

Sustainability for Pricer

Sustainability governance

Sustainability for Pricer concerns financial, social and environmental value creation throughout the entire value chain. Pricer's sustainability management is based on ongoing stakeholder dialogue, business intelligence and the company's strategies and priorities.

Based on these aspects, Pricer determines the most essential areas given the company's operations and their impact on the environment and society. Pricer then decides on goals and activities and follows up on them within the framework of the overall strategic objectives, for which the Board and CEO are ultimately responsible. Pricer develops its work to set the company's goals and activities on an ongoing basis in order to accommodate the current needs of its various stakeholders.

Continual stakeholder dialogue

A number of stakeholders affect Pricer's sustainability management through their demands and expectations on the company. Satisfying existing requirements and being prepared for anticipated requirements are fundamental components in the company's strategy for sustainable business development.

Pricer's stakeholders are groups associated with the company that directly or indirectly affect or are affected by our operations. Pricer strives for an open dialogue with our stakeholders in order to address the issues most important to them. The company has identified five key stakeholder groups: customers, suppliers, employees, shareholders and public authorities, including their respective focus areas illustrated below.

Pricer's stakeholders and their core issues



Pricer's focus areas



» Sustainability for Pricer concerns financial, social and environmental value creation throughout the entire value chain.



Value creation for the company's stakeholders

Social

The inputs for social value creation are found in the expertise provided by employees, management and the Board, and continuous development is vital for long-term value creation. The company's close relationships with select suppliers are also critical.

The results of good social value creation are visible in the way Pricer's services and solutions help customers operate their businesses efficiently. The improvements are visible among Pricer's customers across various retail trade verticals, such

as the grocery retail, DIY, consumer electronics and pharmacy sectors. The enhancements offered to these retail companies in turn have positive effects on the public and society.

Environmental aspects

On an environmental front, Pricer actively works with new technology to be able to reduce the environmental impact from its future products, for instance through the partnership with Epishine.

Pricer's value chain has the following main components:



For a description of Pricer's business model, see pages 8–9.

For a description of sustainability risks, see page 33.

For a description of the Pricer Group, see Note 24, page 59.

Environmental impact

At Pricer we are convinced that sustainable business is critical for continued profitability. It is important for the company to keep its environmental footprint as small as possible — an ambition that should permeate all of the company’s activities on a day-to-day basis. Pricer strives to minimize waste generation.

One of the cornerstones of Pricer’s environmental policy is to proactively avoid greenhouse gas emissions and make continuous improvements in the environmental area. Pricer’s products should be developed with the objective of minimizing their environmental impact throughout their entire service life as well as when they are recovered and destroyed. Pricer should choose materials, technology and distribution systems that meet our goals for low environmental impact.

One of the criteria for selecting our resellers is that they need to have similar ambitions in terms of the environment and that they, together with us, promote compliance with the environmental policy.

Pricer shares advice and know-how with its customers and partners so that they can use, transport, store and scrap the company’s products in an environmentally positive manner. Pricer’s products comply with the EU’s RoHS Directive (Restriction of the use of certain hazardous substances in electrical and electronic equipment), which is aimed at reducing risks to human health and the environment by replacing and limiting hazardous chemical substances in electric and electronic equipment. The directive also seeks to achieve profitable and sustainable material recovery of equipment.

Pricer’s solution based on electronic shelf labels are market leading in energy efficiency with the longest battery lifetime, which means it is the least environmentally burdensome turnkey solution available on the market.

Production in Europe

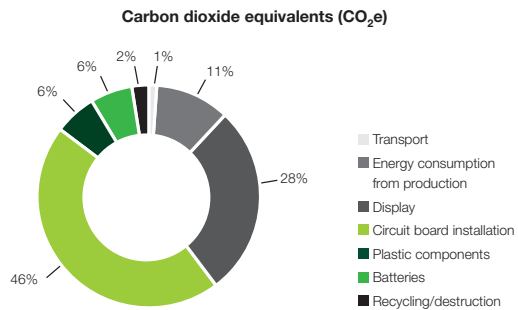
As part of the work to reduce its climate footprint, Pricer is supplementing its current production sites with a supplier in Europe. This creates good conditions for reducing many and long transports and significantly reducing the need to use air transport to one of the company’s main markets.

Benchmarking

To gain better insight into the overall sustainability work in relation to similar companies, Pricer has also been evaluated by an external party, EcoVadis. Pricer was awarded the bronze level as a result of this evaluation, which means that the company belongs to the top half of the companies that were evaluated. Such an evaluation also gives Pricer the opportunity to identify areas in which the company is strong, but primarily also where improvements can be made.

Life cycle analysis

As a further step in understanding the actual impact of Pricer’s products on the environment, the company conducted a life cycle analysis. This provides a quantified result of the actual carbon dioxide equivalent an electronic shelf label generates throughout its lifetime. Based on this analysis, Pricer can identify the size of the impact of the products on the environment as well as the components that have the largest impact. Pricer works continuously to streamline its products. For example, the circuit board in a SmartTAG Power label enables a climate impact that is 20 percent lower than the impact of the previous label model thanks to a more efficient design. We made the SmartTAG Power circuit board smaller and thinner. See the results in the pie chart below. Pricer is now analyzing the new conditions this creates for the company to actively work to streamline the company’s products and reduce the environmental footprint.



<p>In order to meet increased costs for financed capital, Pricer has made an active choice to reduce the share of sea freight in 2023.</p>	<p>GOAL 80%</p> <p>The goal is for 80% of the company’s intercontinental shipping to go by sea by 2023.</p>	<p>OUTCOME 29%</p> <p>Of the company’s total number of produced labels, 29% (61%) were shipped by sea from Pricer’s suppliers in Asia.</p>
---	--	---



Employees

Employees and their development

Pricer's successes are largely due to its employees. This means that their commitment and development is an important focus. They serve as the basis for activities such as recruiting, onboarding, dialogue between employees and managers, and training.

During 2023, Pricer implemented several initiatives to strengthen its corporate culture. At the beginning of the year, the company adopted a set of values, and the implementation of these values has been ongoing throughout the year. An important part has been that all teams have carried out workshops regarding the work with the values and discussed their impact on day-to-day activities. In addition, Pricer initiated a global leadership forum, where all global managers have met both physically and digitally to strengthen and further develop leadership and culture. Performance reviews between managers and employees, with follow-up reviews after six months, underwent development and were established on a common platform. The reviews are now directly linked to the company's strategy and objectives, which are broken down into individual goals for the employee. In this way, it becomes clear for each employee how they contribute to the overall goals and that each individual is important to the whole.

Digital working methods that were developed during the pandemic have become a natural part of everyday life. This places greater demands on communication both within and between

departments, which today is working well and is continuously improved. Given that the company's employees are located in around ten different countries, everyone is used to working and communicating digitally.

The results from the employee survey in 2023 have been reviewed by management, at the company level, and at the team level, and actions have been taken within the areas that need to be developed.

We continued Initiatives related to system support and process development during the year, taking large strides forward.

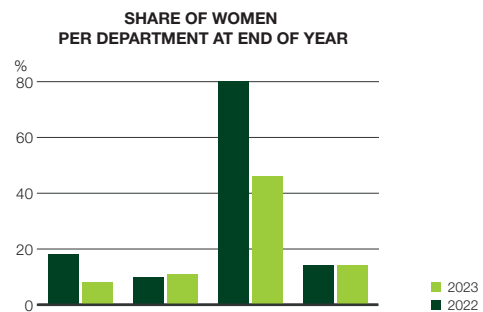
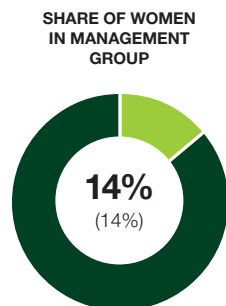
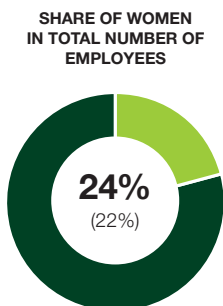
Diversity and equal treatment

Equality and diversity are fundamental, and Pricer does not tolerate any discrimination, in any form.

Skills development

Pricer aims to continuously track its needs in terms of resources and skills to ensure the company's leadership and secure necessary skills going forward. To the greatest extent possible, Pricer would like to promote specialists and managers internally, and 2023 was a positive year in this respect with several employees receiving internal promotions. Furthermore, training opportunities are offered based on prioritized needs and in different formats, for example on-the-job training, e-learning, courses, seminars and other specialized training.

<p>The company is working to increase diversity and equality. The technology industry has been, and remains, male-dominated. The goal is for the share of women and men to follow the general gender distribution in the industry and for every department to have female representation.</p>	<p>GOAL</p> <p>Increase the share of women at the company and have female employees in all departments.</p>	<p>→</p>	<p>OUTCOME</p> <p>The graphs show the share of women in the total number of employees and by department at the end of the year.</p>
---	--	----------	--





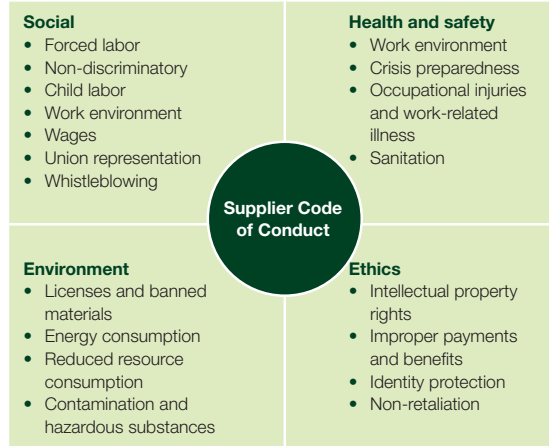
Supply chain

Pricer would like to be an attractive business partner and seeks reliable, fair and reciprocal conditions for both the company and its suppliers. The ambition is for the company to strive for an ethical and professional standard and aim for its suppliers, service providers and other business partners to do the same.

For many years, Pricer has required its major suppliers to comply with the company's Supplier Code of Conduct.

This has been extended to include our direct component suppliers as well. The basis for this code of conduct is largely recognized standards and recommendations from UN Global Compact and the Responsible Business Alliance Code of Conduct.

The areas that are affected in Pricer's Supplier Code of Conduct are shown here in the illustration.



<p>Pricer requires all product suppliers and direct component suppliers to sign the Code of Conduct for Suppliers. This Code is based largely on recognized standards and recommendations from UN Global Compact and the Responsible Business Alliance Code of Conduct.</p>	<p>GOAL 100% →</p> <p>100% of the company's production partners must sign and follow the company's Code of Conduct.</p>	<p>OUTCOME 100%</p> <p>100% (100) of the company's production partners have signed and are complying with the company's Code of Conduct.</p>
	<p>GOAL 100% →</p> <p>100% percent of the company's direct component suppliers must sign and follow the company's Code of Conduct.</p>	<p>OUTCOME 100%</p> <p>100% (91) of the company's direct component suppliers have signed and follow the company's Code of Conduct.</p>
	<p>GOAL 0 →</p> <p>Zero tolerance for human rights violations.</p>	<p>OUTCOME 0</p> <p>No violations of human rights were reported in 2023.</p>

» Pricer strives to be an attractive business partner and seeks reliable, fair and reciprocal conditions for both the company and its suppliers.

Compliance lays the groundwork for sustainable business

Corporate responsibility

Activities related to corporate responsibility (CR) are important for Pricer’s long-term value creation and comprise the concept of sustainability as a whole — from the environment, health and safety to challenges related to regulatory compliance, business ethics and relationships with employees, customers, suppliers and society.

No matter where Pricer has operations, the company adheres to laws, rules and regulations, respects human rights, and is known for its exemplary business ethics.

At the end of 2021, the company became certified in accordance with ISO27001, a standard for information security. The standard helps Pricer fulfill the three dimensions of information security: confidentiality, integrity and availability. It also equips the company with a systematic process-based method of working to continuously improve information security. During the fall of 2023, Pricer passed an external audit.

Corporate governance

Good corporate governance is an important aspect of both Pricer’s corporate culture and the Group’s values. The aim is to support the Board and management in their efforts to increase customer benefit as well as shareholder value and transparency.

Application of the Code

Pricer AB is a publicly traded Swedish company listed on Nasdaq Stockholm. The company applies the Swedish Corporate Governance Code. More information about the Swedish Corporate Governance Code is available at the Swedish Corporate Governance Board’s website, www.bolagsstyrning.se.

Policy documents for governance:

- Policy documents for governance:
- Sustainability Policy
- Environmental Policy
- Code of Conduct for Suppliers
- Dividend Policy
- Finance Policy & Attest Policy
- Information & Communication Policy
- Insider Policy
- IT Policy

The company complies with Nasdaq’s rules and the EU’s Market Abuse Regulation (MAR).

Employee accountability

The company expects all of its employees never to commit, support or assist in fraud, abuse, theft, embezzlement, bribery or similar activities. Employees who suspect or have information about such irregularities involving Pricer, its employees, a consultant, any agent to Pricer or customer (including employees of customers) or anyone doing business with Pricer must immediately notify their direct manager or Pricer’s executive management. During the year, Pricer introduced a new online whistleblower system for reporting suspected irregularities simply and anonymously. The system is accessed via Pricer’s website or pricer.whistlelink.com.

The ambition is to comply with both international practice and a standard higher than that required by local legislation.

GOAL 0

Zero tolerance for all forms of bribery, inappropriate gifts/ business entertainment or corrupt activities.



OUTCOME 0

No indications of the occurrence of corrupt business practices in the Group’s operations.

Auditor’s report on the statutory sustainability report

To the general meeting of the shareholders of Pricer AB (publ),
corporate identity number 556427-7993

Engagement and responsibility

It is the Board of Directors who is responsible for the statutory sustainability statement for the year 2023 on pages 14–19 and that it has been prepared in accordance with the Annual Accounts Act.

The scope of the audit

Our examination has been conducted in accordance with FAR’s auditing standard RevR 12 *The auditor’s opinion regarding the statutory sustainability statement*. This means that our examination of the corporate governance

statement is different and substantially less in scope than an audit conducted in accordance with International Standards on Auditing and generally accepted auditing standards in Sweden. We believe that the examination has provided us with sufficient basis for our opinions.

Opinion

A statutory sustainability statement has been prepared.

Stockholm, March 28, 2024
Ernst & Young AB

Jakob Wojcik
Authorized Public Accountant