to a digital future.

To meet the increasing demand for sustainable products, Pricer focuses on developing energy efficient solutions that support customers’ sustainability goals. Innovation is at the heart of Pricer’s business, with continuous product development strengthening the company’s position as an industry leader. By offering the most energy-efficient solutions on the market, Pricer helps reduce environmental impact while improving store efficiency.

*The world around Pricer*

Pricer’s customer-focused business model requires the company to be responsive to the expectations and needs of the outside world. Stakeholder dialogues are an important mechanism for early identification and management of potential risks. At the same time, these dialogs enable Pricer to discover and seize new opportunities, which in turn drives innovation and creates value.

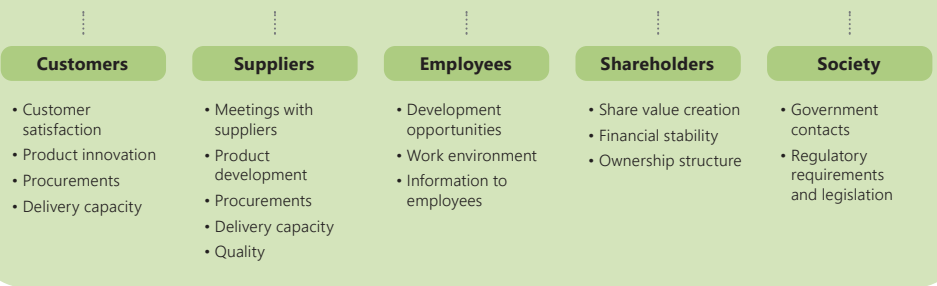
By maintaining open and transparent communication, Pricer strives to build and manage trust with its stakeholders. Acting responsibly and clearly is a fundamental prerequisite for securing long-term success and ensuring that Pricer remains relevant and adaptable in a changing market.

**Value chain**

Pricer works with sustainability throughout the value chain with the ambition to reduce risks to people and the environment and seize opportunities to create positive impact



**Pricer’s stakeholders**



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# Double materiality assessment

During the year, Pricer has worked to adapt its sustainability work in the future, to meet the coming reporting requirements under the Corporate Sustainability Reporting Directive (CSRD) and the associated European Sustainability Reporting Standards (ESRS). Pricer has performed a double materiality assessment evaluating the company's impact on the outside world and how sustainability-related factors affect the development of the business and financial results. The principle is based on the two perspectives of impact materiality and financial materiality, where impact materiality refers to the positive and negative effects that activities have on the environment, people, and society. Financial materiality focuses on how sustainability-related risks and opportunities affect the financial position and future performance of the business. Together, these perspectives provide a holistic view of the sustainability matters of importance to Pricer and its stakeholders.

## (1) Process for the double materiality analysis

The analysis was carried out in accordance with the EU's established principles for sustainability reporting and with the support of an independent party. To ensure a comprehensive and informed assessment, Pricer's entire value chain was included in the work. The analysis is structured in clear process steps to ensure a methodical review and was carried out according to the following process:

## (2) Gross list of essential topics

In the initial stage, a gross list of potentially essential topics was developed. The topics on the gross list were identified through an environmental analysis where Pricer's value chain, markets, and geographical areas were examined. The analysis was complemented by an inventory of internal activities

based on an examination of internal documents and business processes. Based on the analysis results, a comprehensive set of potential impact drivers factors, risks and opportunities was compiled, reflecting the entire Pricer value chain.

## (3) Verification by stakeholders

To integrate the stakeholder perspective, dialogues were initiated with both internal and external representatives. A mapping exercise was carried out to identify where in the value chain each topic is most relevant – upstream in the supply chain, within their own business, and downstream in the customer and end-user chain. To ensure a balanced materiality assessment, stakeholder groups were linked to the identified topics on the gross list. The aim was to identify the stakeholders that have the greatest impact on or are most affected by each issue.

Following the collection of dialogue data, the information was processed to determine which topics the stakeholder groups considered relevant. The results were used to adjust and validate sustainability topics by linking identified impact drivers, risks and opportunities to the corresponding topics on the gross list.

## (4) Prioritization of gross list

In order to focus on the sustainability topics of relevance to Pricer and its stakeholders, a prioritization of the gross list was conducted. Prioritization was applied systematically through defined criteria and thresholds. For impact significance, positive and negative impacts were assessed based on magnitude, scale, reversibility, and likelihood. Impact drivers that exceeded medium or high were classified as significant. For financial materiality, risks and opportunities were evaluated based on the magnitude of the potential financial effects

and the likelihood of their occurrence. Financial effects that exceeded medium or high were considered to be material.

Based on the results of the surveys, analyses and stakeholder dialogues, a prioritization of the gross list topics was carried out. Each topic on the gross list was scored to determine priority. Only those topics that exceeded the established criteria were included in the final list.

## (5) Identification and documentation of materiality

In the final step, representatives from different parts of Pricer's business were brought together for a presentation of the results of the prioritized list. The meeting included a presentation of the process and the analytical results that formed the basis for the prioritization. The representatives were given the opportunity to provide final comments, and the results were then verified. The final materiality assessment determined that seven out of ten ESRS substance standards were assessed as material and a total of 19 sub-topics were identified as material. In the first instance, the dual materiality analysis has focused on identifying areas of risk and laying a good foundation for building sustainability work going forward. In 2025, the double materiality analysis will be updated.

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## Results of the double materiality analysis

### Environmental information

Material topic	Subtopic	Impact, risk, opportunity	Description
E1 Climate change	Climate change adaptation	• Risk	Climate change increases costs and uncertainty in the supply chain, especially for raw materials and transport. Production in Asia carries potential risks linked to extreme weather events.
	Climate change mitigation	• Risk • Opportunity	Pricer contributes to Scope 1 and 2 emissions through its own operations, mainly from energy consumption in its offices. The majority of the company's emissions come from the supply chain, such as the installation of circuit boards and the production of displays. Other significant sources of emissions include energy consumption in battery production, recycling and waste management, and transportation. There is a risk – linked to both customers and owners – if the company does not meet growing demands for climate action and transparency in data reporting. Pricer is actively working to reduce its carbon footprint throughout the value chain, for example, by moving production closer to customers by way of a factory in Europe, but also by optimizing products such as SmartTag Power, which has reduced the climate impact by 20 percent compared to previous models. But also by continuously mapping and identifying improvements to reduce negative impacts.
	Energy	• Negative impact • Positive impact • Risk • Opportunity	The company's products and data storage involve high energy consumption and have a climate impact. Risks linked to rising energy prices may have financial consequences for the company. Pricer contributes to positive impact through systems and labels with industry-leading battery performance, resulting in lower energy consumption than competing systems. Through continued collaboration within the supply chain, there are opportunities to implement energy-efficient practices and thereby reduce operating costs and negative impacts.
E2 Pollution	Air pollution	• Negative impact	Product transportation gives rise to emissions of air pollutants.
	Substances of concern Substances of very high concern	• Negative impact	Substances that pose environmental and health risks are present in the manufacture of the company's products.
E4 Biodiversity & ecosystems	Direct impact drivers of biodiversity loss	• Negative impact	Currently, there is limited information on the company's impact on biodiversity. Potential impacts have been identified in relation to certain materials that may affect the ecosystems and biodiversity concerned.
E5 Resource use & circular economy	Resource inflows	• Negative impact • Risk	Material supply has an impact on circular resource flows, but ongoing efforts aim to reduce this impact. Risks arise from stricter environmental regulations and increased circularity.
	Resource outflows	• Negative impact	Recycling of electronic shelf labels faces challenges due to their complex design, which negatively affects the circular flows. Today, there is recycling in all markets and activities to increase recycling rates.
	Waste	• Negative impact • Positive impact • Opportunity • Risk	Waste is generated at different stages of the products' life cycle over which the company has limited control, as waste can be generated both during production and at customer sites. Pricer creates a positive impact, especially with customers, with solutions that increase resource efficiency and reduce food waste in stores. The positive impact is an important part of branding and business opportunities going forward.

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Material topic	Subtopic	Impact, risk, opportunity	Description
<b>S1 Own workforce</b>	<b>Working conditions</b>	<ul style="list-style-type: none"> <li>Negative impact</li> <li>Risk</li> </ul>	Operating as an employer in the fast-changing technology sector can put a heavy workload on the workforce and negatively affect employees. If Pricer fails to address these challenges, there is a risk of high staff turnover and a limited ability to attract and retain the right skills.
	<b>Equal treatment and opportunities for all</b>	<ul style="list-style-type: none"> <li>Negative impact</li> <li>Risk</li> <li>Opportunity</li> </ul>	If the company does not maintain a good corporate culture, it can have a negative impact on employees and, at the same time, pose brand risks. As a result of the male dominance in the tech industry, Pricer has identified a lack of female representation. At the same time, the company recognizes the opportunities and strategic benefits that increased diversity can bring.
<b>S2 Value chain workers</b>	<b>Working conditions</b>	<ul style="list-style-type: none"> <li>Negative impact</li> <li>Positive impact</li> <li>Risk</li> </ul>	Subcontracting in industries and regions with labor law risks can have a negative impact on the value chain. Dependence on a small number of suppliers may therefore entail operational risks for the company. Pricer's solutions streamline store systems, thereby contributing to a positive impact on workers downstream in the value chain.
	<b>Equal treatment and opportunities for all</b>	<ul style="list-style-type: none"> <li>Negative impact</li> </ul>	Lack of monitoring of working conditions and equal treatment by suppliers can have a negative impact on workers.
	<b>Other work-related rights</b>	<ul style="list-style-type: none"> <li>Negative impact</li> <li>Risk</li> </ul>	The company has a number of suppliers in countries where there is a risk of human rights violations, which can have a negative impact on workers. This poses risks of disruption to the supply chain and may affect confidence in Pricer.

## Governance information

Material topic	Subtopic	Impact, risk, opportunity	Description
<b>G1 Responsible business conduct</b>	<b>Corporate culture</b>	<ul style="list-style-type: none"> <li>Negative impact</li> <li>Risk</li> </ul>	Failure to address corporate culture can have a negative impact on employees and consequently pose risks to the company, such as high staff turnover. Stricter regulatory requirements can lead to operational risks that can affect day-to-day business.
	<b>Protection of whistle-blowers</b>	<ul style="list-style-type: none"> <li>Negative impact</li> </ul>	Inadequate whistleblower protection can have a negative impact on individuals.
	<b>Management of relations with suppliers</b>	<ul style="list-style-type: none"> <li>Negative impact</li> </ul>	Insufficient evaluation and monitoring of suppliers' sustainability performance can lead to negative impacts on the environment, people and society.
	<b>Corruption and bribery</b>	<ul style="list-style-type: none"> <li>Negative impact</li> <li>Risk</li> </ul>	The company's manufacturing operations are partly located in regions with exposure to business ethics violations, which may have a negative impact on the business.

The results of Pricer's double materiality analysis have given the company a deeper understanding of both its impact on the environment and society, as well as the financial risks and opportunities that sustainability matters entail for the business. The insights from the dual materiality analysis will form

a basis for further developing the company's strategy and identifying new opportunities with a focus on sustainability.

Pricer will also strengthen efforts to minimize negative impacts, maximize positive contributions, and ensure robust management of sustainability-related risks and opportunities.

By gradually anchoring and developing its strategy, Pricer not only ensures that the company meets future regulatory requirements, but also that value is created for customers and partners as well as sustainability and society at large.

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# Environmental impact

At Pricer we are convinced that sustainable business is critical for continued profitability. The company considers it a fundamental principle to assume its environmental responsibility and therefore strives to minimize its environmental footprint – an ambition that permeates all parts of the business. In 2025, Pricer will collect baseline data, design a methodology and an approach to work even more actively with and report reduced climate impact going forward.

## Environmental responsibility

Pricer's ambition is to minimize environmental impact in all parts of the business. The focus is on reducing waste generation, proactively avoiding pollution and continuously improving its environmental performance. To achieve this, Pricer works with guiding principles for environmental considerations throughout the organization.

Products are developed with the intention of minimizing their environmental impact throughout their life cycle, from production and use to recycling and destruction. Particular emphasis is placed on energy efficiency, sustainable material choices, and reduced resource consumption. Materials and technologies are selected to minimize environmental impact, and distribution is optimized to reduce transport emissions. Pricer's partnerships are based on shared commitments to ensure sustainable supply chains. Suppliers are selected on the basis of their environmental ambitions and their commitment to supporting the company's environmental policy.

To raise awareness of environmental issues, Pricer focuses on communication and training, both internally and externally. The company maintains an open dialog with employees, authorities and the public on environmental issues and its environmental policy. At the same time, customers and partners are offered advice and knowledge on how Pricer's products can be used, transported, stored and handled in an environmentally friendly way.

## Pricer and PaperShell bring sustainability to the store shelf

In 2024, Pricer entered into a strategic partnership with the Swedish company PaperShell to drive the development of sustainable materials in the electronics sector. The collaboration aims to integrate bio-based materials into Pricer's electronic shelf labels, thereby reducing dependence on fossil components. The aim is to develop the world's first electronic shelf label made entirely from biocomposite, which has the potential to significantly reduce the environmental impact of the product.

The partnership is an important step in Pricer's strategy to combine technological innovation with sustainability. By investing in fossil-free materials, Pricer strengthens its commitment to environmental innovation while contributing to more sustainable retail. The company continues to explore solutions that not only improve the in-store experience, but also create competitive advantages through increased efficiency and reduced waste.

The collaboration between Pricer and PaperShell shows how technology and sustainability can go hand in hand to shape the future of retail. With this initiative, Pricer is taking a leading role in the transition towards a greener and more circular electronics sector.



## Continuing innovation cooperation for sustainable energy

Over the years, Pricer has collaborated with sustainability-focused partners to drive technological innovation and develop cost-effective solutions in sustainable electronics. After the end of the year, Pricer Avenue™ was launched – a new display and communication system for electronic labels that can be powered by flexible energy sources. One of the sources of energy comes from the intensified cooperation with Epishine. This collaboration integrates Epishine's technology, which converts indoor light into energy, with Pricer's electronic labels. The result is a self-powered solution that eliminates the need for batteries.

Both Pricer and Epishine are participating in the Eurostars-funded project SELECT (Sustainable Electronics for Energy Harvesting Applications). The project brings together leading electronics innovators from across Europe to develop a scalable platform for energy harvesting, a technology for devices that extract energy directly from their environment. The aim is to

reduce the environmental impact of electronic components through battery-free and sustainable solutions.

SELECT is the largest international funding program for SMEs in research and development. Within the project, Pricer is focusing on developing battery-free electronic shelf labels in collaboration with the project partners:

- **Epishine** – Solar cells optimized for indoor lighting through photovoltaic systems.
- **ONiO** – Low-power-consumption microcontroller for self-powered electronics.
- **Ligna Energy** – Supercapacitors made from renewable materials.
- **Jiva Materials** – Recyclable and biodegradable PCB laminates.
- **4MOD Technology** – Battery-free remote controls based on energy harvesting.

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# Employees

## Employees and their development

Pricer's success is largely dependent on its employees, which is why the company focuses on their commitment and development. Procedures are therefore designed to encourage initiative, training and autonomy among employees, with the aim of continuously evaluating and improving both practices and results.

In recent years, Pricer has made efforts to strengthen its corporate culture, focusing on creating an organization where employees feel that their efforts are an important part of the company's success. Through workshops, discussion forums and global platforms, there is a continuous dialogue and joint efforts to integrate perspectives from all parts of the organization. Performance reviews between managers and employees have been deepened and directly linked to the company's strategy and targets. These targets are then broken down to individual levels, making it clear to each employee how their work contributes to the whole and the overall success of the company.

In 2024, several initiatives were implemented to promote the development of Pricer's employees. The Leaders' Forum has continued to strengthen leadership within the organization and now includes both senior management and the managers who report directly to it. In addition, two employee surveys were conducted during the year, with the aim of evaluating the work environment and further increasing employee engagement.

## Skills development

Pricer works continuously to evaluate resource and competence needs to ensure strong leadership and the competence required for the future. During the year, the company carried out transformation work to strengthen efficiency and ensure long-term competitiveness, including by further developing the organization and its internal structures. This work has involved adjustments to the workforce. In order to support the employees affected by these changes, transition support

has been offered. Towards the end of the year, the focus has shifted to rebuilding and strengthening the organization. As part of the transformation, the HR and Communications departments have been merged into a single unit. The merger aims to clarify roles and responsibilities and strengthen coordination within the organization.

## Diversity and equal treatment

Differences in experience, both professional and personal, are seen as important assets in creating an inclusive and attractive workplace where diversity is valued and each individual is treated with respect and dignity. Pricer has employees in twelve countries on three different continents, and diversity is therefore seen as a necessary prerequisite for strengthening cooperation, promoting innovation, and driving development forward.

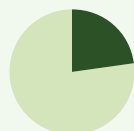
Equal treatment and diversity are key values for Pricer, and discrimination is not tolerated in any form. The company strives to maintain a working environment where everyone feels welcome, respected and valued. Through its code of conduct and values, Pricer establishes a common basis for the

expected behavior of its employees. The Code of Conduct and Values defines guidelines for behavior and clarifies the corporate culture and norms that the company strives to maintain and strengthen.

## Equality

The technology industry has historically been male-dominated, and Pricer's ambition is for the gender distribution within the company to reflect the general distribution within the industry. The Company is committed to promoting gender equality at all levels and in all areas of the organization, with a particular focus on increasing the proportion of women in senior management positions. The aim is to achieve a balanced gender representation in all departments.

In the context of the company's transformation efforts, the management team has been reduced in size without new appointments being made, which has temporarily affected the gender balance among senior managers. Pricer remains committed to realizing its long-term vision of gender balance and sees this work as a strategic priority for the future.



**23%**  
Proportion of women in the organization (43/191)

(24% in 2023)



**14%**  
Share of female managers (6/43)

(16% in 2023)



**0%**  
Share of women in the management team (0/6)

(14% in 2023)

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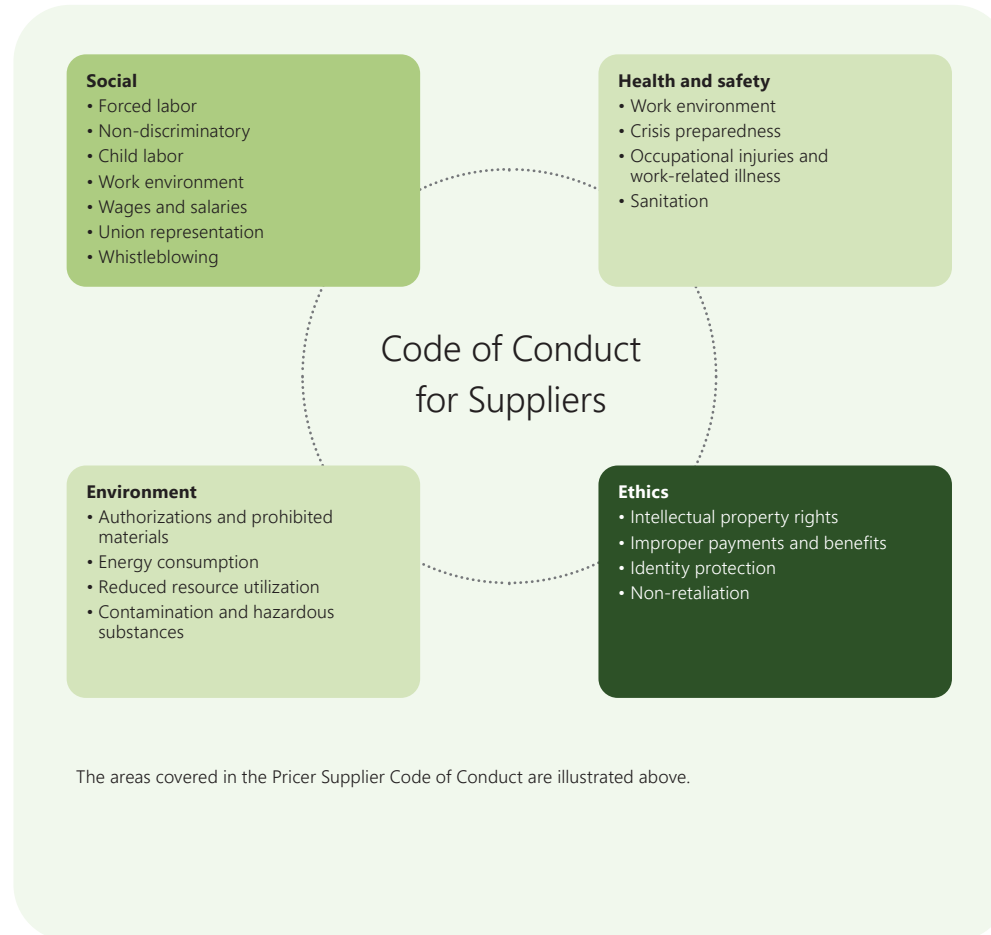
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# Supply chain

Pricer strives to be an attractive business partner by adhering to the principle of reliable and fair relationships that create value for both the company and its suppliers. The company strives to maintain high ethical and business standards and requires suppliers and other business partners to adhere to the same principles.

Pricer's Supplier Code of Conduct reflects the values that the company applies globally. All suppliers must acknowledge and sign the Code of Conduct and follow the guidelines set out in the Code. This Code is based on internationally recognized standards and frameworks, including the UN Global Compact and the Responsible Business Alliance Code of Conduct.



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# Regulatory compliance

## Corporate responsibility

Corporate responsibility is a central part of Pricer's work for long-term value creation. It covers sustainability aspects such as environment, health and safety, as well as compliance and business ethics issues. Maintaining good relations with employees, customers, suppliers, investors and society is an important part of this work.

As a Pricer employee, contributing to business ethics violations is prohibited, and all employees have a responsibility to report actual or potential irregularities involving the business or its business partners. Suspected irregularities should be

reported in the first instance to the line manager or senior management. For those who wish, it is possible to anonymously report actions or situations that violate the company's rules and guidelines via Pricer's web-based whistleblowing system. The service is also available to external parties such as suppliers and is available on the company's website or directly via [pricer.whistlelink.com](http://pricer.whistlelink.com).

With its global presence, Pricer ensures that the company complies with applicable laws and regulations, respects human rights, and maintains high business ethics standards. The company is certified according to the international

standard ISO 27001, confirming Pricer's work with information security. The certification means that Pricer systematically protects sensitive information, manages risks, and complies with laws and industry standards, while working process-based to continuously improve information security.

## Auditor's report on the statutory sustainability statement

To the general meeting of the shareholders of Pricer AB (publ), corporate identity number 556427-7993

### Engagement and responsibility

The Board of Directors is responsible for the statutory sustainability statement for the year 2024 on pages 21–30 and that it has been prepared in accordance with the Annual Accounts Act in accordance with the old version in force before 1 July 2024.

### The scope of the audit

Our examination has been conducted in accordance with FAR's auditing standard RevR 12 The auditor's opinion regarding the statutory sustainability statement. This means that our examination of the sustainability statement is different and substantially less in scope than an audit conducted in accordance with International Standards on Auditing and generally accepted auditing standards in Sweden. We believe that the examination has provided us with sufficient basis for our opinions.

### Opinions

A statutory sustainability statement has been prepared.

Stockholm 28 March, 2025  
Ernst & Young AB

Jakob Wojcik  
*Authorized Public Accountant*

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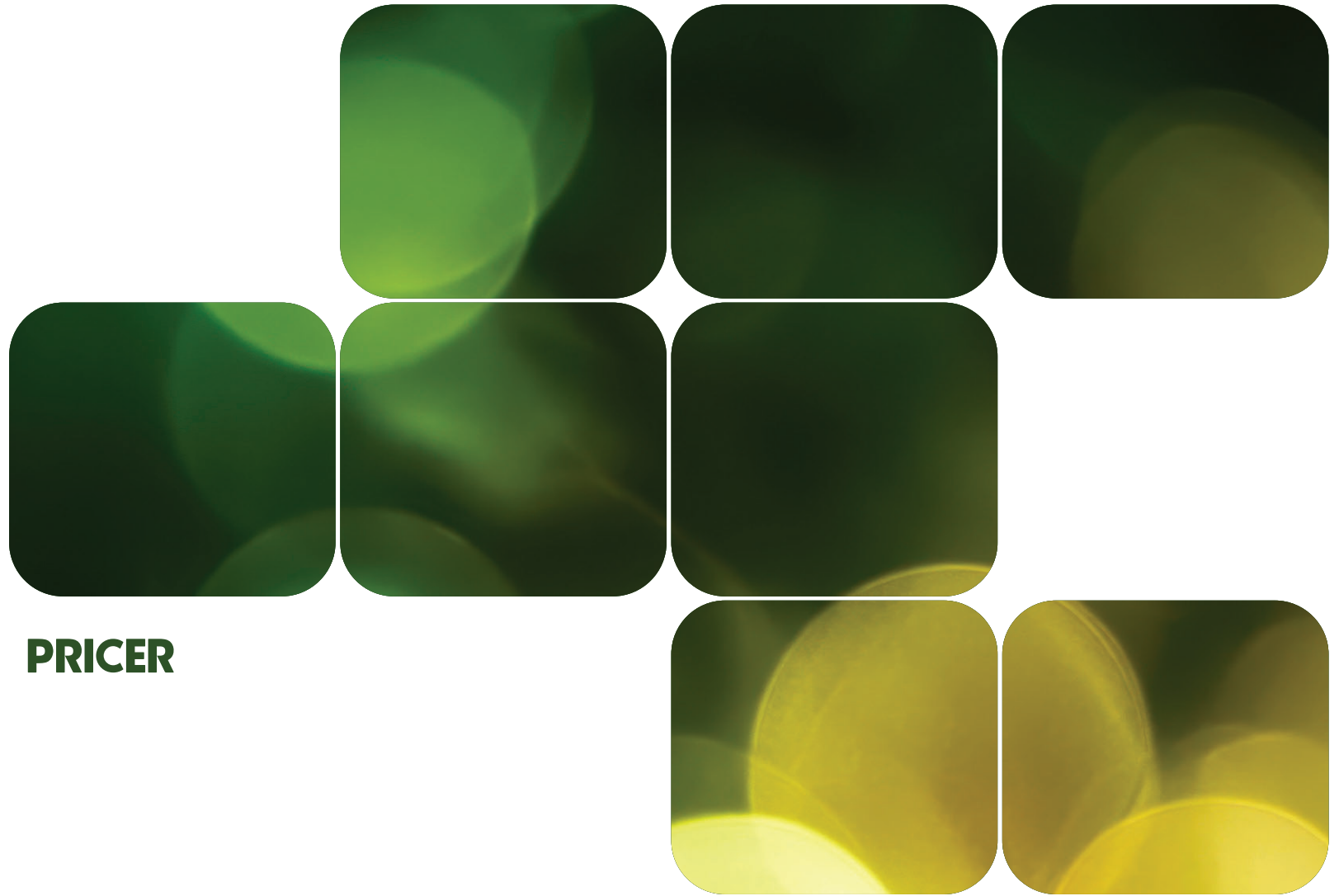
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# PRICER

Annual Report and  
Sustainability Report 2024



**PRICER**