



PRESS RELEASE

December 16, 2022

Pricer enters new debt financing to finance continued growth

Pricer Aktiebolag (publ) ("Pricer") has contracted a new debt financing agreement of 250 MSEK with a credit fund advised by Ture Invest Partners AB. The aim is to refinance parts of Pricer's existing revolving loans and increase the group's financial flexibility for continued growth.

"We are delighted by the strong support that we are experiencing for our strategy. With a new debt financing, we are investing in continued growth", says Magnus Larsson, President and CEO, Pricer.

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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 17:00 CET on 16 December, 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.