



PRESS RELEASE

29 September 2023

Change in the number of shares and votes in Pricer

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

Through the preferential rights issue, which was announced on 29 June 2023 and registered with the Swedish Companies Registration Office on 6 September 2023, the number of shares has increased by 46,676,000 class B shares. The number of votes has increased by the corresponding amount. As of 29 September 2023, the total number of shares amounts to 163,965,137 (of which 225,523 are class A shares and 163,739,614 are class B shares) and the total number of votes amounts to 164,867,229.

For more information, please contact:

Magnus Larsson, CEO, Pricer AB
magnus.larsson@pricer.com
+ 46 (0) 704 31 68 51

Susanna Zethelius, CFO, Pricer AB
susanna.zethelius@pricer.com
+ 46 (0) 704 440 092

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.

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.