

Sustainability for Pricer

Through its sustainability efforts, Pricer wants to create long-term value for the company, people and the planet. This means that the company is focusing on reducing its environmental impact, promoting an inclusive and healthy work environment and working toward a responsible supply chain. Pricer is endeavoring to lead the development of sustainable retail by integrating sustainability throughout its operations, thus making sustainability a central part of Pricer's strategy and business model.



“Creating value for Pricer, people and planet”

The Sustainability Report applies to the entire Group

Consolidation

SEK 2,106 M

in total assets

SEK 2,148 M

Net sales

210

Employees

11

Offices around the world

Europe, Americas, Asia, Middle East and Central & Eastern Europe

Primary markets

Germany, Romania, Hungary, Thailand, Vietnam and China

Main geographic locations of Pricer's production

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Sustainability governance

Sustainability is an integral part of the company's overall governance processes. The Board of Directors has overall responsibility for setting the sustainability strategy, ensuring an appropriate organization, and concretizing relevant issues within the annual budget. The company's CEO is responsible for the operational activities and implementing the Board's decisions and guidelines. Pricer's Head of Sustainability leads, develops and implements the company's strategic sustainability initiatives. Responsibilities also include working towards overall sustainability targets, priorities and ambitions.

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 most important policy is the company's Code of Conduct, which all employees are expected to follow. The Code of Conduct defines expectations for responsible, ethical and sustainable conduct in all aspects of the business. In addition to the internal Code of Conduct, the Code of Conduct for Suppliers is an important governing document that aims to promote sustainability, transparency and accountability throughout the value chain. Pricer's policies are part of the onboarding process for new employees and are shared internally through training and the intranet to foster commitment and raise awareness, and are used as a framework for decision-making. All policies are available to all employees via the intranet.

Drivers of sustainability

Pricer's vision is to be a player that contributes to sustainable retail for people and the planet. Sustainability activities are driven by several factors, including customer demand for sustainable products, regulatory requirements and the company's commitment to reducing environmental impact and strengthening social responsibility. These sustainability activities are continuously developed following the ambition of creating better conditions for risk management and long-term competitiveness. Continuous development supports the company in addressing changing market conditions, shifting customer behavior and global trends. By focusing on where the company can make the most difference, sustainability is integrated into business processes, development and the manufacture of products and services.

Sustainability at Pricer is primarily structured around the company's codes of conduct, which stipulate guidelines for governance and compliance, and define expectations for responsible, ethical and sustainable conduct in all aspects of the business.

Code of Conduct

- Business ethics and anti-corruption
- Respect for human rights
- Non-discrimination and good working conditions
- Sustainable, safe and healthy work environments
- Sustainability and environmental responsibility
- Data protection and cybersecurity
- Managing conflicts of interest
- Whistleblowers
- Compliance with laws and regulations

Code of Conduct for Suppliers

- Business ethics and anti-corruption
- Respect for human rights and zero tolerance of forced and child labor
- Non-discrimination and good working conditions
- Safe and healthy work environments
- Responsible environmental and resource management
- Protection of whistleblowers and zero tolerance of retaliation



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The world around Pricer

Pricer's business model requires the company to be responsive to the expectations and needs of the outside world. Stakeholder dialogs 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.

Value chain

Product development

Pricer develops and sells solutions for smart retail in the form of both products and services. Pricer does not have its own manufacturing, but takes responsibility for addressing environmental and social issues in the product and solution development process. Pricer ensures that negative impacts are minimized through design, material choices and features throughout the product lifecycle.

Manufacturing

Pricer enters into supplier partnerships in order to realize product development. The company makes significant volumes of purchases every year, mainly from suppliers in Asia and Europe. All suppliers are required to sign Pricer's Code of Conduct for Suppliers, which addresses their corporate responsibility and integrates Pricer's sustainability policy.

End-of-life cycle

Pricer's products have long service lives. Its communication solutions enable fast response and high delivery levels while maintaining a long battery life and can be reconditioned to further extend their functionality. The products can be recycled when they reach the end of their lifecycle. Pricer endeavors to enable recyclability for all of its products based on design and support systems.

Distribution

Goods are transported from suppliers in Asia and Europe to a logistics hub close to the customer by sea or air, depending on cost and environmental efficiency. The aim is for the customer to receive goods based on their operational needs and for Pricer to reduce emissions from transportation.

Use

Pricer's objective is to be the world leader in digital store communication solutions. The company's solutions are energy efficient and offer the features needed to highlight products, save time, enable efficient processes in stores and help reduce food waste.

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Stakeholder dialog

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

| Stakeholders | Priority sustainability matters | Dialog channels |
|---|---|--|
| Customers | <ul style="list-style-type: none"> Customer and consumer satisfaction Product innovation needs High functionality over time Energy efficiency Low climate impact | <ul style="list-style-type: none"> Ongoing dialog with existing and new customers Surveys to understand customer needs, expectations and sustainability requirements |
| Suppliers | <ul style="list-style-type: none"> Environmental and social sustainability in production Health and safety Development, quality and capacity | <ul style="list-style-type: none"> Responsible supplier relationships, evaluations and due diligence |
| Employees | <ul style="list-style-type: none"> Development opportunities Work environment Inclusive culture that enables personal growth | <ul style="list-style-type: none"> Performance reviews Employee survey |
| Shareholders | <ul style="list-style-type: none"> Creating shared value Financial stability Robust governance | <ul style="list-style-type: none"> Annual General Meeting Meetings with shareholders and investors Investment days Reporting and data |
| Partners | <ul style="list-style-type: none"> Broad offering Value proposition Sustainability in retail and technology | <ul style="list-style-type: none"> Meetings and regular dialog |
| External environment and society | <ul style="list-style-type: none"> Ensure regulatory compliance Impact sustainability in our entire industry | <ul style="list-style-type: none"> Reporting and transparent communication Sustainability forum in retail and technology |



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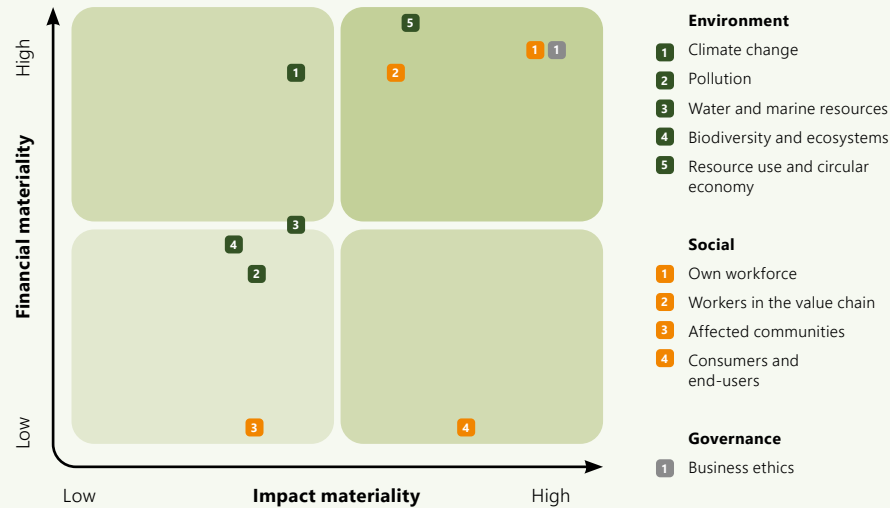
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Materiality assessment



Double materiality assessment

Pricer’s sustainability strategy is based on the company’s double materiality assessment, which identifies the matters where the company has the opportunity to make the most difference for the environment, people and society. The assessment clarifies the impacts that the company has on the outside world and how sustainability-related factors impact 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 the operations 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 two perspectives provide a holistic view of the sustainability matters of importance to Pricer and its stakeholders.

2025 update

The double materiality assessment was updated in 2025 based on dialog with relevant stakeholders, value chain data and business intelligence. The purpose of this work was to ensure that identified material sustainability matters continue to reflect the company’s actual and potential impact on the environment, people and society. The assessment also highlights the risks and opportunities impacting the performance and financial position of the operations.

The updated assessment was based on the principles established by the European Sustainability Reporting Standards (ESRS). By applying the assessment, knowledge can be used to drive innovation and build partnerships throughout the value chain, with the aim of bringing about positive impacts and targeted actions. The results of the assessment are presented below and show a change from last year.

Impact materiality

The identified positive and negative effects, both actual and potential, that the operations have on the environment, people, and society are presented below. These matters require constant monitoring and management.

| Matter | Negative impact (Actual/Potential) | Positive impact (Actual/Potential) |
|--------------------|---|--|
| Environment | <ul style="list-style-type: none"> Emissions from transportation and production Pollution Impact on biodiversity in connection with extraction of raw materials, such as lithium Difficult to recycle materials | <ul style="list-style-type: none"> Energy-efficient products Reduced food waste Use of recycled materials Long product service lives |
| Social | <ul style="list-style-type: none"> Work-related stress Unsafe working conditions in the supply chain Environmental damage for local communities | <ul style="list-style-type: none"> Strong team culture Economic climate in production regions Facilitating sustainable consumer choices |
| Governance | <ul style="list-style-type: none"> Lack of insight into upstream value chain Corruption | <ul style="list-style-type: none"> External whistleblowing system Systematic work on product safety and supplier evaluations |

Financial materiality

The sustainability-related risks and opportunities that have been identified and that may impact Pricer’s operations if they are not monitored and managed appropriately are presented below.

| Matter | Risk | Opportunity |
|--------------------|--|--|
| Environment | <ul style="list-style-type: none"> Freight costs Shortage of raw materials Penalties for environmental damage | <ul style="list-style-type: none"> Development of circular services Lower energy costs |
| Social | <ul style="list-style-type: none"> Costs for employee turnover Sick leave Supply chain disruptions | <ul style="list-style-type: none"> Higher productivity Stronger brand Secure supply of expertise |
| Governance | <ul style="list-style-type: none"> Corruption Restricted access to investment capital | <ul style="list-style-type: none"> Effective regulatory compliance Lower financing costs through high transparency |

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Sofie Wikander, Head of Sustainability

New sustainability strategy toward 2030.

In 2025, Pricer took an important step in its sustainability efforts by launching a new sustainability strategy toward 2030. The strategy involves a clearer and more structured focus on sustainability as an integral part of the company’s business and governance. Sofie Wikander, Head of Sustainability at Pricer, describes the most important changes, how sustainability is incorporated into the business and how the work will help create long-term value.

What have been the biggest changes in Pricer’s sustainability strategy over the past year and how have they affected the company?

In 2025, Pricer developed a new sustainability strategy that will form the basis of the company’s sustainability efforts up until 2030. The biggest change is the clearer and more structured focus on sustainability we see today, both as an overarching objective and as an integral part of operations and the business strategy. This has created better conditions for translating sustainability ambitions into specific priorities and decisions.

What is your opinion of Pricer’s approach to integrating sustainability into its corporate governance, and why is this so important for the company’s long-term success?

Pricer’s ambition is to actively contribute to more sustainable development in our industry. To achieve this, we must ensure that sustainability is an integral part of the company’s strategy and governance, product development and supply chain. Transparent reporting, clear responsibilities and measurable targets are crucial for ensuring long-term value creation and consistent decision-making.

What sustainability targets do you consider to be most critical for Pricer to focus on going forward, and how does the company plan to achieve them?

The most critical sustainability targets for Pricer going forward are to reduce our climate impact, ensure respect for human rights throughout the value chain and enhance resource efficiency in both production and use of the company’s products. It is also vital that we enable customers to make their own operations more sustainable. Success in this requires integrating sustainability into daily work and decision-making, from the early design phase to the finished product, and translating knowledge into specific actions through collaborations and partnerships.

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Sustainability strategy

Pricer's new strategy focuses on integrating sustainability into daily operations and into the development and manufacture of products and solutions. The aim of the strategy is to create a shared foundation for structured sustainability efforts and to gradually integrate sustainability into the

operations. Pricer also has the ambition to actively influence sustainability in its industry.

By integrating sustainability into all parts of the value chain and governance, Pricer strives to be a leading player in retail tech.



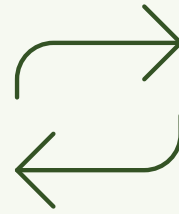
People and society

Lead a culture of well-being, equality, and inclusivity for all people in Pricer's operations.



Climate

Decarbonize the business by reducing impacts across Pricer's value chain and products.



Circularity and resource efficiency

Enable recycling of all products at end-of-life, maximize resource efficiency in our production and contribute to circular choices.

How Pricer is working to achieve its sustainability targets and sustainable growth

- Building proactive customer partnerships toward sustainable business
- Putting sustainability into action across the organization to achieve positive impacts
- Being a sustainability leader in products, resource efficiency and people
- Communicating, measuring and sharing progress on sustainability actions with our stakeholders

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People and society

People are Pricer's greatest resource since growth and profitability require access to key skills in a number of areas. Accordingly, it is of great importance for Pricer to create a culture of well-being, equality, and inclusivity for all people who interact with the company. Pricer is to ensure safe working conditions for its workforce, both internally and in the value chain.

Organizational change creating value for employees

An organizational change was implemented during the year to further strengthen the capacity of the operations. This transformation involved defining roles, responsibilities and the direction for the company's employees. All functions were centralized to create synergies and enhance efficiency. The new structure makes it possible for Pricer to work in a more coordinated and focused way toward common objectives.

The importance of sustainability and a strong corporate culture was given a more central role in Pricer's new organization. With sustainability responsibility represented in Executive Management, sustainability issues will be more clearly integrated into strategic decisions and governance

processes. A distinct focus on people and a long-term responsible approach create the conditions for realizing Pricer's long-term objectives and further developing as a sustainable company.

Enhanced HR processes

The process of strengthening the efficiency of how HR work is performed and supports the organization continued in 2025. During the year, Pricer focused on strengthening HR processes and implemented a global HR system in order to ensure a consistent employee experience across all markets. One of the results is that all new employees, regardless the Pricer country they work in, are offered standardized, high-quality onboarding with clear responsibility and support for the company's managers. A welcoming and structured induction for new employees results in higher employee engagement, productivity, higher quality of delivery and lower employee turnover. Well-defined roles, targets and work methods at an early stage strengthen the implementation of the company's strategy and operational efficiency.

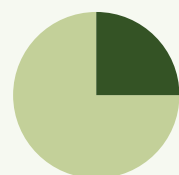
The new system also helps to facilitate the work of managers when managing changes during the employee cycle, such as promotions or role changes.

A strong and globally consistent internal structure enables the monitoring of both opportunities and challenges related to employees, and represents an important part of the continued work on the company's values with respect to both information and activities.

| Employees by country, Dec 31 | 2025 |
|------------------------------|------------|
| Belgium | 5 |
| France | 35 |
| Germany | 3 |
| Hong Kong | 2 |
| Israel | 1 |
| Italy | 14 |
| The Netherlands | 2 |
| Norway | 2 |
| Spain | 5 |
| Sweden | 90 |
| Taiwan | 22 |
| UK | 4 |
| USA | 25 |
| Total | 210 |

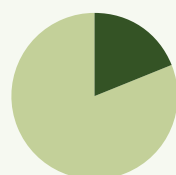
| Employees by age | 2025 |
|------------------|------|
| <30 | 12 |
| 30 – 50 | 130 |
| >50 | 68 |

| Employees by gender | 2025 |
|---------------------|-----------|
| Female | 51 (24%) |
| Male | 159 (76%) |
| Other/not reported | - |



24%
Percentage of women in the organization (51/210)

(23% in 2024)



19%
Percentage of female managers (8/43)

(13% in 2024)



25%
Percentage of women in the management team (2/8)

(0% in 2024)

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Updated Code of Conduct

Pricer updated its Code of Conduct in 2025. With this policy, the company has established a common basis for the expected conduct of employees by presenting Pricer's values and defining guidelines for behavior. The Code of Conduct clarifies the corporate culture and norms that the company strives to maintain and strengthen. Anti-corruption has been clarified in Pricer's updated Code of Conduct so as to highlight and inform employees about the company's zero tolerance for irregularities, reduce risks and contribute to responsible business conduct. Furthermore, the Code of Conduct presents the company's principles on diversity, inclusivity and fair treatment. Pricer promotes equal opportunities, non-discrimination and an inclusive work environment that provides access to the full talent base. The Code of Conduct also sets out how the company will work toward more sustainable development, presenting both its ambition and its direction. Furthermore, the Code of Conduct emphasizes the shared responsibility of everyone at Pricer.

A mandatory review of the Code of Conduct will be a central part of Pricer's internal onboarding process in order to create a corporate culture characterized by shared values.

Supplier evaluations

The Code of Conduct for Suppliers is a key tool for promoting sustainability and responsible business conduct in the company's supply chain. In 2025, Pricer ensured that all suppliers signed the Code and performed follow-ups with all direct suppliers to evaluate compliance. Opportunities and challenges related to social and environmental sustainability were identified in open dialog and close cooperation with suppliers. For example, 80 percent of Pricer's direct suppliers already use renewable energy, which is part of the efforts to reduce the climate impact of the supply chain.



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Climate

Pricer identifies its significant emissions in order to be able to make an active change. By adapting both product development and manufacturing, the company can minimize its GHG emissions throughout the value chain, from extraction, transportation and production to product development and use.

GHG emissions and transportation

Pricer transports its products from suppliers in Asia and Europe to a warehouse close to the customer. This ensures both efficiency and flexibility for customers, while enabling better planning of longer transportation routes and the choice of types of transport with a lower climate impact. Work was carried out in 2025 to shift transportation from air to sea freight. The aim is for the customer to receive products based on conditions tailored to their needs. At the same time, Pricer is also striving to reduce transportation-related emissions.

To reduce its climate impact, Pricer has set specific targets to lower emissions from transportation. By 2026, the main means of transportation will be sea freight. The shift to sea freight entails a 90 percent reduction in carbon dioxide from the relevant freight.

Improved data collection

Pricer has fully mapped its GHG emissions in accordance with the GHG Protocol. Pricer invested in a platform for climate data during the year. The new processes coordinate information about the company's GHG emissions, providing more in-depth understanding of how the operations can minimize both direct and indirect GHG emissions.

The first full inventory was carried out for 2024 data and thus provides a baseline for further climate work. The mapping encompasses direct emissions (Scope 1), indirect emissions from purchased energy (Scope 2) and indirect emissions in the value chain (Scope 3).

Most of Pricer's climate impact arises in Scope 3 in the value chain, mainly through purchased goods and services and upstream transportation. This reflects the company's

business model whereby production takes place via external suppliers.

Scope 2 emissions are reported using both market-based and location-based methods. Market-based reporting shows very low emissions due to the purchase of fossil-free electricity wherever possible.

The completed analysis indicates that downstream emissions in the value chain are currently considered to have a relatively limited impact compared with upstream emissions and emissions from Pricer's own operations.

Pricer is gradually working to improve its access to data and data quality to enable more comprehensive reporting of its climate impact in the future. Combined with a focus on climate action, this has resulted in improved data and lower emissions for 2025.

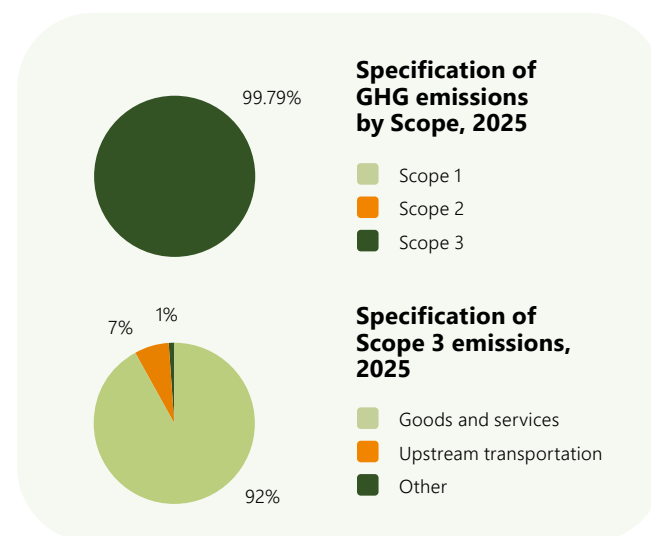
Updated and scalable lifecycle analysis for best-selling products

Lifecycle analyses are carried out for products with the highest production volume in order to systematically assess the complete environmental impact of products from "cradle-to-grave". Lifecycle analyses are a methodology to identify the environmental impacts of products over their entire lifecycle, from raw material extraction and production to use and end-of-life.

Pricer conducted lifecycle analyses of three different products based on three scenarios: (1) update of existing data, (2) supplier-specific data and (3) best case scenario. The analyses identified where the highest environmental impacts are, which meant that well-informed decisions could be made and actions prioritized to reduce climate impacts.

Based on this analysis and data, Pricer strengthened its partnership with PaperShell during the year, a Swedish manufacturer of a cellulose-based material that can replace glass fiber materials in circuit boards. PaperShell and Pricer are jointly working to reduce the climate impact of electronics and to test new materials in a commercial environment.

| GHG emissions, tCO ₂ eq | 2025 | 2024 | Percentage of the total emissions (2025) |
|------------------------------------|------------------|------------------|--|
| Scope 1 | | | |
| Total Scope 1 | 43.30 | 44.59 | 0.05 |
| Scope 2 | | | |
| Electricity | 57.50 | 7.00 | 0.07 |
| Steam, heat, cooling | 1.30 | 0.05 | |
| Total Scope 2 | 58.80 | 7.05 | 0.07 |
| Scope 3 | | | |
| Goods and services | 76,782.90 | 87,523.17 | 92.06 |
| Capital assets | 54.00 | 53.45 | 0.07 |
| Energy supply | 24.10 | 4.16 | 0.03 |
| Upstream transportation | 5,362.00 | 6,020.78 | 6.82 |
| Business travel | 271.50 | 247.14 | 0.33 |
| End-of-life products | 313.30 | - | 0.38 |
| Waste | 1.40 | 1.27 | - |
| Commuting | 83.20 | 197.31 | 0.10 |
| Leased assets | - | - | - |
| Total Scope 3 | 82,495.90 | 94,047.28 | 99.79 |
| TOTAL | 82,598.00 | 94,098.92 | 100.00 |



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Circularity and resource efficiency

Pricer's products already have long service lives and full functionality. By ensuring the durability of hardware and energy efficiency in use, Pricer can reduce its climate impact over time. Pricer strives to continuously develop products and solutions that factor in sustainability criteria from the very beginning. These include the materials used, modularity and flexibility, and the possibility of updating products and solutions to extend their lifetime. Batteries are no longer used at all in Pricer Avenue, which enables a long service life and easier recycling. In turn, this means more efficient use of resources, which helps reduce climate impact.

The updated materiality assessment shows that circularity is a strategically important area for Pricer, which is also the focal point of the updated sustainability strategy. Choice of materials, recycling and product takeback are some of the challenges identified, while opportunities exist in extending the service lives of products by improving eco-design, reconditioning and improving recyclability.

Pricer's products contain materials and metals whose extraction and production have a considerable environmental impact. However, these materials are recyclable and can be reused. By applying a resource-efficient approach at all stages

of the value chain, from production and distribution to the use phase and the end of the product's life, the company strives to enable the reuse of used resources as far as possible.

Circular principles and processes are integrated into Pricer's active efforts to reduce waste and optimize the use of resources. This takes place both in product development and in dialog with suppliers and includes all aspects from recycling packaging to creating more sustainable products and services.

Packaging and resource efficiency

In 2025, Pricer completed an update of all packaging for hardware sent to customers. The focal points were both materials and optimization. The company is approaching a level of more than 90 percent recyclable or recycled cardboard for all hardware. Going forward, Pricer will work to find alternatives to plastic to protect sensitive electronics in its infrastructure from dust while in transport.

All packaging has been optimized to reduce the amount of material, specifically looking at how the product is placed in the box and then adapted to a larger package containing more products. Optimization also meant that the size of the packaging could be adjusted to the way in which the products are transported. The size and design of the packaging are intended to make efficient use of space during transportation through effective placement on pallets and in containers, which will help to reduce transport emissions.



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Pricer endeavors to ensure that all suppliers comply with the company's sustainability principles by conducting sustainability assessments and ensuring compliance. The company's materiality assessment revealed that working conditions and business ethics in the supply chain are areas of potential risk, particularly in geographies where production takes place through external partners. To manage these risks, Pricer sets clear requirements under its Code of Conduct for Suppliers and through increased supplier screening and follow-up.

Anti-corruption and bribery

Pricer works according to clear principles of integrity and ethical conduct. The company applies a zero tolerance policy to corruption, bribery, fraud and other unlawful activities. Operations are conducted in full compliance with applicable laws and regulations, including EU legislation, the UK Bribery Act and the US Foreign Corrupt Practices Act (FCPA). Employees are to act ethically, use company resources exclusively for business purposes and ensure that gifts and entertainment comply with applicable laws and internal guidelines. Responsible business conduct is a central part of Pricer's operations and everyone who works within or in relation to Pricer is expected to share this responsibility.

No incidents of corruption or bribery occurred during the year and no related fines were paid.

Supplier responsibility

Pricer's Code of Conduct for Suppliers reflects the values that the company applies globally. All suppliers must acknowledge and sign the Code of Conduct and follow the stated guidelines. This Code is based on internationally recognized standards and frameworks, including the UN Global Compact and the Responsible Business Alliance Code of Conduct. The work on monitoring and assessing suppliers was further developed in 2025 to increase transparency and create the conditions for more structured and long-term sustainability activities together with suppliers. In 2025, Pricer conducted follow-ups to ensure that all suppliers had signed the policy.

Whistleblowing

During the year, Pricer transferred the management of its whistleblowing function to an external party to ensure independence and create greater confidence in the function. The whistleblowing function is part of the company's compliance with applicable legislation and the EU Whistleblowing Directive.

Information about the function is communicated to all employees and suppliers via Pricer's Code of Conduct and is also available on the company's website. Pricer takes all reports made very seriously. Cases are handled confidentially and the reporter has the option of anonymity or can provide their identity.



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Auditor's report on the statutory sustainability report

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

Engagement and responsibility

It is the board of directors who is responsible for the statutory sustainability report for the year 2025 on pages 21–32 and that it has been prepared in accordance with the Annual Accounts Act according to the prior wording that was in effect before 1 July 2024.

The scope of the audit

Our examination has been conducted in accordance with FAR's standard RevR 12 The auditor's opinion regarding the statutory sustainability report. This means that our examination of the statutory sustainability report is substantially different and 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 opinion.

Opinion

A statutory sustainability report has been prepared.

Stockholm, March 26, 2026
Öhrlings PricewaterhouseCoopers AB

Victor Lindhall
Authorized Public Accountant

*This is a translation of the Swedish language original.
In the event of any differences between this translation
and the Swedish language original, the latter shall prevail.*

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