

Third quarter of 2022

Financial results January – September 2022

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Stockholm, Sweden, October 27, 2022

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The PRICER logo is a white circle containing the word "PRICER" in a bold, green, sans-serif font. The background of the slide is a blurred image of a retail store aisle with shelves of products.

PRICER

Q3 report highlights

1

Best Q3 order intake and second-best revenue in a quarter to date

2

Acceleration in orders driven by franchise and cooperative stores in Europe and Americas

3

All time high installation level of Electronic Shelf Labels in a single quarter in Sweden

4

The strengthening of our sales organization in combination with underlying market trends positively affected Q3 results

5

Return to profitability in Q3 2022 following reduced operating expenses

**4.5 bn
Revenue
2025**

**10%
Recurring
Revenue
2025**

Market update

1

Very strong customer demand in many markets including Canada, France, Sweden, Benelux & Eastern Europe

2

Growing customer demand across several segments in Americas resulting in POCs, pilots and orders

3

Growing customer interest and readiness coupled with sales focus starts to generate positive traction in Spain and UK&I

4

Several four-color pilots with key players within grocery and a first full-store install at a major non-food player won

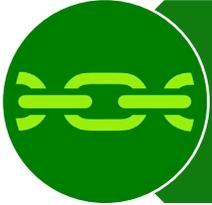
5

A new Pricer solution, soon to be launched, merging Digital Signage and ESL, was presented at Paris Retail Week creating great interest



The market is growing fast and we plan to capture and grow faster than the market

Capturing the market



Strengthening sales:

New organization in place creating traction and has started to generate results



Increase agility:

Changes to organizational setup, way of working and focus positively affecting ongoing projects



Supply leadership:

Continuous development of manufacturing to lower cost, lead times and carbon footprint



New business models:

Combined appliance and SaaS models increasing customer flexibility and recurring revenue



**Scalable solutions
for in-store
communications
enabling retailers
to engage with
shoppers, staff
and brands**

Third quarter 2022

Growth across all regions, acceleration in orders from France

Order intake

546
SEK M
(307)

Net sales

576
SEK M
(496)

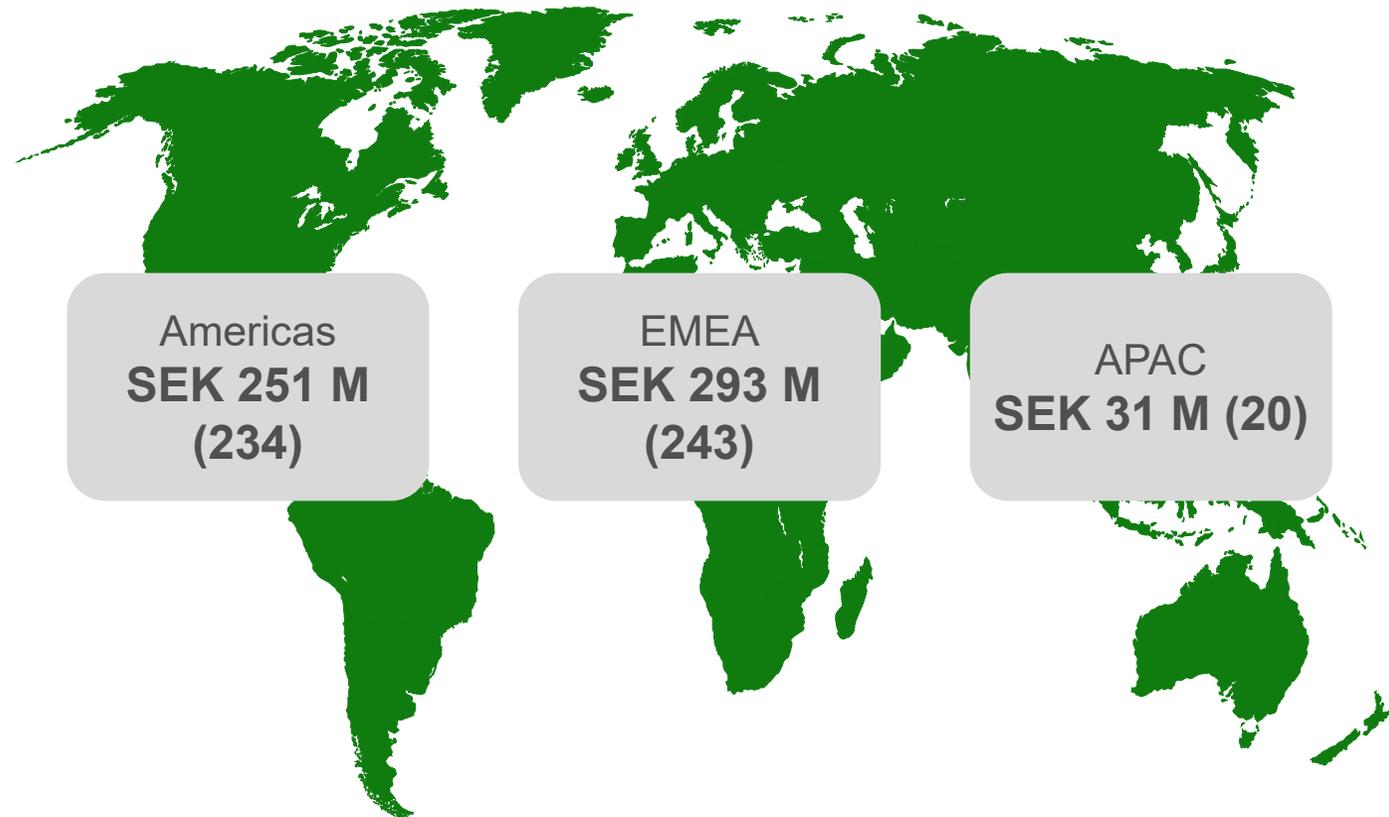
Operating profit

9.7
SEK M
(40.1)

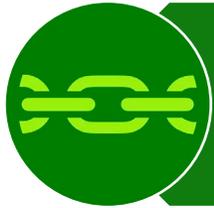
Operating margin

1.7
%
(8.1)

Net Sales per region Q3 -22 vs Q3 -21



Summary



The market is growing fast:

Correlation of market trends and events might create the perfect storm



Thought leadership:

The blend of tech agnostic & retail-grade solutions is unique to Pricer



In-store communications:

Convergence of ESL, Digital Signage and ShelfVision enables the future of shopping and all its benefits for shoppers and retailers alike



Investing to grow faster than the market:

Strengthening sales, organizational development and new appealing recurring revenue business models

4.5 bn
Revenue
2025

10%
Recurring
Revenue
2025