



PRESS RELEASE

March 27, 2024

Pricer AB updates the financial targets

The Board of Directors of Pricer AB has decided to update its financial targets.

As a consequence of the transformation that the company is undergoing, which has been communicated previously, and an increased focus on profitable growth, the Board of Directors of Pricer AB has established the following long-term financial targets:

Sales growth

The annual sales growth should be in line with the market or at least 15 percent.

Operating margin

The operating margin (EBIT margin) should be more than 8 percent.

For further information, please contact:

Claes Wentzel, acting CFO, +46 70 862 01 22

Magnus Larsson, President and CEO, +46 70 431 68 51

info@pricer.com

This information constitutes inside information that Pricer AB is obliged to make public pursuant to the EU Market Abuse Regulation 596/2014. The information was sent for publication, through the agency of the contact persons set out above, at the time stated by the Company's news distributor, Cision, at the publication of this press release.

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.