



PRESS RELEASE

April 7, 2022

Pricer updates on the first quarter of 2022

Pricer's sales for the first quarter of 2022 are expected to amount to around SEK 465 (393) million and operating profit (EBIT) to around SEK -10 (17.3) million.

In the quarterly report for the fourth quarter of 2021, Pricer announced that increased prices for electronic components, raw materials, and transportation was the main reason for a lower operating profit compared with the same period last year. The elevated price situation has persisted and, in some cases, increased during the first quarter of 2022, which has had a negative effect on Pricer's earnings. In addition, negative currency effects have further weighed on earnings.

Pricer's sales are expected to amount to around SEK 465 (393) million, order intake to SEK 551 (443) million, and operating profit (EBIT) to around SEK -10 (17.3) million.

The expected operating profit includes negative currency effects of approximately SEK 10 million.

Several profitability-improving measures have been further intensified, which are expected to have an effect during the second half of 2022.

Pricer will present the full report for the first quarter of 2022 on April 26, 2022. All figures in this press release are preliminary and unaudited.

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This information is information that Pricer AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 15:00 CET on April 7, 2022.

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

About Pricer

Pricer is a leading global technology company serving the rapidly growing smart retail market with in-store digital solutions that enhance both store performance and the shopping experience. Through electronic shelf labels, advanced technology, such as optical wireless communication and AI, and continuous innovation, Pricer offers the foundation for in-store communication and efficiency. The industry leading Pricer platform delivers benefits from 30 years of deployment experience and is fast, robust, interconnectable and scalable. Pricer was founded in Sweden in 1991 and is listed on Nasdaq Stockholm. For further information, please visit www.pricer.com.