

# Fourth quarter of 2022

## Financial results January – December 2022

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Stockholm, Sweden, February 10, 2023

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The PRICER logo is displayed in a white circle. The word "PRICER" is in a bold, green, sans-serif font. The background of the slide features a blurred image of a retail store aisle with shelves stocked with various products.

The PRICER logo is displayed in a bold, green, sans-serif font within a white circle. This circle is centered within a series of three concentric, light gray circles. The background of the slide is a blurred image of a retail store aisle with shelves of products.

**PRICER**

Vision:

Retail's first choice in  
shelf edge automation  
and communication

# Q4 report highlights

1

Continuous focus on sales & delivery behind Pricer's best quarterly revenue and second-best order intake ever

2

Strong order intake across existing markets with order intake in Italy standing out

3

Despite high market maturity, France showed impressive revenue growth driven by independent store deployments

4

Business in Canada, Pricer's largest market, expands into most retail segments

5

Profitability growth in Q4 ensures full year profitability for the full year 2022

**4.5 bn  
Revenue  
2025**

**10%  
Recurring  
Revenue  
2025**

# Market update

1

Very high customer interest at the NRF exhibition in January confirm view that market is growing fast and that customers are ready to invest

2

Four color ESL generates a lot of attention and Pricer is very well positioned to win customers that require four color ESL

3

The effects on battery life caused by e.g. inflation generates renewed interest in Pricer solutions as an increasing number of stores using radio based ESL systems face unresponsive ESL's

4

The number of customer requests, pilots and commercial discussions in the US market continues to show steady growth

5

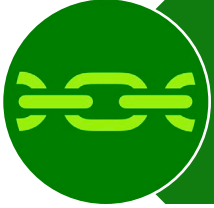
The launch of Pricer Digital Signage solution in December generates a lot of interest from customers as a new way to create additional revenue streams through promotion and advertisement

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# Capturing the market - 2023



## **Sales and delivery:**

Strengthening of organization in key markets such as the US to ensure ability to grow and meet sales targets



## **Increase agility:**

Second R&D site deployed in APAC to add development capability and expected to be fully operational during second half



## **Supply leadership:**

Continuous development of manufacturing to lower cost, lead times and carbon footprint



## **Cloud Tech:**

Development of all Pricer solutions into recurring revenue generating cloud enabled technology



**Retail's first  
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# Fourth quarter 2022

43% order and sales growth vs last year

Order intake

648

SEK M

(453)

Net sales

696

SEK M

(488)

Operating profit

27.9

SEK M

(17.2)

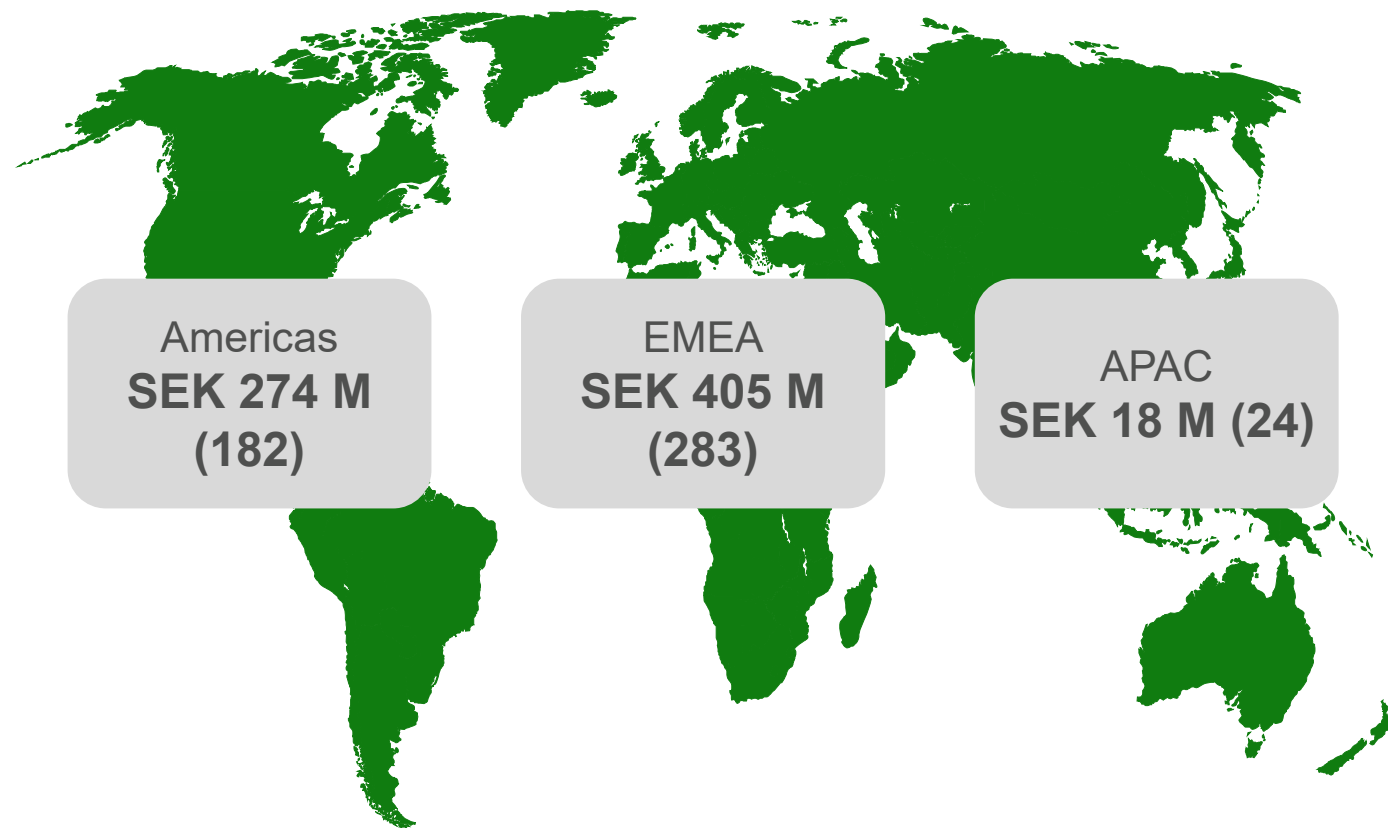
Operating margin

4.0

%

(3.5)

## Net Sales per region Q4 -22 vs Q4 -21



# Full year 2022

44% growth in order intake, decrease in operating margin

Order intake

**2,325**  
SEK M  
(1,610)

Net sales

**2,268**  
SEK M  
(1,766)

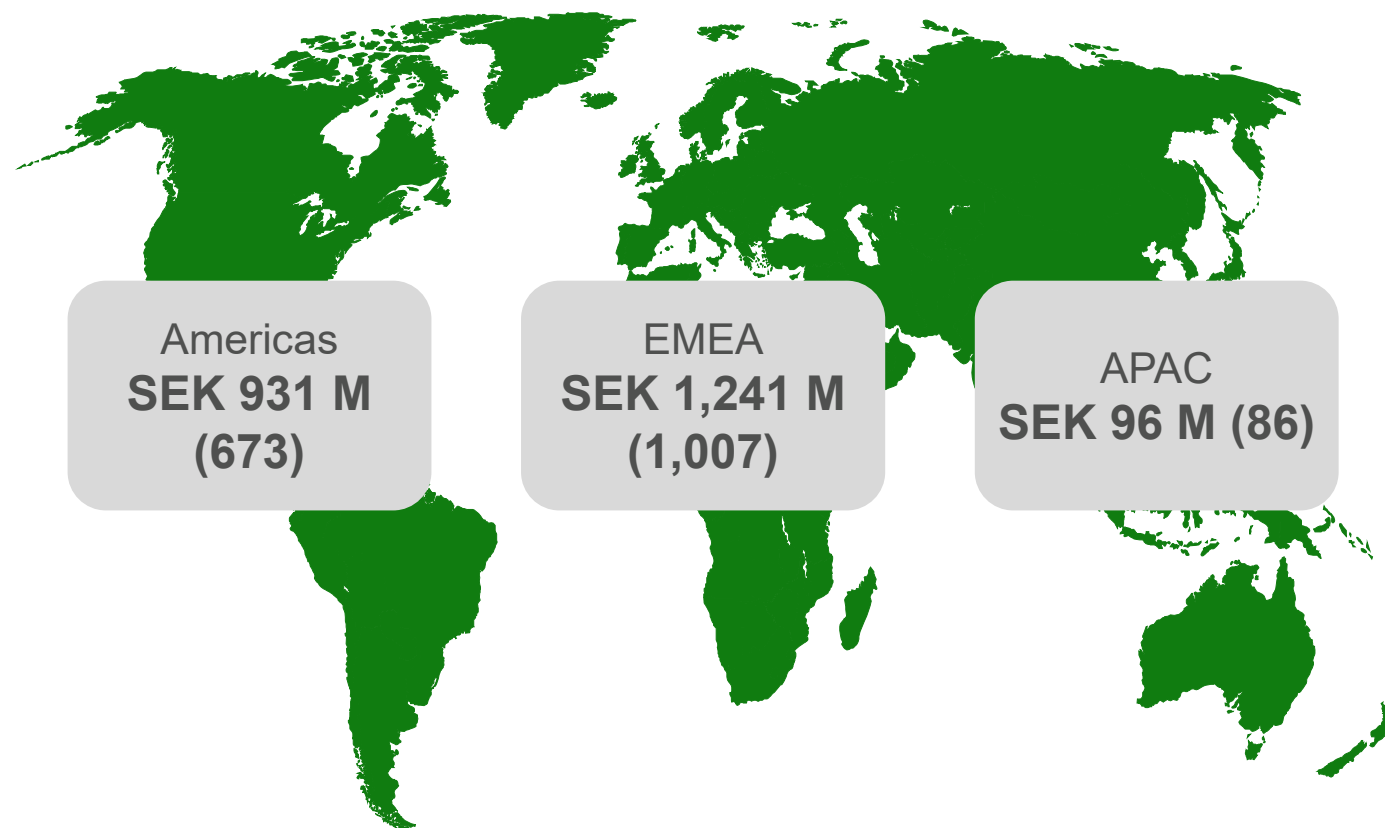
Operating profit

**21.1**  
SEK M  
(97.2)

Operating margin

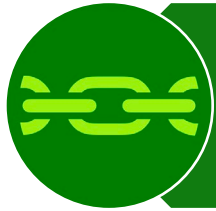
**0.9**  
%  
(5.5)

## Net Sales per region FY -22 vs FY -21





# Summary



## **The market is growing fast:**

Correlation of market trends and events moving towards the perfect storm



## **Thought leadership:**

The blend of tech agnostic & retail-grade solutions is unique to Pricer



## **In-store communications:**

Convergence of ESL, Digital Signage and Computer Vision enables the future of shopping and will benefit shoppers and retailers alike



## **Investing to grow faster than the market:**

Innovation and development of solutions, organizational capabilities and go-to-market models to further fuel fast growth

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Revenue  
2025**

**10%  
Recurring  
Revenue  
2025**