

PRICER

First quarter of 2021 Financial result Jan – Mar 2021

Helena Holmgren

President & CEO

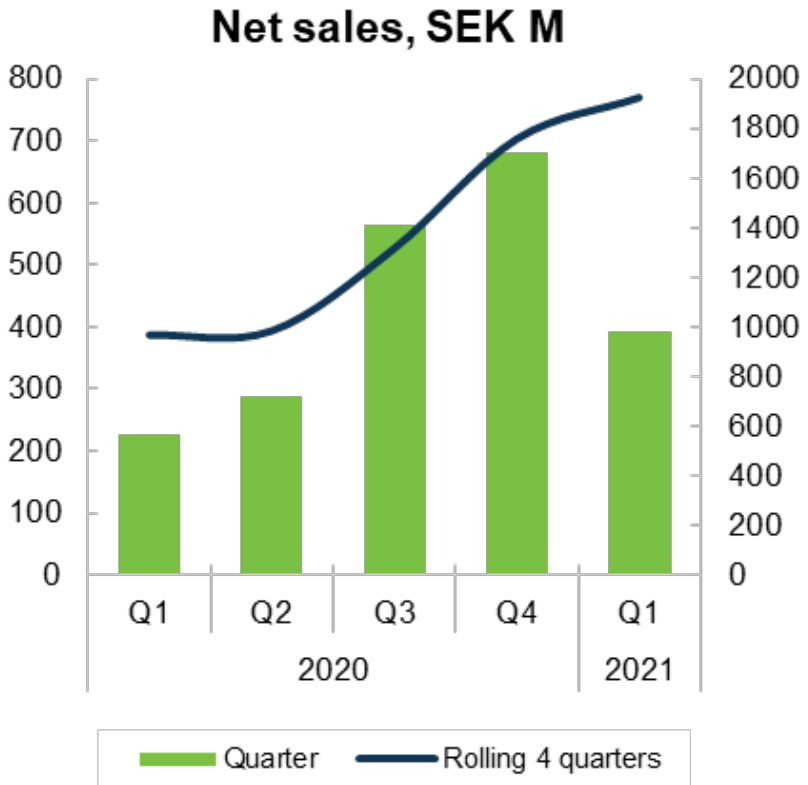
Stockholm, Sweden, April 23, 2021

First quarter 2021 summary

- Continued high activity with growth in several geographical markets
- Strong positive trend of small- and mid-sized customer projects
- Large ongoing customer projects in USA, Canada, Netherlands, and Norway progressed according to plan
- Orders received under previously communicated framework agreements in Norway and France
- Carrefour project proceeding according to plan with on-going projects in France and Belgium, combined with pilot activities in several other countries
- Challenges in supply chain related to component supply and limited global freight capacity; resulting in longer lead times and higher costs

First quarter financials;

Continued high growth in multiple markets

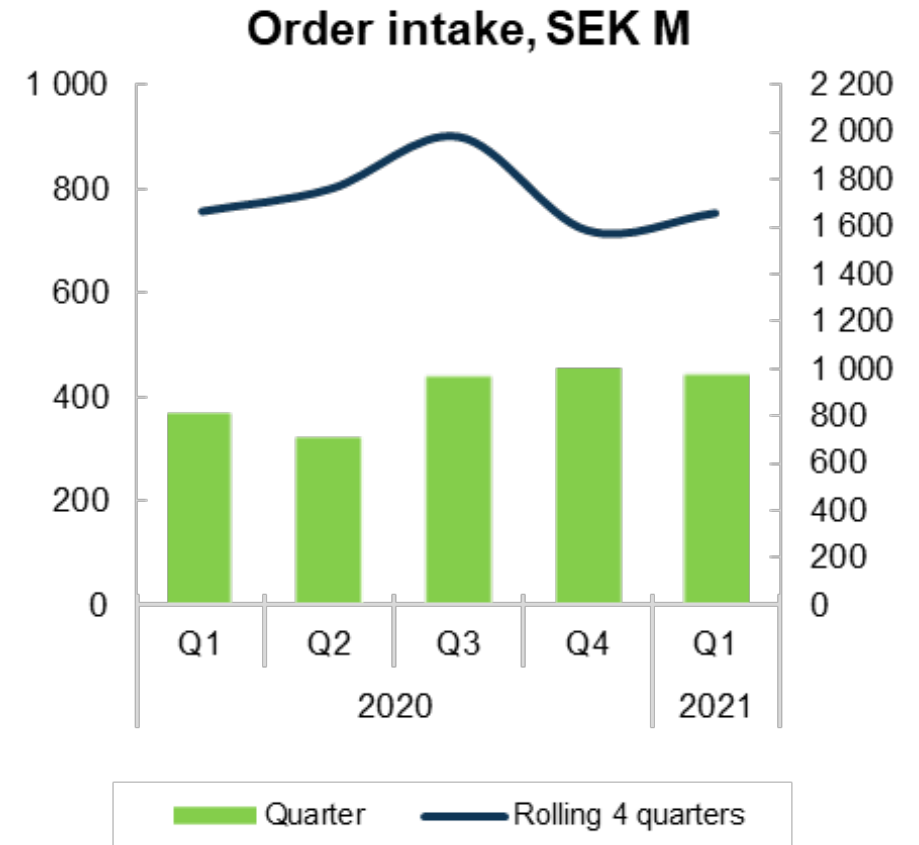


- Net sales of 393 MSEK, +74% compared with Q1 of 2020
- Top 3 contributors;
 - France
 - Canada
 - USA

First quarter financials;

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

- Order intake of 443 MSEK
- Large geographic spread
- Good inflow of small and medium size orders
- Top 3 contributors;
 - France
 - Norway
 - Canada
- Order backlog of 550 MSEK at the end of March 2021



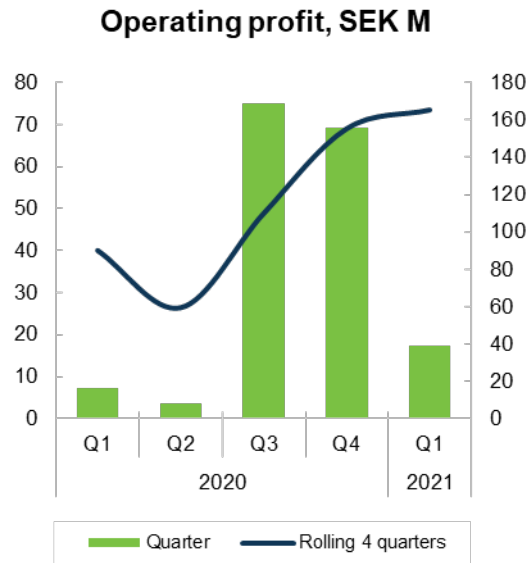
First quarter financials;

Stable gross margin with pressure from increased component and freight costs



First quarter financials;

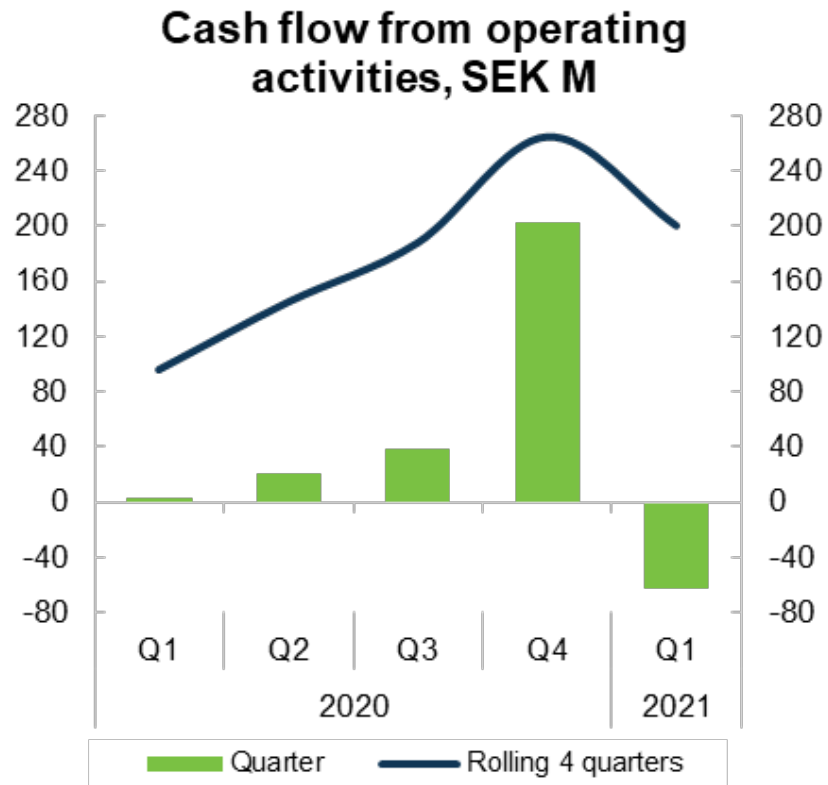
Growth driving increased profitability compared with last year



- Operating profit of 17 MSEK, equal to operating margin of 4.4%
- Continued investments in increased market presence and a high innovation pace in product development drives higher operating expenses

First quarter financials;

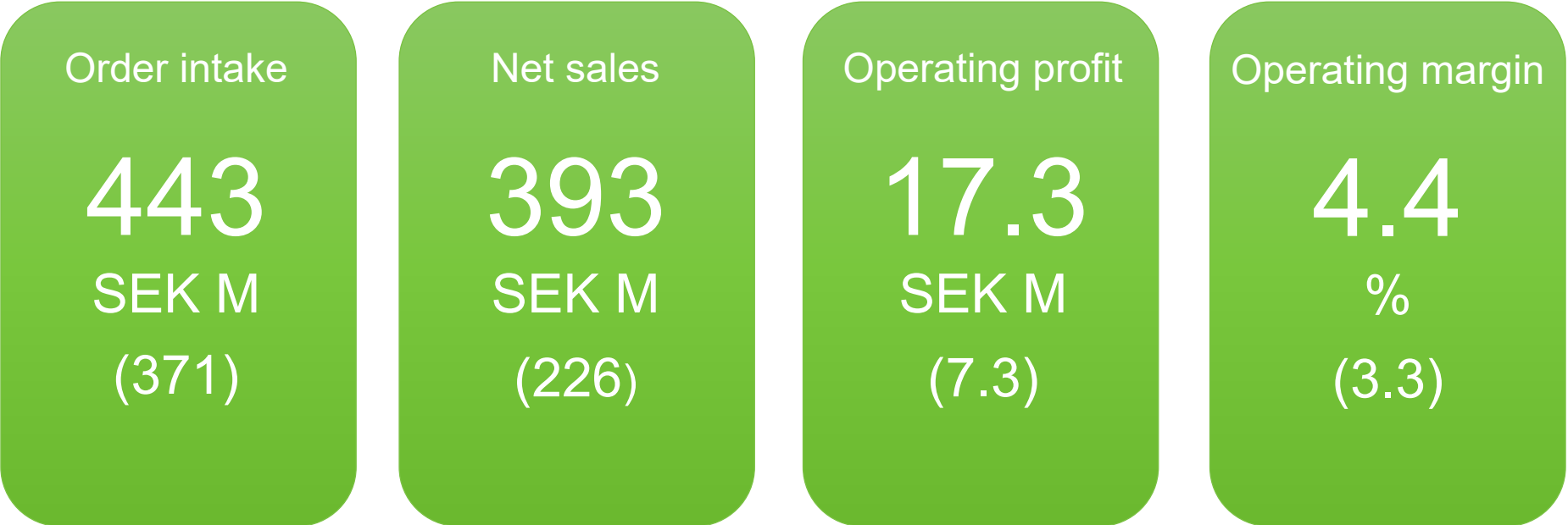
Cash flow impacted by timing of incoming and outgoing payment flows



- Timing effects related to incoming and outgoing payments impacting cash flow, which should be analyzed over time
- High demand and long lead times resulting in decreased product inventory
- Cash position of 190 MSEK at end of Q1
- Board of Directors propose a dividend of 1 SEK per share; to be paid in two equal tranches

First quarter 2021

Continued strong growth as a result of an accelerated demand



General highlights from report in summary

- Paper label remains #1 competitor
- Accelerated need for in-store digitalization due to COVID-19; ability to 'do more with less' drives need for modern system support
- New shelf-vision solution offers AI-based real-time insights for improved store efficiency and enhanced customer experience
- Acquisitions and partnerships will be considered alongside own development to add new software capabilities on top of Pricer Plaza
- The speed and capacity of Pricer's ESL (Electronic Shelf Label)-system provides a unique ability to support data-driven store operations and algorithmic retailing

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