



PRESS RELEASE

8 August 2023

Bulletin from extra general meeting in Pricer AB

Pricer AB held an extra general meeting today on 8 August 2023. The following resolutions were made:

Resolution to approve the board of director's resolution regarding rights issue

The extra general meeting resolved to approve the Board of Director's resolution of 29 June 2023 regarding the new share issue of class B shares with preferential rights for the shareholders (the "**Rights Issue**"). For more information about the Rights Issue, refer to the company's press releases of 29 June 2023 and 4 August 2023.

Resolution to amend the Company's articles of association

In light of the fact that the share capital increase and the number of shares to be issued in the Rights Issue fit within the existing limits for share capital and number of shares under the company's articles of association, the Board of Directors withdrew the proposals linked to the amendment of the articles of association as they were not necessary for the implementation of the Rights Issue.

For more detailed information regarding the resolutions, please refer to the notice to the extra general meeting and the complete proposals at the company's website, www.pricer.com.

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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