

Year-end Report 2020

SEK 680.3 M

Net sales
in the quarter
(+186%)

10.2%

Operating margin
in the quarter

SEK 50.2 M

Net profit for the
quarter (+161%)

Record-setting net sales growth of 75 percent for full-year 2020

The Board of Directors proposes 25 percent increase in dividend to SEK 1.00 per share evenly split between two payment dates.

Fourth quarter 2020

- Net sales amounted to SEK 680.3 M (237.8), an increase of 186 percent compared to the same period last year.
- Operating profit amounted to SEK 69.3 M (24.0), which corresponds to an operating margin of 10.2 percent (10.1).
- Order intake was SEK 454 M (843), a decrease of 46 percent compared to the same period last year.
- Order backlog amounted to SEK 495 M (731), of which the majority is expected to be delivered in the first half of 2021.
- Profit for the period was SEK 50.2 M (19.2).
- Earnings per share (basic) were SEK 0.46 (0.17). Earnings per share (diluted) were SEK 0.45 (0.17)
- Cash flow from operating activities was SEK 203.1 M (125.9).

Full-year 2020

- Net sales amounted to SEK 1,759.5 M (1,002.9), an increase of 75 percent compared to the same period last year.
- Operating profit amounted to SEK 155.2 M (100.4), which corresponds to an operating margin of 8.8 percent (10.0).
- Order intake was SEK 1,588 M (1,504), an increase of 5 percent compared to the same period last year.
- Profit for the period was SEK 127.5 M (97.7).
- Earnings per share (basic) were SEK 1.16 (0.89). Earnings per share (diluted) were SEK 1.15 (0.88).
- Cash flow from operating activities was SEK 264.9 M (145.3).
- The Board of Directors proposes a dividend of SEK 1.00 (0.80) per share.
- The Board has decided to revise the previous dividend policy. Pricer's new dividend policy implies an annual dividend of at least 50 percent of the company's profit after tax. The annual dividend level must be adapted to the company's strategy and financial position, combined with investment needs and risks that the Board deems relevant.

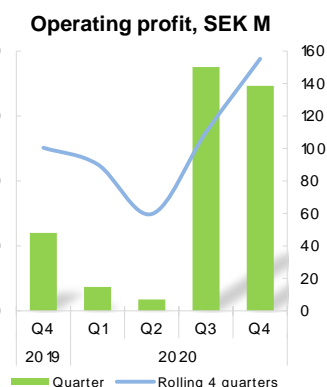
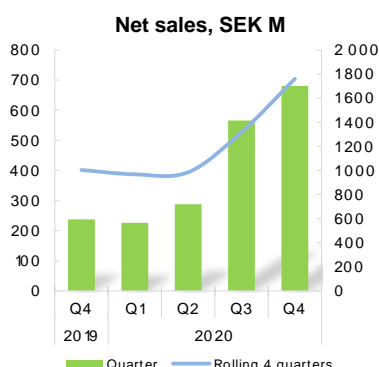
Amounts in SEK M unless otherwise stated	Q4 2020	Q4 2019	Full year 2020	Full year 2019
Order intake	454	843	1 588	1 504
Net sales	680,3	237,8	1 759,5	1 002,9
Gross margin, %	22,5%	36,3%	24,0%	33,0%
Operating profit	69,3	24,0	155,2	100,4
Operating margin, %	10,2%	10,1%	8,8%	10,0%
Cash flow ¹⁾	203,1	125,9	264,9	145,3
Net profit for the period	50,2	19,2	127,5	97,7
Earnings per share, SEK ²⁾	0,46	0,17	1,16	0,89

1) Cash flow from operating activities

2) Basic earnings per share



New record for net sales – ESL market is strong and growing



Comments from CEO Helena Holmgren

Delivery activity in the fourth quarter was in line with expectations and continued to be high. Once again, we can celebrate a new record-high for net sales in a single quarter. Net sales in the fourth quarter amounted to SEK 680 M, which corresponds to an increase of 186 percent compared to the same period last year. Order intake remained high at SEK 454 M.

In summary, we can declare 2020 a successful year for Pricer. Growth in net sales for the full-year 2020 amounted to 75 percent compared to 2019, and thus reached a new record for net sales of SEK 1,760 M. Operating profit increased by SEK 55 M to a total of SEK 155 M for full-year 2020. Our continuous work to improve our tied up working capital combined with successful negotiations related to large customer projects improved cash flow for the operating activities for the full year and amounted to SEK 265 M. However, I would like to emphasize that the cash flow from the operating activities should be analyzed over time.

There is no missing the fact that this is an exciting time for the ESL (Electronic Shelf Label) market in general and for Pricer in particular. Systems for automation and digitalization are highly relevant, and the ongoing pandemic has accelerated the need for a transition within retail. This development is why independent analytical institutions are predicting continued strong market growth for many years. Pricer is participating in ongoing discussions and system evaluations with a number of large customers, but it is important to remember that new, large customer projects often have long sales cycles. For existing customers, the sales cycles are significantly shorter, and it is primarily in this category that the acceleration in demand has been noticeable in order intake in the short term.

In order to meet the high level of activity on the market, we established our own presence in several countries during the year, most recently in the United Kingdom. The need for more personnel resources and improved tools and processes to support scalability and growth are a natural part of the company's development. For example, in 2020 we invested in different system solutions to support a digital customer dialogue and strengthen our service offer.

Pricer Plaza, our cloud-based platform, to which around 400 stores were connected at the end of the year, is an important part of the shift in the company's position. By offering turnkey solutions that include both products and services, we are taking yet another step away from the role as a product supplier toward instead becoming a strategic partner for store digitalization. In dialogue with our customers, many exciting ideas are generated regarding the continued development of our solution offering.

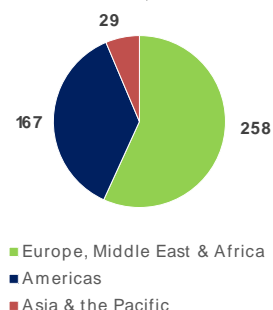
In the fourth quarter, Pricer signed a global framework agreement with Carrefour to be its preferred supplier for both new ESL installations and upgrades of its installed base. Carrefour has worked with different ESL systems for a long time, and we are incredibly pleased and proud of the extended confidence to include all countries and store formats in the new agreement. In addition to the unique benefits of our system, such as reliability, scalability, speed and battery life, Pricer Plaza was a meaningful component in this highly competitive assessment.

2020 was in many ways a challenging year due to the pandemic that spread around the world. Our strong financial position has, despite the uncertainty that the pandemic initially brought, enabled us to continue to recruit and build on for increased competitiveness. With great creativity and problem-solving ability, the Pricer team in 2020 has taken on several of the challenges that have come our way and turned these into new opportunities and worked out solutions that will benefit us for many years to come. We have held together as a team and been proactive when required.

I want to take this opportunity to thank all the fantastic employees for the great work that is done every day and that makes us the successful company we are. Many thanks!

Helena Holmgren
President and CEO

Order intake per region in Q4 2020, SEK M



Market development

Enhanced restrictions were introduced in more markets, primarily in Europe, at the end of the year to reduce the spread of COVID-19. This means that a large number of retail verticals once again were forced to limit their operations, or in worst-case scenarios completely close, and the number of visitors in physical stores that were open fell sharply. Compared to the spring of 2020, the stores were better equipped to handle this transition, and their operations as a whole were less impacted. It was possible, with some exceptions, to carry out customer deliveries and installation projects according to plan, and there was thus no repeat of the postponed installations that were noted during the second quarter of the year.

The delivery and installation rate was in general very high in the fourth quarter, in particularly related to the large ongoing customer projects in the USA, Canada, the Netherlands, and Norway, all of which also reported follow-up orders during the quarter.

North America represented the strongest growth in the fourth quarter and for full-year 2020. For the first time, the Americas region represented the largest percentage of net sales on an annual basis. North America has long been identified as a future growth market, and Pricer strengthened its position on the market during the year. Pricer's system is well-suited for the requirements on scalability and robustness required by the geographic distribution of stores in both the USA and Canada, where support and services are more difficult due to the long distances. The degree of penetration in digital labels is very low in all retail verticals, and the market's potential in coming years is still assessed to be large.

The European market continued to be strong in 2020, with the Netherlands and Norway the primary contributors to growth. The penetration rate of digital labels is relatively high in several European countries, such as France and Norway, while countries like the United Kingdom and Spain have only just begun, with basically only paper labels on the shelves. In addition to the upgrade program for existing customers, this creates good continued growth potential in Europe as well.

Asia & Pacific, which represents a small portion of Pricer's operations, contributed with growth in the fourth quarter, even if the pandemic's effects were more significant in this part of the world for the full year. Pricer's strengthened presence in the region creates good conditions for growth in the future, if still from low levels.

The ESL market as a whole is strong and growing, but we are also seeing signs of an increasingly stressed situation in terms of access to standard components that are used by several different industries, which has affected both lead times and prices. Also access to logistics solutions has been heavily reduced, due to the challenges arising from the ongoing pandemic.

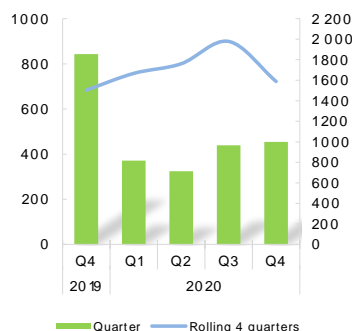
Order intake for Q4 and FY 2020

Order intake for the fourth quarter amounted to SEK 454 M (843), a decrease of 46 percent compared to the same quarter last year. Adjusted for exchange rate fluctuations, order intake decreased by 43 percent. Order intake is spread across a large number of customers on several geographic markets, with the USA, France and the Netherlands as the largest individual contributors. Order intake for the quarter includes a follow-up order of around SEK 107 M from a leading US retail chain and a follow-up order of around SEK 50 M from the Dutch chain PLUS Retail.

Order intake amounted to SEK 1,588 M (1,504) for the full year, an increase of 5 percent compared to the same period last year. Adjusted for exchange rate fluctuations, order intake rose by 8 percent. France, the USA and Canada comprise the largest countries. The order intake has a wide geographic spread and includes several new customers that signed during the year.

Order backlog at the end of 2020 amounted to SEK 495 M (731), of which the majority is expected to be delivered in H1 2021.

Order intake, SEK M



Net sales and profit in Q4 and FY 2020

NET SALES BY GEOGRAPHICAL REGION

	Q4 2020	Q4 2019	Full year 2020	Full year 2019
Amounts in SEK M				
Europe, Middle East & Africa	279,7	201,1	839,5	807,7
Americas	388,8	34,3	883,0	122,7
Asia & the Pacific	11,8	2,4	37,0	72,5
Total net sales	680,3	237,8	1 759,5	1 002,9

NET SALES AND PROFIT

	Q4 2020	Q4 2019	Full year 2020	Full year 2019
Amounts in SEK M				
Net sales	680,3	237,8	1 759,5	1 002,9
Cost of goods sold	-527,5	-151,4	-1 336,4	-672,0
Gross profit	152,7	86,4	423,1	331,0
Gross margin	22,5%	36,3%	24,0%	33,0%
Operating expenses	-89,5	-59,6	-282,1	-227,2
Other income and expenses	6,0	-2,8	14,2	-3,3
Operating profit	69,3	24,0	155,2	100,4
Operating margin	10,2%	10,1%	8,8%	10,0%

ADJUSTED FOR F/X

Amount in SEK M unless otherwise stated	Reported current period	Reported change	Adjusted for F/X
Fourth quarter compared with the same period last year			
Net sales	680,3	186%	211%
Cost of goods sold	-527,6	248%	286%
Gross profit	152,7	77%	80%
Operating expenses	-89,5	50%	53%
Other income and expenses	6,0	-	-
Operating profit	69,2	169%	173%
January - December compared with the same period last year			
Net sales	1 759,5	75%	83%
Cost of goods sold	-1 336,4	99%	110%
Gross profit	423,1	28%	29%
Operating expenses	-282,1	24%	25%
Other income and expenses	14,2	-	-
Operating profit	155,2	50%	50%

Fourth quarter

Net sales amounted to SEK 680.3 M (237.8) in the quarter, an increase of 186 percent compared to the same quarter last year. Adjusted for exchange rate fluctuations, net sales increased by 211 percent. The majority of the sales occurred in the USA, France and Canada. Net sales in Q4 2020 were spread across a large number of customers, of which a significant portion were related to the large ongoing customer project in the USA.

Gross profit amounted to SEK 152.7 M (86.4), and the gross margin amounted to 22.5 percent (36.3) for the quarter. The change in the gross margin continued to be primarily an effect of the product and contract mix, where the majority of the net sales came from large customer projects. Access to freight solutions continued to deteriorate in the fourth quarter, both for air and sea, which resulted in significant price increases and pressure on the gross margin. The majority of the company's costs for goods sold were in USD, while net sales were generated primarily in USD and EUR. The currency effects had a negative impact on gross profit compared to last year.

Operating expenses increased to SEK -89.5 M (-59.6) in the quarter, an increase of 50 percent compared to the same quarter last year. This increase is primarily due to staff and consultants related to investments to expand the customer service offer, product development, IT infrastructure, enhanced market presence on several geographic markets, and restructuring costs related to organizational changes. Due to product launches in the fourth quarter, there were transitions between large development projects, which resulted in a lower degree of capitalization of development expenses than in previous quarters and compared to the same period last year. In total, around SEK 10 M that has been expensed during the fourth quarter is estimated to be non-recurring in nature. Operating expenses are primarily in SEK, but they are also in EUR and USD.

Other income and expenses amounted to SEK 6.0 M (-2.8) and consisted of the net effect of realized and unrealized currency revaluations of trade receivables and trade payables.

Operating profit amounted to SEK 69.3 M (24.0), which corresponded to an operating margin of 10.2 percent (10.1). An increase in the gross profit led to an increase in both the operating profit and the operating margin.

Financial items, primarily consisting of currency revaluation of balance sheet items such as cash and cash equivalents, had a negative impact on the quarter and amounted to SEK -14.9 M (-4.0), which was largely due to negative translation effects on currency accounts in USD.

Tax for the quarter amounted to SEK -4.2 M (-0.9), of which SEK -2.4 M (-0.3) refers to deferred tax and SEK -1.8 M (-0.6) to current tax. The current tax rate amounted to -3 percent (-3), and the reported total tax rate amounted to -8 percent (-4). The low tax rate is primarily due to the capitalization during the period of all of the parent company's previously non-recognized tax losses carried forward. Deferred tax assets related to capitalized losses carried forward amounted in the balance sheet on December 31, 2020, to SEK 66.9 M (70.4).

Profit for the period was SEK 50.2 M (19.2). The increase compared to the last year can be attributable to an increase in operating profit.

Translation differences in other comprehensive income of SEK -20.9 M (-10.0) consisted of currency revaluation of net assets in foreign operations.

Full-year 2020

Net sales amounted to SEK 1,759.5 M (1,002.9) for the full year, an increase of 75 percent compared to the same period last year. Net sales were spread across a large number of customers. The majority of the sales occurred in the USA, France, the Netherlands, Norway and Canada. A significant portion of the net sales was related to the large US customer project. Adjusted for changes in exchange rates, net sales increased by 83 percent.

Gross profit amounted to SEK 423.1 M (331.0), and the gross margin amounted to 24.0 percent (33.0) for the period. The change in the gross margin is primarily a continued consequence of the product and contract mix. Freight supply was limited due to reduced air traffic and closed borders to prevent the spread of the coronavirus, which resulted in a sharp increase in prices for both sea and air freight, making freight costs significantly higher than normal. The majority of the company's costs for goods sold were in USD, while net sales were generated primarily in EUR and USD. The currency effects on gross profit were slightly negative compared to last year.

Operating expenses increased to SEK -282.1 M (-227.2) in the period, an increase of 24 percent compared to the same period last year. The increase was primarily a result of increased costs for staff and consultants related to investments in a broader customer service offer, product development, IT infrastructure, and an enhanced market presence in a number of geographic markets. No state support was received during the year to dampen the effects of COVID-19.

Other income and expenses amounted to SEK 14.2 M (-3.3) for the period and consisted of the net effect of realized and unrealized currency revaluations of trade receivables and trade payables.

Operating profit amounted to SEK 155.2 M (100.4), which corresponded to an operating margin of 8.8 percent (10.0). The increase in net sales and gross profit resulted in an increase in operating profit but with a lower operating margin.

Financial items, which consist primarily of currency revaluation of balance sheet items such as cash and cash equivalents, impacted the period negatively and amounted to SEK -21.5 M (0.8).

Tax for the period amounted to SEK -6.2 M (-3.5), of which SEK -1.3 M (0.3) refers to deferred tax and SEK -4.8 M (-3.8) to current tax. The current tax rate amounted to -4 percent (-4), and the reported total tax rate amounted to -5 percent (-4). The low tax rate is primarily due to the capitalization during the period of all of the parent company's previously non-recognized losses carried forward.

Profit for the period was SEK 127.5 M (97.7). The increase compared to last year can be attributable to an increase in operating profit.

Translation differences in other comprehensive income of SEK -19.1 M (6.7) consisted of currency revaluation of net assets in foreign operations.

Cash flow, investments and financial position

Fourth quarter

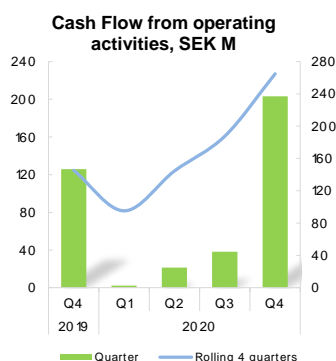
Cash flow from operating activities amounted to SEK 203.1 M (125.9) for the fourth quarter. The change in working capital during the quarter had a positive impact on cash flow from operating activities of SEK 116.6 M (95.2). Trade receivables decreased, primarily due to project-based payment terms that temporarily strengthened cash flow. As the company chipped away at the high order backlog at the beginning of the quarter, both inventory and receivables from suppliers (for component purchases that are re-invoiced) decreased at the same time as trade payables were paid and customer payments received. Since there is a major timing effect in the cash flow from operating activities, this should be analyzed over time.

Cash flow from investing activities amounted to SEK -9.6 M (-14.9) in the fourth quarter and consisted primarily of capitalized development expenditure of SEK -6.1 M (-12.7) for continued investments in product development and investments in property, plant and equipment of SEK -3.5 M (-2.2) attributable primarily to production equipment.

Cash flow from financing activities amounted to SEK -62.8 M (-3.1) during the fourth quarter and referred to the dividend of SEK -44.2 M (-), amortization of lease liabilities of SEK -2.6 M (-3.1) and a buy-back shares of SEK -16.0 M (-). According to a resolution by the Annual General Meeting, the dividend was divided into two payouts of SEK 0.40 per share each, which were paid in May and November 2020.

Exchange rate differences in cash and cash equivalents amounted to SEK -18.9 M (-3.2), which was a result of negative translation effects on currency accounts in USD and EUR.

Cash and cash equivalents amounted to SEK 262.4 M (194.2) on December 31, 2020. In addition to cash and cash equivalents, the company has an unutilized overdraft facility of SEK 50 M (50).



Full-year 2020

Cash flow from operating activities amounted to SEK 264.9 M (145.3) for the period. The change in working capital had a positive impact of SEK 61.2 M (9.2) on cash flow from operating activities, primarily due to an increase in inventory and trade receivables, which decreased cash flow, and an increase in trade payables, which increased cash flow.

Cash flow from investing activities amounted to SEK -61.9 M (-50.0) during the period and consisted primarily of capitalized development expenditure of SEK -45.6 M (-39.0) and investments in property, plant and equipment of SEK -16.3 M (-11.0) attributable primarily to production equipment.

Cash flow from financing activities amounted to SEK -113.2 M (-76.3) during the full year and referred to the dividend of SEK -88.3 M (-66.2), amortization of lease liabilities of SEK -11.0 M (-10.1), allocation of treasury shares of SEK 2.1 M (-), and the buy-back of shares of SEK -16.0 M (-).

Exchange rate differences in cash and cash equivalents amounted to SEK -21.5 M (4.1), which was a result of negative translation effects on currency accounts in USD and EUR.

Equity

ISSUED AND OUTSTANDING SHARES

Stated in thousands of shares	Class A	Class B	Total
Outstanding shares at the beginning of the year	226	110 746	110 972
Issued and converted shares in the year	-	-	-
Issued at the end of the period	226	110 746	110 972
Treasury shares	-	-877	-877
Outstanding shares at end of period	226	109 869	110 095

Class A share carries five votes and class B share carries one vote

From the 2017 performance share plan, 227,995 shares were transferred free of charge in June 2020 to the participants. Due to the fulfillment of the performance share plan, Pricer decreased its treasury shares by 227,995.

In December 2020, a total of 400,000 shares were repurchased. The buy-back program was conducted in accordance with the Regulation (EU) No. 596/2014 (the Market Abuse Regulation) and Commission Delegated Regulation (EU) No 2016/1052 (the Safe Harbour Regulation).

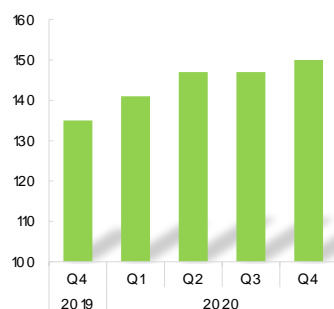
Pricer's holdings of treasury shares amounted on December 31, 2020, to 877,136 (705,131) Class B shares. These shares are held to be able to meet obligations on matching and performance shares under the outstanding performance share plans.

Performance share plan (LTI)	Maximum in thousands of shares	Vesting period	Transferred free of charge to the participants
LTI 2018	325	Jun 2018 - May 2021	Jun 2021
LTI 2019	240	Jun 2019 - May 2022	Jun 2022
LTI 2020	330	Jun-2020 - May 2023	Jun 2023

The value of the promise is expensed during the vesting period. The maximum number of shares in obligations decreased during Q4 2020 due to changes in personnel.

For more information about the performance share plans from 2018 and 2019, please refer to Note 4 of the 2019 Annual Report. Read more under Note 5 2020 Share Performance Plan in this interim report.

Number of employees



Employees

The average number of employees during the fourth quarter was 150 (134), and the number of employees at the end of the period was 151 (135). The average number, including hired staff and consultants was 181 (159) in the fourth quarter and 182 (156) at the end of the period. The organization was strengthened in several areas, such as customer project development, support, product development, and sales. In order to further meet the challenges within the digitalization of physical stores that the retail trade is facing, and to broaden the system's area of use, the company continued to expand its R&D organization. We also strengthened our presence in a number of geographic markets with the aim of managing both the increased demand and the growing installed customer base.

Parent Company

The Parent Company's net sales amounted to SEK 1,672.1 M (848.7), and the profit for the period amounted to SEK 97.4 M (143.3). Profit from financial items decreased since the item last year also included dividends from subsidiaries of SEK 52.8 M. The Parent Company's cash and cash equivalents amounted to SEK 225.1 M (167.9) at the end of the period.

Risks and uncertainty factors

Pricer's earnings and financial position are affected by various risk factors that must be considered when assessing the Group and the Parent Company and their future potential. These risks apply primarily to the development of the market for digital shelf edge labels and systems, as well as large currency fluctuations and also to political factors affecting trade such as import duties. In view of the client structure and the scope of the agreement, a delay in the installations or large fluctuations in exchange rates can have a significant effect in any given quarter. More information regarding risks is available in the 2019 Annual Report; see page 22 and Note 20.

Effects from the coronavirus

Pricer, like other global companies, is affected by pandemics, and in 2020 the company was affected by COVID-19. During the first and second quarters, net sales and profitability were impacted negatively by the combined effects of the pandemic, primarily due to postponed customer deliveries but also due to effects that are difficult to quantify and are related to delays in new procurements and investments that have been postponed for practical reasons.

Uncertainty about the course of the pandemic is still high. Pricer is continuing to follow the guidelines and recommendations set up in each country where the company is active. The health of the staff has continued to be Pricer's top priority.

Forecast

No forecast is provided for 2021.

New accounting principles

The same accounting principles and bases for calculation were applied for the Group and the Parent Company as in the latest annual report.

Events after the end of the reporting period

No significant events occurred after the end of the reporting period.

New dividend policy

As a result of Pricer's strong financial development, the Board has decided to revise the previous dividend policy. Pricer's new dividend policy implies an annual dividend of at least 50 percent of the company's profit after tax. The annual dividend level must be adapted to the company's strategy and financial position, combined with investment needs and risks that the Board deems relevant.

Proposed dividend for 2021 Annual General Meeting

The Board will propose that the AGM approve a dividend of SEK 1.00 (0.80) per share. This corresponds to SEK 110.1 M (88.3), which will be paid in two equal tranches in May and November 2021. At the end of the year, Pricer had no debt, with the exception of leasing liabilities, and cash and cash equivalents amounted to SEK 262.4 M. The Board of Directors considers shareholder value at this point to be best created by primarily supporting the need for working capital to achieve organic growth and future investment needs.

Nomination Committee and Annual General Meeting

The Nomination Committee for the 2021 AGM was announced in October 2020 and consists of Jari Ekblad (nominated by Göran Sundholm), Ulf Palm (nominated by in part Sifonen AB/Lars Ingvarsson, Hans Granberg, Anderssons Livs i Tingsryd AB, Stefan Olsson Management AB, J Grill Management AB and Ulf Palm), and Wilhelm Gruvberg (nominated by Alcur Fonder AB, Thomas Krishan and TAMT AB/Theodor Jeansson). The Nomination Committee itself has appointed Ulf Palm to be chair.

The Nomination Committee's proposal for the Board of Directors was presented on January 29 in a separate press release. Other proposals will be included in the notice of the Annual General Meeting. The Nomination Committee proposes that the Board of Directors consist of five members. The Nomination Committee proposes, for the period until the end of the next AGM, the re-election of Board members Knut Faremo, Hans Granberg, Jonas Guldstrand and Jenni Virnes and new election of Göran Sundholm. Thomas Krishan has declined re-election. Knut Faremo is proposed to continue as the Chair of the Board.

The AGM will be held in Stockholm on April 29, 2021, at 2:00 PM. It is planned to be held at Kapitel 8 Klara Strand, Klarabergsviadukten 90, Stockholm, but Pricer is following on an ongoing basis the recommendations from the Public Health Agency of Sweden. The notice will be duly distributed. The final day to request a matter to be added to the agenda for the AGM is March 18, 2021. The 2020 Annual Report will be published on Pricer's website no later than March 31, 2021, and sent upon request.

Financial Calendar

No later than March 31, 2021	Annual Report 2020
April 23, 2021	Interim Report January–March 2021
April 29, 2021	Annual General Meeting
July 20, 2021	Interim Report January–June 2021
October 22, 2021	Interim Report January–September 2021

**Next interim
report to be
published on
April 23, 2021**

The Board of Directors and CEO hereby certify that this year-end report provides a true and fair view of the results of the operations, financial position and performance for the Parent Company and the Group and describes the significant risks and uncertainties to which the Parent Company and other companies in the Group are exposed.

This year-end report for Pricer AB (publ) was submitted on the authorization of the Board of Directors.

Stockholm, February 11, 2021

Pricer AB (publ)

Helena Holmgren
President and CEO

This report has not been subject to an audit.

Every care has been taken in the translation of this document. In the event of discrepancies, the Swedish original will supersede the English translation.

This information is information that Pricer AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation and the Securities Market Act. The information was submitted for publication, through the agency of the contact persons set out below, at 8:30 CET on February 11, 2021.

For more information, please contact:

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Financial Reporting

CONSOLIDATED INCOME STATEMENT IN SUMMARY

Amounts in SEK M	Q4 2020	Q4 2019	Full year 2020	Full year 2019
Net sales	680,3	237,8	1 759,5	1 002,9
Cost of goods sold	-527,5	-151,4	-1 336,4	-672,0
Gross profit	152,7	86,4	423,1	331,0
Selling expenses	-44,6	-31,7	-148,7	-124,0
Administrative expenses	-23,1	-18,6	-78,0	-67,5
Research and development costs	-21,7	-9,3	-55,4	-35,8
Other income and expenses	6,0	-2,8	14,2	-3,3
Operating profit	69,3	24,0	155,2	100,4
Net financial items	-14,9	-4,0	-21,5	0,8
Net profit before tax	54,4	20,0	133,6	101,3
Income tax	-4,2	-0,9	-6,2	-3,5
Net profit for the period	50,2	19,2	127,5	97,7
Net profit for the period attributable to:				
Owners of the Parent Company	50,2	19,2	127,5	97,7

EARNINGS PER SHARE

	Q4 2020	Q4 2019	Full year 2020	Full year 2019
Basic earnings per share, SEK	0,46	0,17	1,16	0,89
Diluted earnings per share, SEK	0,45	0,17	1,15	0,88
Number of shares before dilution, millions	110,2	110,3	110,3	110,3
Diluted number of shares, millions	111,1	111,2	111,2	111,2

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

Amounts in SEK M	Q4 2020	Q4 2019	Full year 2020	Full year 2019
Net profit for the period	50,2	19,2	127,5	97,7
<i>Items that are or may be reclassified to profit or loss for the period</i>				
Translation differences	-20,9	-10,0	-19,1	6,7
Other comprehensive income for the period	-20,9	-10,0	-19,1	6,7
Net comprehensive income for the period	29,3	9,1	108,4	104,5
Net comprehensive income for the period attributable to:				
Owners of the Parent Company	29,3	9,1	108,4	104,5

The breakdown between Selling expenses and Administrative expenses has been reviewed in 2020 and adjusted retroactively for the comparative figure for 2019 to improve comparability between the years.

CONSOLIDATED BALANCE SHEET IN SUMMARY

Amounts in SEK M	Dec 31 2020	Sep 30 2020	Jun 30 2020	Mar 31 2020	Dec 31 2019
ASSETS					
Intangible assets	338,0	352,3	346,5	352,3	325,8
Property, plant and equipment	30,3	30,0	28,7	29,0	24,3
Right-of-use assets	43,7	46,3	48,5	53,0	53,8
Deferred tax assets	75,0	77,4	76,7	76,5	76,3
Total non-current assets	487,0	506,0	500,4	510,7	480,2
Inventories	301,5	464,3	413,9	188,4	218,7
Trade receivables	235,6	312,6	155,2	193,2	147,6
Prepaid expenses and accrued income	9,5	13,4	17,2	13,1	12,2
Other current receivables	98,5	200,9	335,0	142,5	68,1
Cash and cash equivalents	262,4	150,5	132,9	180,1	194,2
Total current assets	907,5	1 141,8	1 054,2	717,4	640,8
TOTAL ASSETS	1 394,5	1 647,7	1 554,6	1 228,1	1 121,0
EQUITY AND LIABILITIES					
EQUITY					
Share capital	111,0	111,0	111,0	111,0	111,0
Other capital contributions	393,2	408,3	405,5	404,8	404,4
Reserves	15,8	36,7	36,2	56,0	34,9
Accumulated profits including profit for the year	299,1	249,0	179,7	274,8	259,9
Shareholder's equity attributable to the Parent Company's shareholders	819,0	805,0	732,4	846,6	810,2
LIABILITIES					
Non-current provisions	24,0	18,7	17,0	16,3	15,4
Non-current lease liabilities	33,5	36,0	38,1	42,2	43,1
Total non-current liabilities	57,6	54,7	55,1	58,5	58,5
Advances from customer	6,4	9,8	7,5	9,1	8,3
Trade payables	384,4	609,8	603,9	199,6	155,5
Current lease liabilities	11,8	11,8	11,7	11,9	11,5
Other current liabilities	19,5	57,2	55,4	11,9	9,0
Accrued expense and deferred income	73,0	79,8	70,5	73,6	51,7
Current provisions	22,8	19,7	18,0	16,8	16,2
Total current liabilities	517,9	788,1	767,1	322,9	252,2
Total liabilities	575,5	842,8	822,2	381,5	310,8
TOTAL EQUITY AND LIABILITIES	1 394,5	1 647,7	1 554,6	1 228,1	1 121,0
Basic shareholders' equity per share, SEK	7,44	7,29	6,63	7,68	7,35
Diluted shareholders' equity per share, SEK	7,37	7,21	6,58	7,61	7,29

CHANGES IN CONSOLIDATED EQUITY IN SUMMARY

Amounts in SEK M	Full year 2020	9 mths 2020	6 mths 2020	3 mths 2020	Full year 2019
Equity at the beginning of the period	810,2	810,2	810,2	810,2	769,3
Net profit for the period	127,5	77,3	8,0	14,8	97,7
Other comprehensive income for the period	-19,1	1,8	1,3	21,1	6,7
<i>Net comprehensive income for the period</i>	<i>108,4</i>	<i>79,1</i>	<i>9,3</i>	<i>35,9</i>	<i>104,5</i>
Repurchase of own shares	-16,0	-	-	-	-
Decreased number of treasury shares	2,1	2,1	2,1	-	-
Dividend	-88,3	-88,2	-88,2	-	-66,2
Share based payments, equity settled	2,6	1,7	-1,1	0,4	2,6
<i>Total transactions with owners of the Group</i>	<i>-99,6</i>	<i>-84,3</i>	<i>-87,1</i>	<i>0,4</i>	<i>-63,6</i>
Equity at the end of the period	819,0	805,0	732,4	846,6	810,2
Attributable to:					
- Owners of the parent company	819,0	805,0	732,4	846,6	810,2

CONSOLIDATED CASH FLOW STATEMENTS IN SUMMARY

Amounts in SEK M	Q4 2020	Q4 2019	Full year 2020	Full year 2019
OPERATING ACTIVITIES				
Operating profit	69,3	24,0	155,2	100,4
Adjustment for non-cash items	18,3	7,5	54,1	39,3
- of which depreciations and amortizations	13,1	9,9	45,5	37,7
- whereof other non-cash items	5,2	-2,4	8,6	1,6
Interest received	-	0,6	0,2	0,6
Interest paid	-0,2	-0,4	-1,3	-1,3
Paid income tax	-0,9	-1,0	-4,6	-2,8
Cash flow from operating activities before changes in working capital	86,5	30,7	203,6	136,1
<i>Cash flow from changes in working capital</i>				
Increase(-)/decrease(+) inventories	159,6	47,4	-87,3	-28,5
Increase(-)/decrease(+) trade receivables	92,5	52,8	-77,0	129,6
Increase(-)/decrease(+) other current receivables	104,7	-13,7	-28,7	6,7
Increase(+)/decrease(-) trade payables	-244,6	21,6	217,6	-56,9
Increase(+)/decrease(-) other current liabilities	4,5	-13,0	36,6	-41,7
Cash flow from changes in working capital	116,6	95,2	61,2	9,2
Cash flow from operating activities	203,1	125,9	264,9	145,3
INVESTING ACTIVITIES				
Acquisition of intangible assets	-6,1	-12,7	-45,6	-39,0
Acquisition of tangible assets	-3,4	-2,3	-16,3	-11,0
Cash flow from investing activities	-9,6	-14,9	-61,9	-50,0
FINANCING ACTIVITIES				
Amortization of lease liabilities	-2,6	-3,1	-11,0	-10,1
Dividend paid	-44,2	-	-88,3	-66,2
Decreased number of treasury shares	-	-	2,1	-
Repurchase of treasury shares	-16,0	-	-16,0	-
Net cash used in financing activities	-62,8	-3,1	-113,2	-76,3
Net cash flow for the period	130,8	107,9	89,7	19,1
Cash and cash equivalents at beginning of period	150,5	89,6	194,2	171,0
Exchange rate losses/gains in cash and cash equivalents	-18,9	-3,2	-21,5	4,1
Cash and cash equivalents at end of period	262,4	194,2	262,4	194,2
Unutilized bank overdraft facility	50,0	50,0	50,0	50,0
Available funds at end of period	312,4	244,2	312,4	244,2

PARENT COMPANY INCOME STATEMENT IN SUMMARY

Amounts in SEK M	Full year 2020	Full year 2019
Net sales	1 672,1	848,7
Cost of goods sold	-1 392,2	-620,1
Gross profit	279,8	228,7
Selling expenses	-65,1	-51,8
Administrative expenses	-54,3	-46,1
Research and development costs	-55,4	-35,8
Other income and expenses	14,3	-3,3
Operating profit	119,3	91,7
<i>Result from financial items:</i>		
Result from participations in group companies	-	50,0
Interest income and similar profit/loss items	0,2	2,4
Interest expenses and similar profit/loss items	-20,6	-0,2
Profit/loss before tax	99,0	143,9
Income tax	-1,5	-0,6
Net profit for the period	97,4	143,3

PARENT COMPANY STATEMENT OF COMPREHENSIVE INCOME

Amounts in SEK M	Full year 2020	Full year 2019
Net profit for the period	97,4	143,3
<i>Comprehensive income for the period</i>		
<i>Items that are or may be reclassified to profit or loss for the period</i>		
Comprehensive income for the period	-	-
Net comprehensive income for the period	97,4	143,3

The breakdown between Selling expenses and Administrative expenses has been reviewed in 2020 and adjusted retroactively for the comparative figure for 2019 to improve comparability between the years.

PARENT COMPANY BALANCE SHEET IN SUMMARY

Amounts in SEK M	Dec 31 2020	Sep 30 2020	Jun 30 2020	Mar 31 2020	Dec 31 2019
ASSETS					
Non-current assets					
Intangible assets	84,7	86,2	82,0	72,5	62,5
Property, plant and equipment	28,5	27,6	26,0	26,2	21,6
<i>Financial assets</i>					
Participations in group companies	190,9	186,7	186,2	187,1	186,9
Receivables from group companies	11,7	10,6	9,6	6,6	6,3
Deferred tax assets	73,8	76,4	75,8	75,4	75,3
<i>Total financial assets</i>	<i>276,4</i>	<i>273,7</i>	<i>271,6</i>	<i>269,1</i>	<i>268,5</i>
Total non-current assets	389,6	387,5	379,6	367,8	352,6
Current assets					
Inventories, etc.	184,8	184,9	227,1	114,3	170,8
<i>Current receivables</i>					
Trade receivables	79,9	158,2	63,5	98,5	56,7
Receivables from current group companies	153,2	299,0	179,2	98,6	65,4
Other current receivables	91,7	194,9	322,8	137,5	62,9
Prepaid expenses and accrued income	7,0	8,8	10,3	7,6	7,6
Total current receivables	331,9	660,9	575,7	342,1	192,6
Cash and cash equivalents	225,1	134,6	108,9	125,1	167,9
Total current assets	741,7	980,4	911,8	581,4	531,3
TOTAL ASSETS	1 131,3	1 367,9	1 291,4	949,2	883,8

PARENT COMPANY BALANCE SHEET IN SUMMARY

Amounts in SEK M	Dec 31 2020	Sep 30 2020	Jun 30 2020	Mar 31 2020	Dec 31 2019
EQUITY AND LIABILITIES					
Shareholders' equity					
<i>Restricted equity</i>					
Share capital	111,0	111,0	111,0	111,0	111,0
Statutory reserve	104,8	104,8	104,8	104,8	104,8
Legal reserve for internally generated development expenditure	83,7	84,4	79,8	69,9	59,4
Total restricted equity	299,5	300,2	295,6	285,7	275,3
<i>Non-restricted equity</i>					
Share premium reserve	196,2	211,3	208,5	207,9	207,4
Retained earnings	70,4	69,8	74,3	172,4	207,4
Net profit for the year	97,4	61,9	-2,3	13,3	39,6
Total non-restricted equity	364,0	343,0	280,5	393,6	390,4
Total equity	663,5	643,2	576,1	679,4	665,6
PROVISIONS					
Provisions	33,5	28,9	26,3	24,4	23,6
Total provisions	33,5	28,9	26,3	24,4	23,6
NON-CURRENT LIABILITIES					
Non-current liabilities	0,1	0,1	0,1	0,1	0,1
Total non-current liabilities	0,1	0,1	0,1	0,1	0,1
CURRENT LIABILITIES					
Advances from customer	0,5	-	-	-	-
Trade payables	378,2	605,3	601,1	195,6	151,7
Liabilities to group companies	18,1	9,2	8,1	10,2	12,9
Other current liabilities	3,1	45,7	48,5	2,5	2,6
Accrued expenses and deferred income	34,4	35,6	31,1	37,0	27,3
Total current liabilities	434,3	695,8	688,8	245,3	194,6
TOTAL EQUITY AND LIABILITIES	1 131,3	1 367,9	1 291,4	949,2	883,8

PARENT COMPANY STATEMENT OF CHANGES IN EQUITY IN SUMMARY

Amounts in SEK M	Full year 2020	9 mths 2020	6 mths 2020	3 mths 2020	Full year 2019
Equity at the beginning of the period	665,6	665,6	665,6	665,6	585,9
Net comprehensive income for the period	97,4	61,9	-2,3	13,3	143,3
Repurchase of own shares	-16,0	0,0	0,0	0,0	0,0
Decreased number of treasury shares	2,1	2,1	2,1	-	-
Dividend	-88,3	-88,2	-88,2	-	-66,2
Share based payments, equity settled	2,6	1,7	-1,1	0,4	2,6
Equity at the end of the period	663,5	643,2	576,1	679,4	665,6

KEY FIGURES

	Q4	Q3	Q2	Q1	Q4
Amounts in SEK M	2020	2020	2020	2020	2019
Order intake	454	440	324	371	843
Order intake - rolling 4 quarters	1 588	1 978	1 761	1 667	1 504
Net sales	680,3	565,7	287,6	225,9	237,8
Net sales - rolling 4 quarters	1 759,5	1 317,0	983,9	967,0	1 002,9
Operating profit	69,3	75,1	3,5	7,3	24,0
Operating profit - rolling 4 quarters	155,2	109,9	59,7	90,2	100,4
Net profit for the period	50,2	69,3	-6,9	14,8	19,2
Cash flow from operating activities	203,1	38,2	21,3	2,2	125,9
Cash flow from operating activities - rolling 4 quarters	264,9	187,6	144,5	95,2	145,3
Number of employees, end of period	150	147	147	141	135
Equity/assets ratio	59%	49%	47%	69%	72%

Note 1 — Accounting Principles

This year-end report for the Group was prepared in accordance with IAS 34 Interim Financial Reporting and applicable provisions of the Annual Accounts Act. The year-end report for the Parent Company was prepared in accordance with Chapter 9 of the Annual Accounts Act and RFR 2, Accounting for Legal Entities, issued by the Swedish Financial Reporting Council. The same accounting principles and bases for calculation were applied for the Group and the Parent Company as in the latest annual report.

Note 2 — Revenue from contracts with customers

BREAKDOWN OF REVENUE

	Q4 2020	Q4 2019	Full year 2020	Full year 2019
Amounts in SEK M				
Revenue from goods	648,8	218,3	1 670,4	924,3
Revenue from services	26,3	16,3	72,5	64,3
Revenue from licenses	5,2	3,3	16,6	14,3
Total	680,3	237,8	1 759,5	1 002,9

The company has allocated discounts proportionally for all performance obligations in the agreement except for when there is observable proof that the entire discount refers to one or several, but not all, performance obligations.

NET SALES BY SALES CHANNEL

	Q4 2020	Q4 2019	Full year 2020	Full year 2019
Direct customers	78%	56%	72%	47%
Resellers	22%	44%	28%	53%
Total	100%	100%	100%	100%

Note 3 — Leases

RIGHT-OF-USE ASSET

	Dec 31 2020	Dec 31 2019
Amounts in SEK M		
Premises	40,4	50,8
Cars	3,3	3,0
Total	43,7	53,8

LEASE LIABILITY

	Dec 31 2020	Dec 31 2019
Amounts in SEK M		
Within one year	11,8	11,5
Between one and five years	31,4	38,6
More than five years	2,1	4,5
Total	45,3	54,6

Note 3 — Leases (cont'd)

COST AND CASH FLOW INFORMATION

Amounts in SEK M	Q4 2020	Q4 2019	Full year 2020	Full year 2019
Depreciation of right-of use assets	2,7	2,9	11,8	11,0
(of which premises)	2,4	2,6	10,4	9,9
(of which cars)	0,3	0,4	1,3	1,1
Interest expense for lease liabilities	0,2	0,4	1,1	1,1
Amortization of lease liabilities	2,6	3,1	11,0	10,1

Note 4 — Financial instruments

For financial instruments measured at amortized cost — trade receivables, other current receivables and cash and cash equivalents, trade payables, lease debt, and other current interest-free liabilities — the fair value is assessed to correspond to the carrying amount. The fair values of other non-current and current liabilities are not assessed to deviate substantially from their carrying amounts.

FINANCIAL INSTRUMENTS

Amounts in SEK M	Dec 31 2020	Dec 31 2019
Loan and trade receivables	589,6	406,0
Total financial assets	589,6	406,0
Lease liabilities	45,3	54,6
Other financial liabilities	400,9	176,5
Total financial liabilities	446,2	231,2

Note 5 – 2020 Share Performance Plan

The Annual General Meeting on May 6, 2020, resolved to establish an incentive program in the form of a share performance plan (LTI 2020) for certain senior executives and key employees, whereupon the participants, after an initial investment in Pricer's Class B shares, receive one matching share right and one performance-based share right per invested Class B share. Following the vesting period of three years, the share rights entitle the participants to receive one matching share and up to five performance shares depending on the outcome of the performance conditions. From the 2020 performance share plan, a maximum of 330 thousand shares can be transferred free of charge to the participants in June 2023 in the event the predefined performance targets are fully met. The value of the promise is expensed during the vesting period. The maximum number of shares in obligations decreased during Q4 2020 due to changes in personnel.

Note 6 — Related party transactions

Significant related party transactions are described in Note 23 of the consolidated financial statements in the 2019 Annual Report. No related party relationships changed, and no significant transactions took place with related parties that significantly affect the Group's or Parent Company's financial position or earnings compared to the description in the 2019 Annual Report.

Note 7 — Pledged assets and contingent liabilities

Floating charges (chattel mortgages) are a type of general collateral in the form of an undertaking to the bank. In the case of the Parent Company, guarantees are issued to customs authorities and landlords.

PLEGDED ASSETS AND CONTINGENT LIABILITIES

	Parent company		Group	
	Dec 31 2020	Dec 31 2019	Dec 31 2020	Dec 31 2019
Amounts in SEK M				
Pledged assets				
Floating charges	59,6	59,6	59,6	59,6
Blocked funds	-	-	-	0,9
Total	59,6	59,6	59,6	60,5
Contingent liabilities				
Bank guarantee	-	-	-	0,9
Customs authorities	0,1	0,1	5,1	5,7
Landlords	1,7	1,7	1,7	1,7
Total	1,8	1,8	6,8	8,3

CONSOLIDATED INCOME STATEMENT IN SUMMARY

Amounts in SEK M	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
Net sales	261,9	270,7	232,5	237,8	225,9	287,6	565,7	680,3
Cost of goods sold	-185,6	-180,8	-154,1	-151,4	-155,1	-221,8	-432,0	-527,5
Gross profit	76,2	89,9	78,4	86,4	70,9	65,9	133,7	152,7
Gross margin, %	29,1%	33,2%	33,7%	36,3%	31,4%	22,9%	23,6%	22,5%
Selling expenses	-32,0	-31,8	-28,5	-31,7	-38,7	-32,8	-32,6	-44,6
Administrative expenses	-17,5	-16,7	-14,7	-18,6	-17,1	-16,6	-21,2	-23,1
Research and development costs	-8,5	-8,6	-9,3	-9,3	-9,7	-12,7	-11,3	-21,7
Other income and expenses	-0,7	1,3	-1,1	-2,8	2,0	-0,2	6,4	6,0
Operating profit	17,6	34,1	24,8	24,0	7,3	3,5	75,1	69,3
Operating margin, %	6,7%	12,6%	10,7%	10,1%	3,3%	1,2%	13,3%	10,2%
Net financial items	2,3	-0,7	3,2	-4,0	8,2	-9,7	-5,2	-14,9
Net profit before tax	19,9	33,4	28,0	20,0	15,6	-6,2	69,9	54,4
Income tax	-0,5	-1,1	-1,0	-0,9	-0,7	-0,7	-0,6	-4,2
Net profit for the period	19,3	32,2	27,0	19,2	14,8	-6,9	69,3	50,2
Net profit for the period attributable to:								
Owners of the Parent Company	19,3	32,2	27,0	19,2	14,8	-6,9	69,3	50,2

EARNINGS PER SHARE

	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
Basic earnings per share, SEK	0,18	0,29	0,25	0,17	0,13	-0,06	0,63	0,46
Diluted earnings per share, SEK	0,17	0,29	0,24	0,17	0,13	-0,06	0,62	0,45
Number of shares before dilution, millions	110,3	110,3	110,3	110,3	110,3	110,3	110,5	110,2
Diluted number of shares, millions	110,9	111,2	111,2	111,2	111,2	111,4	111,7	111,1

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

Amounts in SEK M	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
Net profit for the period	19,3	32,2	27,0	19,2	14,8	-6,9	69,3	50,2
<i>Items that are or may be reclassified to profit or loss for the period</i>								
Translation differences	5,8	4,4	6,5	-10,0	21,1	-19,8	0,5	-20,9
Other comprehensive income for the period	5,8	4,4	6,5	-10,0	21,1	-19,8	0,5	-20,9
Net comprehensive income for the period	25,1	36,6	33,6	9,1	35,9	-26,6	69,8	29,3
Net comprehensive income for the period attributable to:								
Owners of the Parent Company	25,1	36,6	33,6	9,1	35,9	-26,6	69,8	29,3

The breakdown between Selling expenses and Administrative expenses has been reviewed in 2020 and adjusted retroactively for the comparative figure for 2019 to improve comparability between the years.

CONSOLIDATED CASH FLOW STATEMENTS IN SUMMARY

Amounts in SEK M	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
OPERATING ACTIVITIES								
Operating profit	17,6	34,1	24,8	24,0	7,3	3,5	75,1	69,3
Adjustment for non-cash items	10,7	12,3	8,8	7,5	15,2	10,4	10,3	18,3
- of which depreciations and amortizations	10,4	8,4	9,0	9,9	9,8	9,7	12,9	13,1
- whereof other non-cash items	0,4	3,9	-0,3	-2,4	5,4	0,7	-2,6	5,2
Interest received	-	0,0	-	0,6	-	-	-	0,1
Interest paid	-0,2	-0,3	-0,4	-0,4	-0,4	-0,3	-0,3	-0,2
Paid income tax	-1,1	0,1	-0,9	-1,0	-0,9	-1,0	-1,8	-0,9
Cash flow from operating activities before changes in working capital	27,0	46,2	32,3	30,7	21,2	12,7	83,2	86,5
<i>Cash flow from changes in working capital</i>								
Increase(-)/decrease(+) inventories	-23,3	-47,5	-5,1	47,4	33,9	-229,1	-51,7	159,6
Increase(-)/decrease(+) trade receivables	67,9	-30,1	39,1	52,8	-45,1	36,7	-161,0	92,5
Increase(-)/decrease(+) other current receivables	-20,1	18,6	21,9	-13,7	-74,4	-197,2	138,2	104,7
Increase(+)/decrease(-) trade payables	3,4	5,7	-87,6	21,6	47,6	398,2	16,4	-244,6
Increase(+)/decrease(-) other current liabilities	-2,5	-20,9	-5,4	-13,0	19,0	0,0	13,2	4,5
Cash flow from changes in working capital	25,4	-74,3	-37,1	95,2	-19,0	8,6	-45,0	116,6
Cash flow from operating activities	52,3	-28,1	-4,8	125,9	2,2	21,3	38,2	203,1
INVESTING ACTIVITIES								
Acquisition of intangible assets	-7,8	-8,3	-10,2	-12,7	-14,6	-14,0	-10,9	-6,1
Acquisition of tangible assets	-2,9	-4,7	-1,1	-2,3	-6,6	-2,0	-4,3	-3,4
Cash flow from investing activities	-10,7	-13,0	-11,3	-14,9	-21,2	-15,9	-15,2	-9,6
FINANCING ACTIVITIES								
Amortization of lease liabilities	-2,2	-2,7	-2,1	-3,1	-2,9	-2,8	-2,8	-2,6
Dividend paid	-	-66,2	-	-	-	-44,1	-	-44,2
Decreased number of treasury shares	-	-	-	-	-	2,1	-	-
Increased number of treasury shares	-	-	-	-	-	-	-	-16,0
Cash flow from financing activities	-2,2	-68,9	-2,1	-3,1	-2,9	-44,7	-2,8	-62,8
Net cash flow for the period	39,4	-109,9	-18,2	107,9	-21,9	-39,4	20,2	130,8
Cash and cash equivalents at beginning of period	171,0	213,5	104,3	89,6	194,2	180,1	132,9	150,5
Exchange rate losses/gains in cash and cash equivalents	3,1	0,8	3,5	-3,2	7,8	-7,9	-2,5	-18,9
Cash and cash equivalents at end of period	213,5	104,3	89,6	194,2	180,1	132,9	150,5	262,4
Unutilized bank overdraft facility	50,0	50,0	50,0	50,0	50,0	50,0	150,0	50,0
Available funds at end of period	263,5	154,3	139,6	244,2	230,1	182,9	300,5	312,4

Alternative key ratios

In addition to the key financial ratios that are covered by the IFRS framework, this report also includes other key ratios and measures, so-called alternative performance measures, that Pricer considers to be important for monitoring, analyzing and managing its operations. These key ratios and measures also provide Pricer's stakeholders with useful information about the company's financial position, profit and loss and development in a consistent manner. The reconciliation and definitions of the alternative key ratios and measures used in this report and that cannot be inferred directly from the financial statements are presented below.

	Dec 31 2020	Dec 31 2019
Amounts in SEK M unless otherwise stated		
PERFORMANCE MEASURE		
Operating expenses		
Selling expenses	-148,7	-124,0
Administrative expenses	-78,0	-67,5
Research and development costs	-55,4	-35,8
Operating expenses	-282,1	-227,2
MARGIN RATIOS		
Net Sales	1 759,5	1 002,9
Gross Profit	423,1	331,0
Gross profit margin, %	24,0%	33,0%
Operating profit	155,2	100,4
Operating margin, %	8,8%	10,0%
CAPITAL AND FINANCIAL RATIOS		
Equity/assets ratio		
Total assets	1 394,5	1 121,0
Equity	819,0	810,2
Equity/assets ratio, %	59%	72%
RETURN RATIOS		
Equity per share basic/diluted		
Number of outstanding shares, million	110,2	110,3
Dilution, million	0,9	1,0
Equity	819,0	810,2
Equity per share basic, SEK	7,43	7,35
Equity per share diluted, SEK	7,37	7,29
Earnings per share, before and after dilution		
Average number of outstanding shares, million	110,3	110,3
Dilution, million	0,9	1,0
Net profit	127,5	97,7
Earnings per share, before dilution, SEK	1,16	0,89
Earnings per share, after dilution, SEK	1,15	0,88

ALTERNATIVE KEY RATIOS	DEFINITION	REASON FOR USE
PERFORMANCE MEASURE		
Change adjusted for exchange rate fluctuations/change in local currency	Relationship between the period's profit/loss and the comparative period's profit/loss translated using the period's exchange rates.	This measure is used by management to follow underlying change in profit/loss in comparable currencies.
Gross profit	Net sales less cost of goods sold	Gross profit is an important measure for management since it is used to analyze the company's underlying development excluding factors such as the product mix and price changes that can give rise to sharp fluctuations in net sales.
Operating expenses	Refers to selling expenses, administrative expenses and R&D expenses that are included in operating activities.	Operating expenses provide an overall picture of expenses that are charged to operating activities and are an important internal measure that management can influence to a large extent.
Items affecting comparability	Expenses of a non-recurring nature that are not part of the operating activities, such as personnel costs related to restructurings.	This measure is used by management to understand which costs are not part of the underlying operating activities.
Operating expenses adjusted for items affecting comparability	Operating expenses minus items affecting comparability.	This measure is used by management to enable comparability of operating expenses between periods and to forecast future cost trends.
Operating profit	Profit before financial items and tax.	Operating profit provides an overall picture of the total profit generation in operating activities. This is a very important metric for internal use that management can influence to a greater extent than net profit.
Rolling four quarters	Financial KPIs and measurements based on the four most recent quarters.	Rolling four quarters are used to show financial development over time adjusted for any seasonal effects.
MARGIN RATIOS		
Gross profit margin	Gross profit as a percentage of net sales.	The gross margin is used for both internal evaluation and individual sales/contracts and to monitor development over time for the company as a whole.
Operating margin	Operating profit as a percentage of net sales.	Operating margin is one of management's most important measures for performance monitoring since it measures the company's ability to convert net sales into operating profit.
CAPITAL AND FINANCIAL RATIOS		
Equity/asset ratio	Equity as a percentage of total assets.	A traditional measure that gives an indication of the company's ability to pay its debts.
RETURN RATIOS		
Equity per share, before/after dilution	Equity attributable to owners of the Parent Company divided by the weighted number of shares before/after dilution on the balance sheet date. The dilutive effect can arise from the company's outstanding warrants or performance share plans.	This measure is used to show development of equity per share over time and enable comparability with other companies.

ALTERNATIVE KEY RATIOS	DEFINITION	REASON FOR USE
Earnings per share, before/after dilution	Profit for the period attributable to owners of the Parent Company divided by the average number of shares outstanding before/after dilution during the period. The dilutive effect can arise from the company's outstanding warrants or performance share plans.	This measure is used to show development of earnings per share over time and to enable comparability with other companies.
OTHER RATIOS		
Order intake	The value of binding customer orders, invoiced service contracts and call-off under framework agreements. Does not include the anticipated future value of frameworks agreements.	Order intake is used to measure demand for the company's products and services during a specific period. This measure is also an important indicator of increases/decreases in demand between periods.
Change in order intake adjusted for exchange rate fluctuations	Relationship between the period's order intake and the comparative period's order intake translated using the period's exchange rates.	This measure is used by management to follow underlying change in order intake in comparable currencies.
Order backlog	The value of incoming orders that have not yet been invoiced.	The size of the order backlog gives an indication of net sales development from a short to mid-term perspective.

About Pricer

Pricer manufactures the world's most reliable electronic shelf-edge labels, which help retailers all over the world resolve important challenges introduced by modernization. Pricer's digital solutions optimize employee-intensive processes, ensure price information, and improve the buying experience for the customer.

With over 200 million labels installed in over 17,000 installations in more than 60 countries, Pricer is the world-leader in digital retail solutions.

For many years, Pricer's ideas, technology and employees have changed how the grocery retail trade functions and transformed an entire industry. Pricer is today the only supplier with optical wireless communication, which creates a scalable and reliable system that is not disrupted by other Wi-Fi systems. In addition, the battery performance of Pricer's labels is the market leader, featuring significantly less energy consumption than other communication systems without sacrificing speed and flexibility.

Pricer's customers today primarily operate in the grocery retail, DIY, electronics, and pharmacy industries. Customer needs and consumer preferences are the drivers for Pricer's innovative and sustainable solutions.

Pricer was founded in 1991 in Sweden, and the company's Class B share is listed on Nasdaq Stockholm Mid Cap.

For more information, please visit www.pricer.com.

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