

### Change in the number of votes in Pricer AB

**During June 2025, Pricer AB ("Pricer") has converted 211,254 shares of class A into 211,254 shares of class B at the request of shareholders. The conversion was carried out by Pricer in accordance with the provisions of the Articles of Association regarding the conversion of shares.**

Prior to the conversion, the total number of shares in Pricer was 163,965,137 and the total number of votes was 164,867,229. As a result of the conversion, the total number of votes in Pricer has decreased by 845,016, while the total number of shares remains unchanged. As of today's date, the last trading day of the month, the total number of registered shares in Pricer amounts to 163,965,137 shares, of which 14,269 are Class A shares and 163,950,868 are Class B shares. The number of votes in Pricer as of today's date amounts to 164,022,213 and the share capital amounts to SEK 163,965,137.

**For further information, please contact:**

Magnus Larsson, President and CEO, +46 70 431 68 51  
Claes Wentzel, acting CFO, +46 70 862 01 22  
[info@pricer.com](mailto:info@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.*

### About Pricer

Pricer is a pioneer and partner for in-store communication and digitalization in the rapidly evolving retail tech landscape. As a global technology leader, we empower leading retailers worldwide to shape effortless and inspiring shopping experiences that fundamentally change buying behaviors, boost sales, and drive operational efficiency. Leveraging cutting-edge innovation, we deliver scalable, high-performing solutions that easily integrate with existing systems, are energy-efficient, and user-friendly. Founded in Sweden in 1991 and listed on Nasdaq Stockholm, Pricer has delivered over 350 million electronic shelf labels in more than 28,000 stores across more than 70 countries. For further information, please visit [www.pricer.com](http://www.pricer.com)