PRESS RELEASE

29 August 2023

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Pricer’s rights issue significantly oversubscribed – raising approximately SEK 257 million

Pricer AB ("Pricer" or the "Company") hereby announces the outcome of the Company's fully guaranteed rights issue of class B shares with preferential rights for the Company's existing shareholders with a subscription period ending on 28 August 2023 (the "Rights Issue"). The outcome of the Rights Issue shows that 45,210,602 new class B shares, corresponding to approximately 97 percent of the Rights Issue, were subscribed for with subscription rights. Additionally, applications for subscription of 54,577,757 class B shares without support of subscription rights have been submitted, corresponding to approximately 117 percent of the offered shares. Together, subscriptions with support of subscription rights and subscription applications for subscription without support of subscription rights correspond to approximately 214 percent of the offered class B shares in the Rights Issue. Thus, the Rights Issue is fully subscribed and no guarantee commitments will be claimed. As a result of the Rights Issue, Pricer will receive proceeds amounting to approximately SEK 257 million before deduction of costs attributable to the Rights Issue.

The outcome of the Rights Issue shows that 45,210,602 class B shares, corresponding to approximately 97 percent of the offered class B shares, have been subscribed for by exercise of subscription rights. In addition, 54,577,757 class B shares have been subscribed for without subscription rights, corresponding to approximately 117 percent of the offered class B shares. A total of 1,465,398 class B shares corresponding to 3 percent have been allotted to individuals who have applied to subscribe for shares without support of subscription rights. Together, subscriptions for class B shares with support of subscription rights and subscription for shares without support of subscription rights correspond to approximately 214 percent of the offered class B shares in the Rights Issue. Thus, the Rights Issue is fully subscribed and no guarantee commitments will be claimed. As a result of the Rights Issue, Pricer will receive approximately SEK 257 million before deduction of cost attributable to the Rights Issue.

As confirmation of allotment of class B shares subscribed for without subscription rights, a contract note will be distributed on or about 30 August 2023. Subscribed and allotted class B shares must be paid in cash in accordance with the instructions in the contract note. The allotment of class B shares subscribed for without preferential rights has been carried out in accordance with the allotment principles set out in the prospectus published by Pricer on 11 August 2023. Shareholders whose holdings are registered with a nominee will receive notice of allotment and payment in accordance with the procedures of the nominee.

Through the Rights Issue, Pricer's share capital will increase by SEK 46,676,000 to SEK 163,965,137 and the number of shares will increase by 46,676,000 shares to 163,965,137 shares (of which 163,739,614 class B shares).

Trading in BTA takes place on Nasdaq Stockholm under the ticker "PRIC BTA B" until the Rights Issue has been registered with the Swedish Companies Registration Office, which is expected to be on 12 September 2023. The new class B shares issued in the Rights Issue are expected to become subject to trading on Nasdaq Stockholm during week 37, 2023.

Advisors
ABG Sundal Collier is acting as Sole Global Coordinator in connection with the Rights Issue. Baker McKenzie is legal advisor to the Company and Roschier is legal advisor to ABG Sundal Collier in connection with the Rights Issue.

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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

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This press release is not a prospectus for the purposes of Regulation (EU) 2017/1129 of the European Parliament and of the Council of 14 June 2017 (the "**Prospectus Regulation**") and has not been approved by any regulatory authority in any jurisdiction. A Swedish language prospectus regarding the Rights Issue, prepared in accordance with the simplified disclosure regime for secondary issuances as set forth in the Prospectus Regulation, has been approved by the Swedish Financial Supervisory Authority and published by the Company. The approved Swedish language prospectus, including an unofficial English translation thereof, are available on www.pricer.com.

This announcement does not identify or suggest, or purport to identify or suggest, the risks (direct or indirect) that may be associated with an investment in the Company. The information relating to the Rights Issue contained in this announcement is for background purposes only and does not purport to be full or complete. No reliance may be placed for any purpose on the information contained in this announcement or its accuracy or completeness. ABG Sundal Collier is acting for Pricer in connection with the Rights Issue and for no one else. ABG Sundal Collier will not be responsible to anyone other than Pricer for providing the protections afforded to its clients nor for giving advice in relation to the Rights Issue or any other matter referred to herein.

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Forward-looking statements

This press release contains forward-looking statements that reflect the Company's intentions, beliefs, or current expectations about and targets for the Company's and the group's future results of operations, financial condition, liquidity, performance, prospects, anticipated growth, strategies and opportunities and the markets in which the Company and the group operates. Forward-looking statements are statements that are not historical facts and may be identified by words such as "believe", "expect", "anticipate", "intend", "may", "plan", "estimate", "will", "should", "could", "aim" or "might", or, in each case, their negative, or similar expressions. The forward-looking statements in this press release are based upon various assumptions, many of which are based, in turn, upon further assumptions. Although the Company believes that the expectations reflected in these forward-looking statements are reasonable, it can give no assurances that they will materialize or that the assumptions on which it is based is correct. Because these statements are based on assumptions or estimates and are subject to risks and uncertainties, the actual results or outcome could differ materially from those set out in the forward-looking statements as a result of many factors. Such risks, uncertainties, contingencies and other important factors could cause actual events to differ materially from the expectations expressed or implied in this release by such forward-looking statements. The Company does not guarantee that the assumptions underlying the forward-looking statements in this press release are free from errors and readers of this press release should not place undue reliance on the forward-looking statements in this press release. The information, opinions and forward-looking statements that are expressly or implicitly contained herein speak only as of the date of this press release and are subject to change without notice. Neither the Company nor anyone else undertake to review, update, confirm or to release publicly any revisions to any forward-looking statements to reflect events that occur or circumstances that arise in relation to the content of this press release, unless it is required by law or Nasdaq Stockholm's rule book for issuers.

Information to distributors

Solely for the purposes of the product governance requirements contained within: (a) EU Directive 2014/65/EU on markets in financial instruments, as amended ("**MiFID II**"); (b) Articles 9 and 10 of Commission Delegated Directive (EU) 2017/593 supplementing MiFID II; and (c) local implementing measures (together, the "**MiFID II Product Governance Requirements**"), and disclaiming all and any liability, whether arising in tort, contract or otherwise, which any "manufacturer" (for the purposes of the MiFID II Product Governance Requirements) may otherwise have with respect thereto, the Company's class B shares have been subject to a product approval process, which has determined that such shares are: (i) compatible with an end target market of retail investors and investors who meet the criteria of professional clients and eligible counterparties, each as defined in MiFID II; and (ii) eligible for distribution through all distribution channels as are permitted by MiFID II (the "**EU Target Market Assessment**"). Solely for the purposes of each manufacturer's product approval process in the United Kingdom, the target market assessment in respect of the shares in the Company has led to the conclusion that: (i) the target market for such shares is only eligible counterparties, as defined in the FCA Handbook Conduct of Business Sourcebook, and professional clients, as defined in Regulation (EU) No 600/2014 as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018 ("**UK MiFIR**"); and (ii) all channels for distribution of such shares to eligible counterparties and professional clients are appropriate (the "**UK Target Market Assessment**" and, together with the EU Target Market Assessment, the "**Target Market Assessment**"). Notwithstanding the Target Market Assessment, distributors should note that: the price of the Company's class B shares may decline and investors could lose all or part of their investment; the Company's class B shares offer no guaranteed income and no capital protection; and an investment in the Company's class B shares is compatible only with investors who do not need a guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of evaluating the merits and risks of such an investment and who have sufficient resources to be able to bear any losses that may result therefrom. The Target Market Assessment is without prejudice to the requirements of any contractual, legal or regulatory selling restrictions in relation to the Rights Issue.

For the avoidance of doubt, the Target Market Assessment does not constitute: (a) an assessment of suitability or appropriateness for the purposes of MiFID II or UK MiFIR; or (b) a recommendation to any investor or group of investors to invest in, or purchase, or take any other action whatsoever with respect to the Company's class B shares.

Each distributor is responsible for undertaking its own target market assessment in respect of the Company's class B shares and determining appropriate distribution channels.

The English text is an unofficial translation of the original Swedish text. In case of any discrepancies between the Swedish text and the English translation, the Swedish text shall prevail.