



PRESS RELEASE

June 7, 2023

Information from Annual General Meeting 2023 in Pricer AB

Pricer AB held its Annual General Meeting on 7 June 2023. The following main decisions were made:

Adoption of the income statements and the balance sheets

The AGM resolved to adopt the income statement and the balance sheet and the consolidated income statement and the consolidated balance sheet for the financial year 2022.

Dividend

The AGM resolved, in accordance with the Board's proposal, that no dividend shall be paid for the financial year 2022 and that the Company's available funds shall be balanced in a new account.

Discharge from personal liability

The members of the Board of Directors and the CEO were discharged from personal liability for the financial year 2022.

Board of Directors and auditor

The AGM resolved that the Board shall be composed of seven directors with no deputy. The AGM resolved on re-election of Board members Hans Granberg, Jonas Guldstrand and Jenni Virnes and election of Bernt Ingman, Torbjörn Möller, Emil Ahlberg and Ole Mikael Jensen. Bernt Ingman was elected as new Chairman of the Board.

Fees to the directors, for the period until the end of the next AGM, were set to SEK 650,000 to the Chairman of the Board and SEK 325,000 to each of the other directors elected by the general meeting who are not employed by the Company. An additional fee of SEK 50,000 will be paid to each of the Chair and any ordinary member of the audit committee.

The registered accounting firm Ernst & Young AB, with Jakob Wojcik as principal auditor, was re-elected for the period until the end of the next AGM. It was resolved that remuneration to the auditor should be paid according to invoices approved by the Company.

Principles for appointment of the nomination committee

The AGM resolved, in accordance with the nomination committee's proposal, on principles for appointment of the nomination committee before the AGM 2024.

Remuneration report

The AGM resolved to approve the remuneration report.

Guidelines for remuneration to senior executives

The AGM resolved to adopt the guidelines for remuneration to senior executives proposed by the Board.

Long-term incentive programme

The AGM resolved, in accordance with the Board's proposal, to adopt an incentive programme, in the form of a share ownership programme (LTI 2023) for certain senior

executives and key employees of the Company. The programme is estimated to include a total of maximum 420,000 Class B shares.

The AGM also resolved, in accordance with the Board's proposal, on a directed issue of a maximum of 420,000 warrants, and approval and transfer of the warrants to participants in LTI 2023. The AGM further resolved, in accordance with the Board's proposal, on the transfer of a maximum of 420,000 own Class B shares to the participants in LTI 2023.

Authorisation for the Board to resolve to issue new shares

The AGM resolved, in accordance with the Board's proposal, to authorise the Board to resolve to issue new Class B shares at a number that does not exceed 10 percent of the total number of outstanding Class B shares at the time of utilisation of the authorisation.

Authorisation for the Board to resolve on acquisition and transfer of own shares

The AGM resolved, in accordance with the Board's proposal, to authorise the Board to resolve on acquisition of own Class B shares. Own shares may be acquired to the extent the Company's holdings of own shares in total amounts to no more than one tenth of all Class B shares in the Company.

The AGM resolved, in accordance with the Board's proposal, to authorise the Board to resolve on transfers of own Class B shares. The maximum number of shares that may be transferred is the total number of own shares held by the Company at the time of the Board's resolution to transfer the shares.

For more detailed information, please see the complete notice to the AGM and the complete proposals at the Company's website, www.pricer.com.

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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