

Second quarter of 2022

Financial results January – June 2022

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Acting CEO

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Group CFO

Stockholm, Sweden, July 21, 2022

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.

Market update

1

Inflation growth trigger investment needs across all markets – now!

2

Accelerated growth in Canada and on the Swedish market which is taking off

3

Continued strong demand in France, Norway, Benelux & Italy and growing demand in Eastern Europe

4

The launch of four-color ESL is unlocking grocery in many markets generating very high interest in markets such as the US

5

The convergence of ESL and Digital Signage creates new business opportunities, and a new solution will be launched in autumn



Growing inflation trigger retailers to speed up or revisit plans to deploy ESL solutions

Q2 report highlights

1

Order intake in the quarter was the second best in Pricer history showing growth YoY and QoQ

2

Large order received from PLUS Retail for the deployment of 128 additional stores with deliveries as of Q4-2022

3

Focus to shorten supply lead times enabled accelerated sales and improved cash flow in the quarter

4

Several initiatives in place to address profitability in terms of product profitability and operational costs

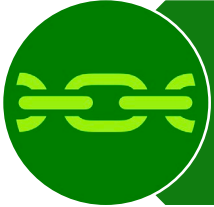
5

Successful Capital Markets Day held June 8th with the presentation of our corporate strategy and new financial targets

**4.5 bn
Revenue
2025**

**10%
Recurring
Revenue
2025**

Capturing the market!



Strengthening sales:

Three strong regions as of July 1st; Americas, Europe and APAC & MEA



Increase agility:

Grow development and deliver capabilities through establishment of Pricer edge sites



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**

Second quarter 2022

Continued net sales growth in Americas, strong order intake from EMEA region

Order intake

581
SEK M
(408)

Net sales

530
SEK M
(389)

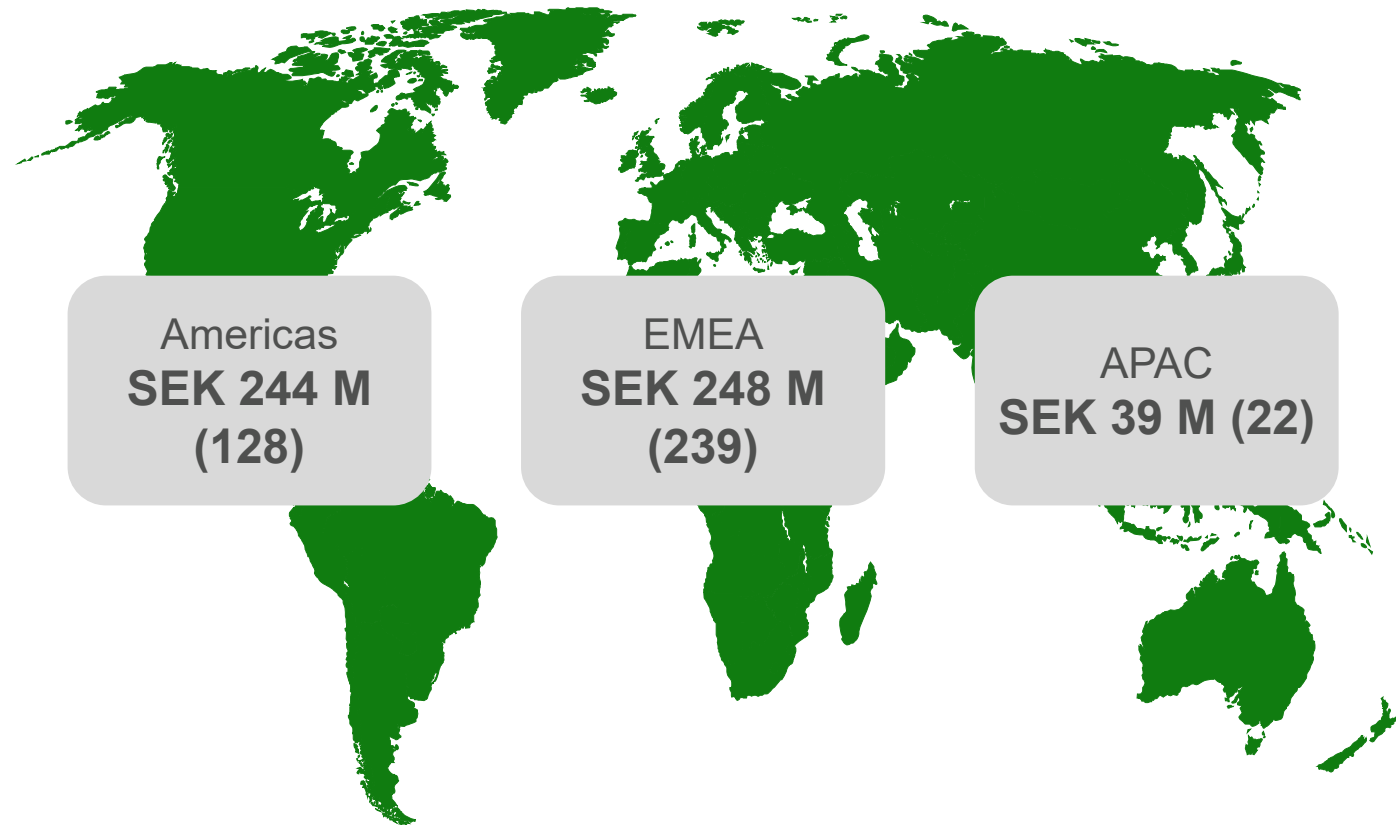
Operating profit

-6.8
SEK M
(22.6)

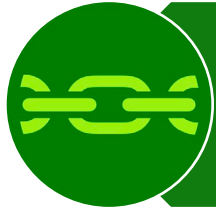
Operating margin

-1.3
%
(5.8)

Net Sales per region Q2 -22 vs Q2 -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

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