

PRICER

Fourth quarter of 2020 Financial result Jan – Dec 2020

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President & CEO

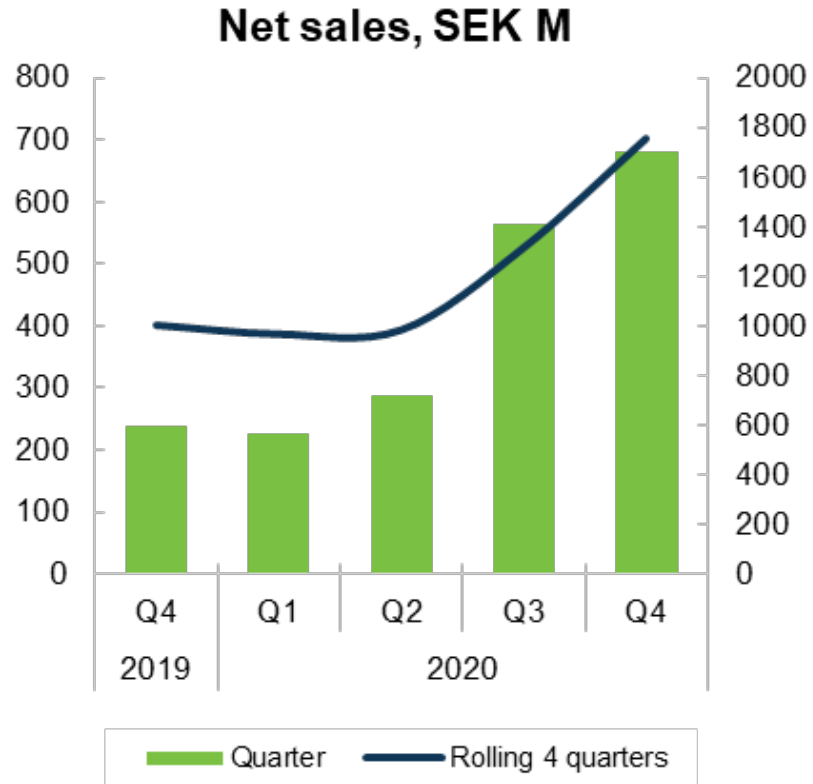
Stockholm, Sweden, February 11, 2021

Fourth quarter 2020 summary

- Continued high market activity
- Global framework agreement signed with Carrefour
- Deliveries of large customer contracts continued as planned and several add-on orders received
- No major installation delays following new lockdowns in Europe
- Increasingly challenging – and costly - to manage international transportation
- Continued strengthening of organization to manage increased demand

Fourth quarter financials;

Record high Net sales for an individual quarter



- Net sales of 680 MSEK, +186% compared with Q4 of 2019
- Several large customer projects on-going
- Top 3 contributors;
 - USA
 - France
 - Canada

Fourth quarter financials;

Accelerating market demand following COVID-19; need for automation and digitalization

- Order intake of 454 MSEK
- Follow-up orders for several of the large on-going customer projects
- Good inflow of small and medium size orders
- Top 3 contributors;
 - USA
 - France
 - Netherlands
- Order backlog of 495 MSEK at the end of December 2020



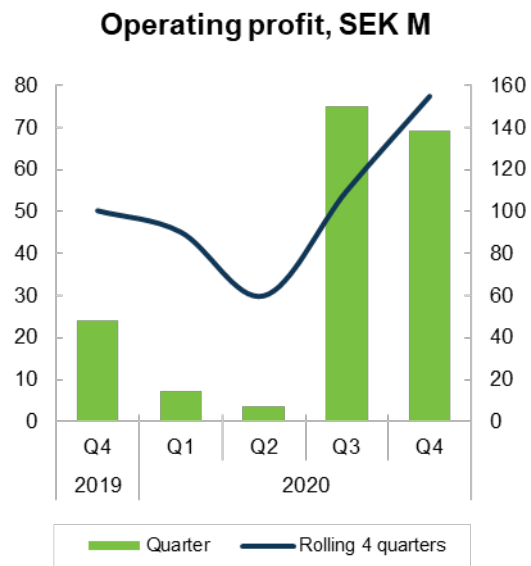
Fourth quarter financials;

Stable gross margin with pressure from freight costs



Fourth quarter financials;

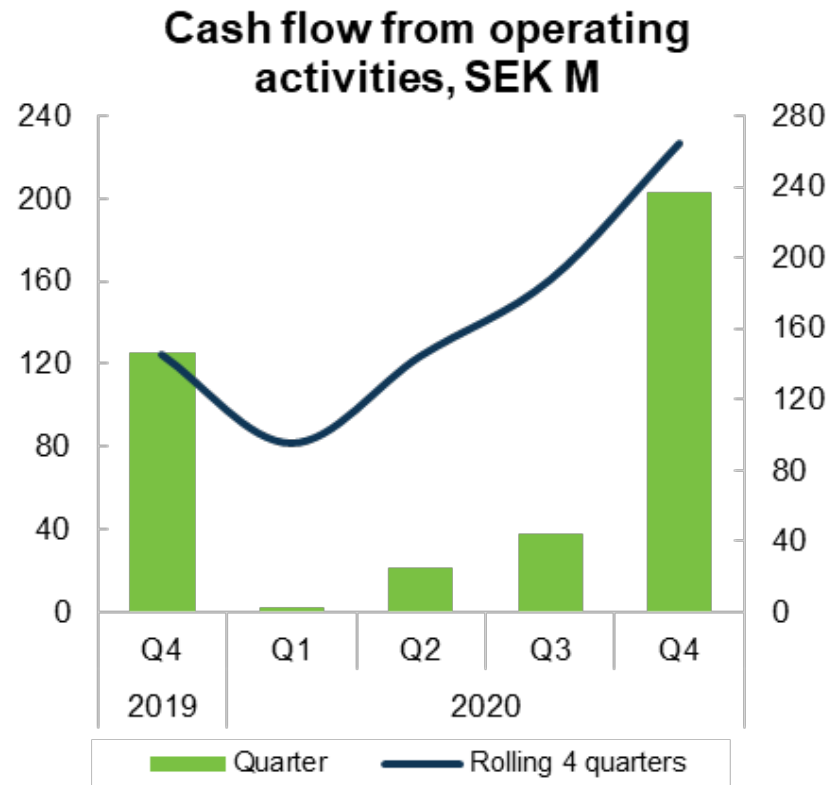
Continued strong profitability



- Operating profit of 69 MSEK, equal to operating margin of 10.2%
- Increased operating expenses, whereof a lower capitalization rate of R&D expenses and restructuring costs distorts comparability with previous quarters by approximately 10 MSEK

Fourth quarter financials;

Strong cash flow following timing of payment flows

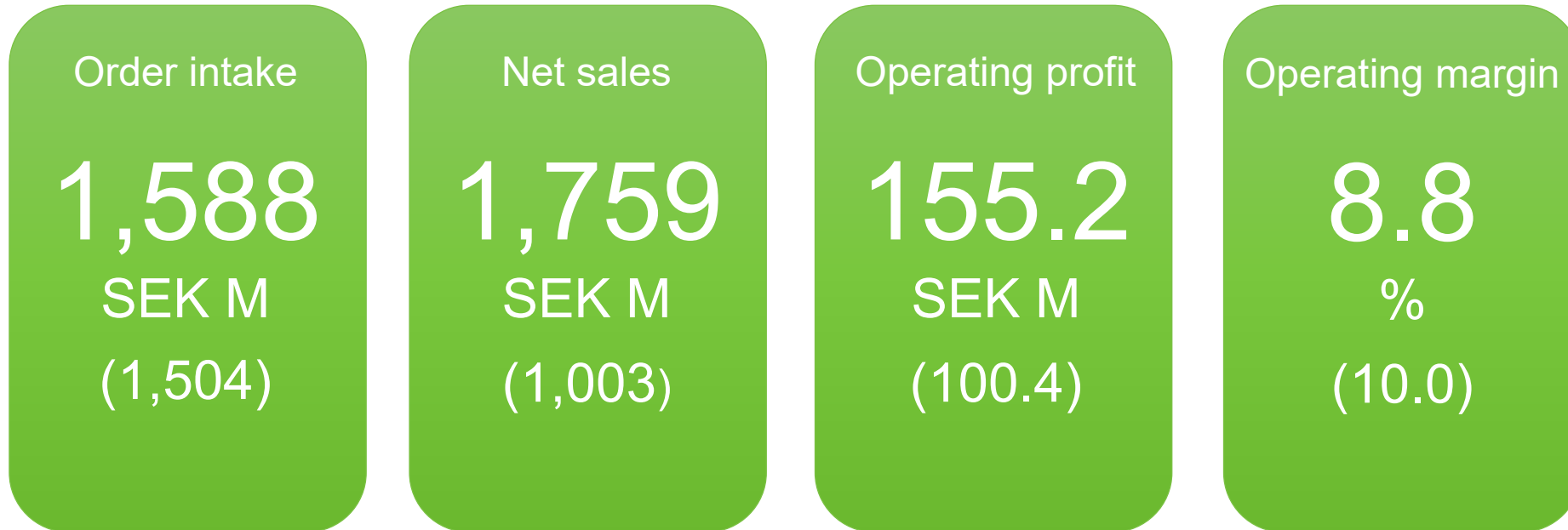


- Reduced inventory levels as consequence of high delivery volumes
- Favorable project-based payment terms
- Cash position of 262 MSEK at end of Q4

- Board of Directors propose a 25% increase of the dividend to 1 SEK per share; to be paid in two equal tranches

January – December 2020

Strong growth in several markets; notably USA, Netherlands, Norway and Canada



Why invest in Pricer?

- Strong underlying market growth; digitalization of physical retail considered necessary for maintaining competitiveness
- Best system on the market → Unique and hard to copy technical solution; based on reliable, scalable, energy-efficient and interference-free communication
- Flash capability in the labels combined with dynamic positioning of products in the store enables cost reductions as well as increased sales and improved customer satisfaction
- Long experience of developing solutions that work well in retail industry
- Strong balance sheet → continued innovative strength
- Global presence with large installed base