

Pricer's Net Sales and Operating Result in Third Quarter of 2020 are expected to exceed market expectations

Pricer AB improves net sales and operating profit in the third quarter of 2020 and are expected to exceed market expectations.

Pricer, supplier of systems and solutions for in-store digitalization, has had a record high delivery activity during the third quarter. Net sales in the third quarter of 2020 are estimated to amount to approximately SEK 565 million, which corresponds to a growth of 143% compared with the third quarter of 2019. The operating profit for the third quarter of 2020, which has not yet been finally determined, is estimated to amount to approximately SEK 75 million corresponding to approximately 13% in operating margin, compared with SEK 24.8 million for the third quarter of last year. This corresponds to an increase in operating profit of approximately 200%.

The order intake for the third quarter of 2020 amounted to SEK 440 million, to be compared with SEK 222 million for the same period of last year. The order backlog on September 30, 2020 amounted to SEK 754 million, compared with SEK 132 million on September 30, 2019.

In addition to what is stated above, Pricer will not comment on the development of the business before the interim report for the third quarter is published, which will be in accordance with the financial calendar on October 23, 2020 at 08:30.

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This information is information that Pricer AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 16:30 CET on October 9, 2020.

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 AB is a global leader in providing in-store digital shelf-edge solutions that enhance both store performance and the shopping experience. The increasingly feature-rich Pricer platform 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