



PRESS RELEASE

31 July 2023

Change in the number of shares and votes in Pricer AB

As a result of the completed rights issue in Pricer AB, the number of shares and votes in Pricer AB has changed.

Through the directed new share issue, announced through a press release on 29 June 2023 and registered with the Swedish Companies Registration Office on 13 July 2023, the number of shares has increased by 6,317,356 class B shares. The number of votes has increased by a corresponding amount. As of 31 July 2023, the total number of shares amounts to 117,289,137 (of which 225,523 are class A shares and 117,063,614 are class B shares) and the total number of votes amounts to 118,191,229.

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This information is information that Pricer is obliged to make public pursuant to the Financial Instruments Trading Act (1991:980). The information was submitted for publication, through the agency of the contact person set out above at the time stated by the Company's news distributor Cision at publication of this press release.

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.