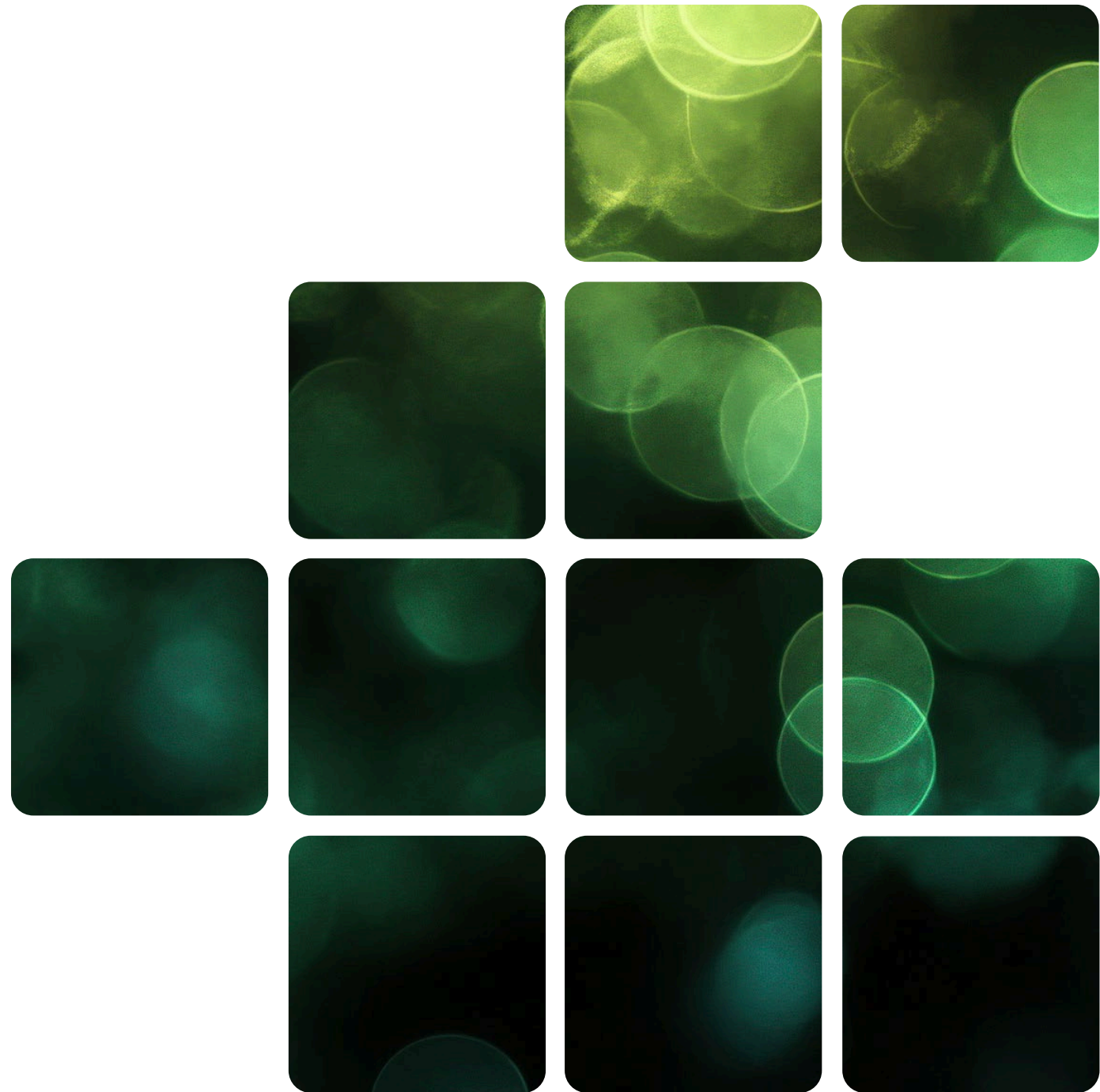


Q1 2025 presentation

Magnus Larsson, President and CEO

Claes Wenthzel, Acting CFO

PRICER



Pricer in brief

Vision

The preferred partner for in-store communication and digitalization.

40 Million
Labels installed 2024

70+
Countries

350+ Million
Labels Deployed

5,000+
Stores on Plaza

200
Employees

70+
Countries

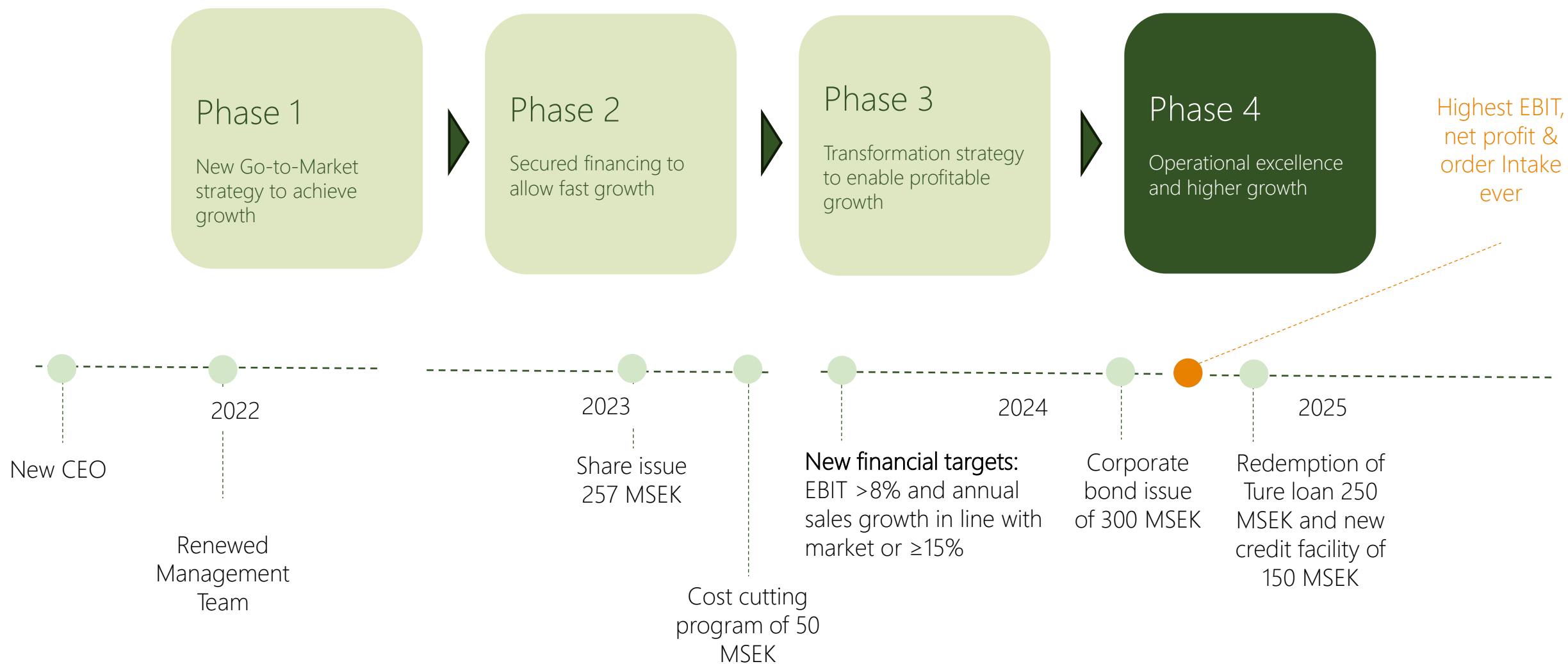
36+ Million
Labels on Plaza

28,000+
Stores

11
Office Locations

PRICER

Pricer transformation strategy





Q1 2025

PRICER

Market development and Q1 events

- The global ESL market is expected to grow 15% annually until 2030 but global market growth 2024 was likely below 5%
- North America showed good growth while Europe fell behind and it's likely that Pricer increased its market share on the European market
- Increased macro economic uncertainty among customers slow down investments affecting order intake and net sales in Q1
- Current uncertainties might cause investment delays in 2025 but have not changed customer intentions to invest in store digitalization
- The Retail Technology Show in London, early April, was a success and it's likely that the first large UK grocery retail chains will decide on ESL investments towards the end of this year or beginning of the next
- In March, the British retail chain Company Shop implemented Pricer's digital store solution across all its stores

23,3%

Gross margin

2,4%

EBIT margin

PRICER



- Shortlisted in 'Retail Technology Show Innovation Awards' and 'Retail Systems In-store Technology of the Year Award'
- Product concept continues to be developed in close cooperation with key customers and industry partners
- Pilots planned to be conducted with a few selected customers in H2 2025

Pricer Avenue

"- Pricer Avenue was the big thing at NRF 2025."

(Global Head of ESL, Tier 1 retailer)

"- It's like giving a voice to the silent shelves."

(Parsers Venture Capital)

PRICER

Strategic plan 2025

Profitable growth

- Strong focus on the UK market to address the huge growth opportunity on the market
- Efficiency measures in France to improve operations and profitability
- Strategic shift in our go-to-market approach for the Nordic and Baltic regions expected to grow sales and gross margin

Win in chosen markets

- Prioritized markets: North America, UK and southern Europe
- Prioritized segments: hyper & supermarkets, pharmacies and DIY

Empower sales organization

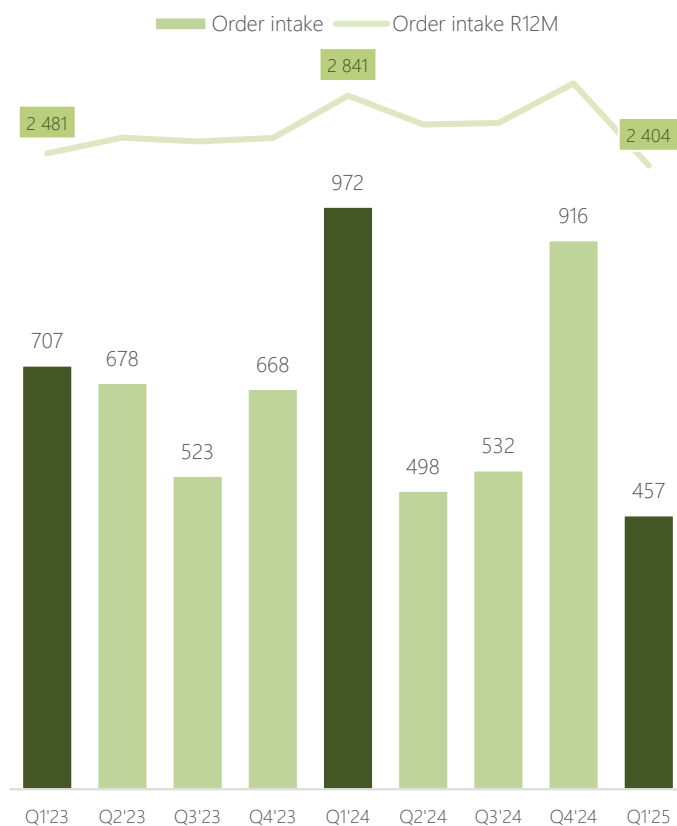
- Solution sales and effective up-sales

Market leading in-store solution portfolio

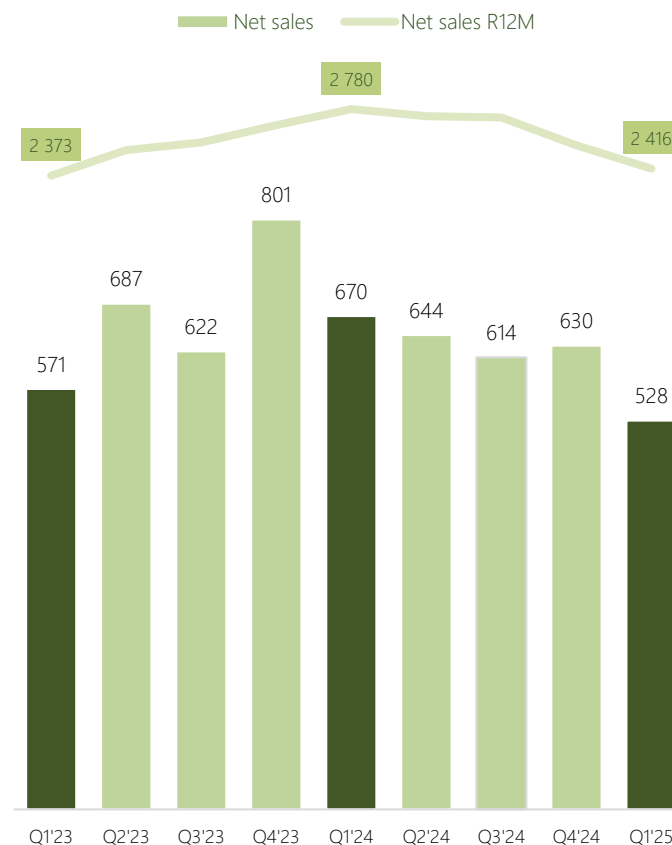
- Integrated solution; broader portfolio, Pricer Avenue TM, add-on Plaza applications, partnerships and own R&D

Sales and gross margin development

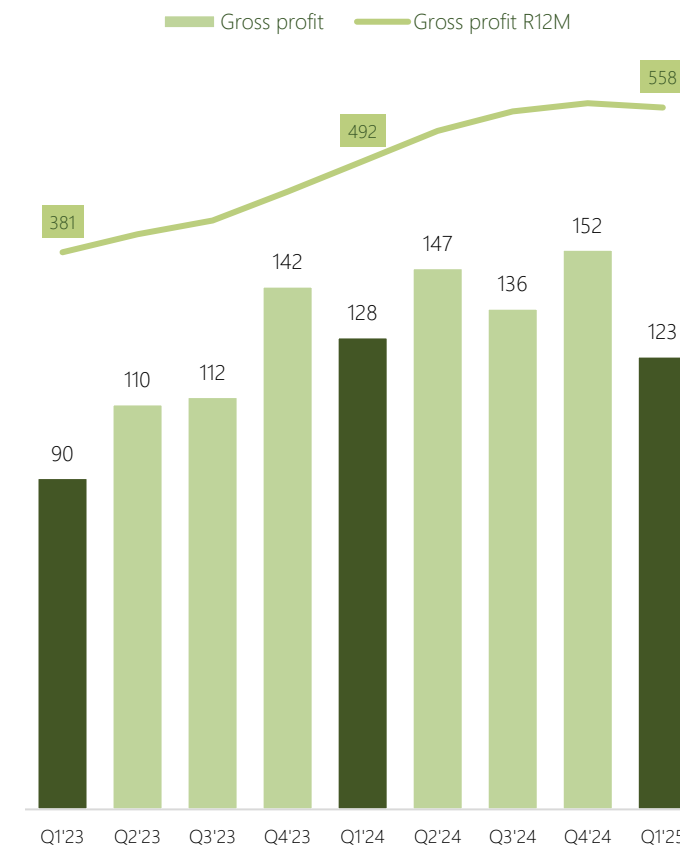
Order intake



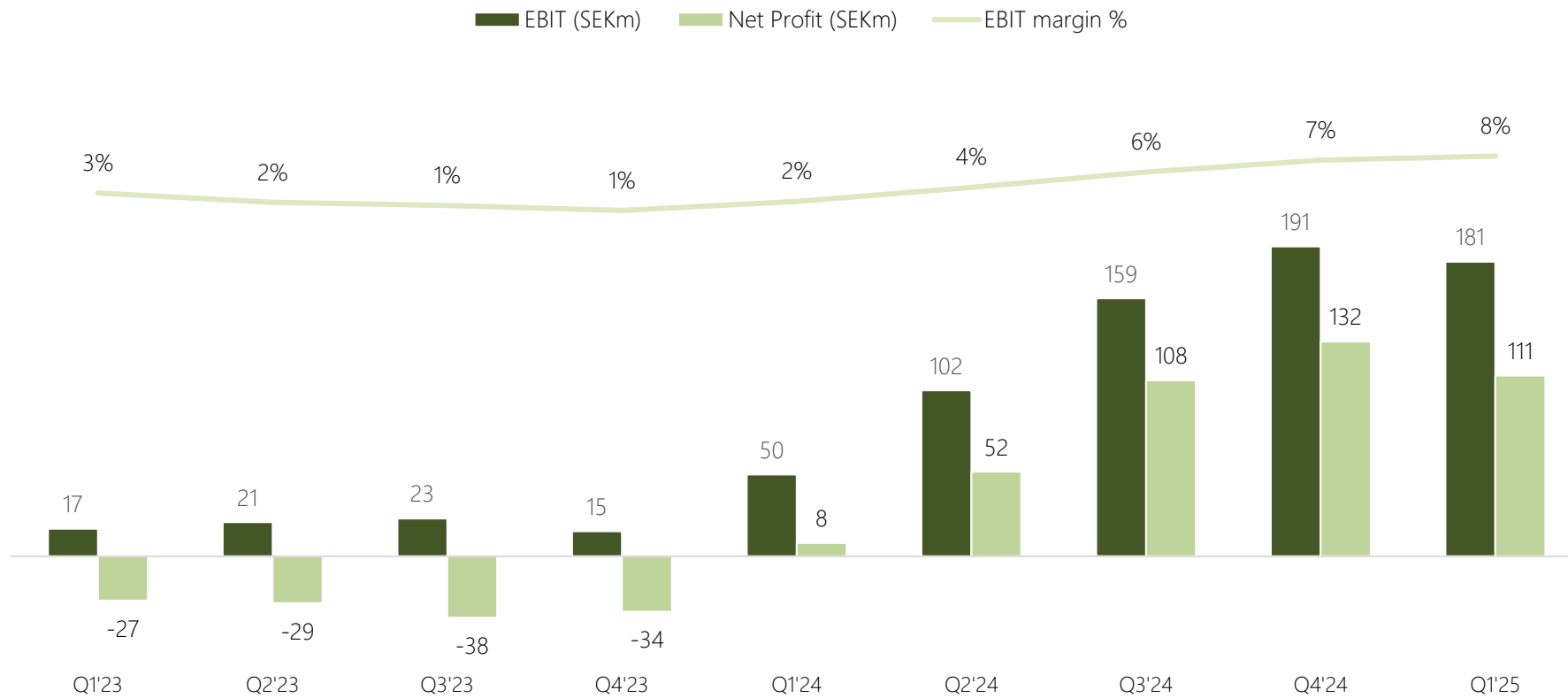
Net Sales



Gross Profit



R12 EBIT & Net profit



Profit & Loss statement

Amounts in SEK M	Q1 2025	Q1 2024	Full-year 2024
Net sales	528,3	670,3	2 558,0
Cost of goods sold	-405,4	-542,0	-1 994,7
Gross profit	122,9	128,2	563,2
Gross margin	23,3%	19,1%	22,0%
Selling expenses	-52,3	-46,8	-186,8
Administrative expenses	-41,0	-38,7	-146,2
Research and development costs	-9,2	-9,5	-38,4
Operating expenses	-102,5	-95,0	-371,4
Other income and expenses	-7,6	-11,6	-1,3
Operating profit/loss	12,8	21,4	190,5
Finance items	-14,0	-5,2	-39,3
Profit/loss before tax	-1,2	16,2	151,2
Income tax	-4,7	-1,1	-19,3
Profit/loss for the period	-5,9	15,1	131,9

Cash flow from operating activities

Comments

- Improved cashflow due to lower working capital levels.
- Lower trade receivables and reduced inventory levels impacting working capital positively.

	Q1	Q1	Full-year	Full-year
Amounts in SEK M	2025	2024	2024	2023
Cash flow from operating activities before changes in working capital	19,2	54,1	268,7	84,2
Increase(-)/decrease(+) inventories	55,6	91,9	-13,4	9,6
Increase(-)/decrease(+) trade receivables	59,0	-85,8	-122,2	4,8
Increase(-)/decrease(+) other current receivables	-66,0	-42,8	52,6	68,2
Increase(+)/decrease(-) trade payables	-19,6	-126,9	-148,7	-241,1
Increase(+)/decrease(-) other current liabilities	93,8	69,8	21,0	-1,9
Cash flow from changes in working capital	122,7	-93,7	-210,7	-160,4
Cash flow from operating activities	141,9	-39,6	58,0	-76,2

Summary

- Net Sales and Order Intake fell short of expectation but markets like Canada and Benelux showed growth
- Q1 was negatively impacted by a weakening dollar but with much sales in EUR profitability will increase over time
- We have a growing number of interesting customer engagements, pilots and opportunities showing a clear growth potential for Pricer
- Reflecting the new go-to-market strategy for the Nordic and Baltic markets, we look forward to welcome existing as well as new customers as direct Pricer customers over the coming quarters





Q&A



PRICER