



Q1 • INTERIM REPORT • January - March 2022

SEK 465.9 M

Net sales
in the quarter (18,6%)

-2.1%

Operating margin in
the quarter

SEK -9.5 M

Net profit for the
quarter

High order intake of 24.4% and net sales growth of 18.6 %

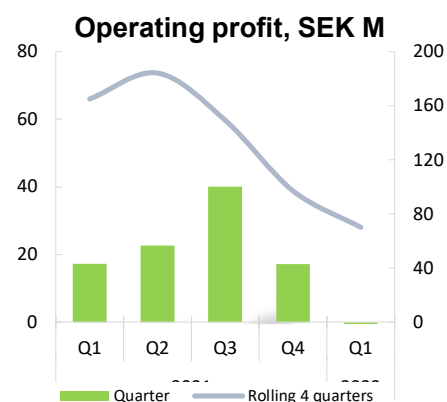
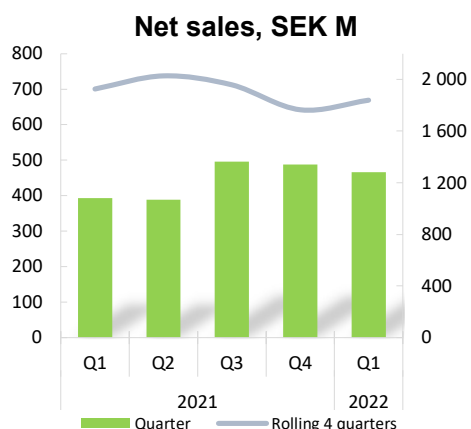
Q1 2022

- Net sales amounted to SEK 465.9 M (392.9) an increase of 18.6 percent compared to the same period last year.
- Operating profit amounted to SEK -9.7 M (17.3), which corresponds to an operating margin of -2.1 percent (4.4).
- Order intake was 551 MSEK (443), an increase of 24,4 percent compared to the same period last year.
- Order backlog amounted to SEK 464 M (550), of which the majority is expected to be delivered in Q2 and Q3 2022.
- Profit for the period was SEK -9.5 M (17.7).
- Earnings per share (basic) were SEK -0.09 (0.16). Earnings per share (diluted) were SEK -0.09 (0.16).
- Cash flow from operating activities was SEK -20.3 M (-62.6).
- Pricer's Board of Directors appointed Magnus Larsson Pricer's acting CEO on February 13, 2022 following Helena Holmgren's decision to resign from the role of CEO on February 10, 2022

Amounts in SEK M unless otherwise stated	Q1 2022	Q1 2021	Rolling 4 Q	Full year 2021
Order intake	551	443	1 718	1 610
Net sales	465,9	392,9	1 838,8	1 765,8
Gross margin, %	18,0%	23,9%	20,9%	22,4%
Operating profit	-9,7	17,3	70,2	97,2
Operating margin, %	-2,1%	4,4%	3,8%	5,5%
Cash flow ¹⁾	-20,3	-62,6	-132,5	-174,7
Net profit for the period	-9,5	17,7	51,9	79,1
Earnings per share, SEK ²⁾	-0,09	0,16	0,47	0,72

1) Cash flow from operating activities

2) Basic earnings per share





We are seeing strong interest in our solutions at both large chains and individual retailers.

Comments from Acting CEO Magnus Larsson

We are pleased to note that net sales and order intake increased compared to the corresponding quarter in 2021 and showed growth despite a challenging global situation. Net sales amounted to SEK 466 M, which is an increase of 19 percent compared to net sales in the corresponding quarter in 2021 of SEK 393 M. Order intake amounted to SEK 551 M and increased by 24 percent compared to Q1 2021 and 22 percent compared to Q4 2021.

Operating profit for the first quarter amounted to SEK -9.7 M compared to SEK 17.3 M in the corresponding period in 2021. In conjunction with the presentation of the results from the fourth quarter, Pricer communicated cost increases related to electronics components, raw materials, and transports in the wake of the pandemic. The high cost level persisted and increased in some cases, for example for our transport costs. In addition to this, current effects had a negative impact on the quarter's operating profit.

We work continuously with profitability-enhancing measures, but due to the results of the quarter and the global situation, this work has now been intensified. Work has already begun to establish production in Germany in order to allow for expanded and more cost-effective production closer to our customers. The new facility is scheduled to be operational during the second half of 2022. We are also working continuously to pass on our cost increases in close dialogue with our customers.

We naturally would like to lower our costs, but not by risking existing revenue and growth, and we therefore are weighing all savings carefully. The management team has been working actively to further optimize transports and evaluate ongoing and planned recruitment, as well as our customer offer, to continue to be competitive and to increase our profitability. We expect to see an impact of all of profitability-enhancing measures during the second half of 2022, with full effect in 2023.

We are seeing strong interest in our solutions at both large chains and individual retailers. Inflation is increasing rapidly in most of our markets, and this is driving the need for continuous price changes that without electronic shelf labels would be difficult to handle. In addition to this, the trend with store digitalization is continuing, where the digital label is a must for creating a single entry. We offer our customers a value-creating solution that streamlines store operations and benefits both the staff and owners.

In February, after three years with the company and on the management team, I had the honour of taking on the role of Acting CEO. Every change creates new opportunities, and together with the management team I have therefore reviewed our current strategy.

Our work has resulted in a pending strategy update, where the focus on winning customers and market shares will revolve around in-store communication, where our products and solutions make it possible for our customers to communicate with store customers, staff and suppliers in various ways to streamline store processes and increase sales. With the right tools, we will accelerate growth in the next few years. We will announce concrete plans in the near future.

We are optimistic about the future. Pricer has strong customer relationships and fantastic employees, and the combination of a strong offer in a growing market creates very good opportunities to generate robust growth and gain market shares in coming years.

We aim to keep employees, customers, owners and potential owners updated on a regular basis about what is happening at Pricer, how we are executing our strategy and, hopefully, about many new exciting customer collaborations. We look forward to future updates.

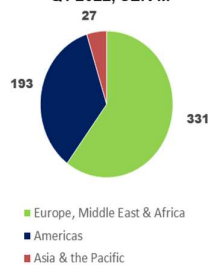
Magnus Larsson

Acting CEO



A rising rate of inflation, a labor shortage and an increasingly competitive retail trade are some of the underlying forces.

Order intake per region in Q1 2022, SEK M



Order intake, SEK M



Market development

During the period, we have seen that the rise in inflation in basically all of our markets is resulting in more interest in our products. Stores want solutions to digitalize and streamline price changes – a task in stores that is very staff-intensive and costly.

We continue to have a wide geographical spread in our sales, and we decreased our dependence on individual large customers thanks to a broader, more stable and growing customer base. The efforts we have made to broaden our customer base have generated results.

Framework agreements that have been announced in recent years and growing field sales on several markets constitute a stable base on which to plan the operations, even if they have resulted in the ramping up of inventory to secure reasonable lead times.

Like in the previous quarter, Canada was the single largest market in Q1 2022. Demand for ESL solutions has accelerated sharply on the Canadian market, and this trend is expected to continue in coming years. It is primarily Canadian Tires' accelerated roll-out rate, which was introduced last year and continued during the first quarter of this year, that is contributing to the strong growth compared to the Q1 2021.

We continue to see strong demand in markets such as France and Norway, where sales are driven by replacement cycles and a larger percentage of small shops that are choosing ESL. Other markets with good order intake during the quarter are Sweden, Italy and the Netherlands, where the merger between Pricer's existing customer Plus and Coop has been a driving factor.

In the Asia Pacific area, we are seeing rising interest in our solutions on several new markets. Even existing markets such as New Zealand and Singapore are showing growing demand, even if the impact of the pandemic continues to be tangible in this part of the world.

Rising inflation, a labour shortage and increasingly competitive retail trade are some of the underlying forces driving greater store automation and efficiency. Consumers are also becoming more demanding when it comes to what constitutes a good shopping experience, and they are demanding clear price information as well as campaigns, content, etc.

Pricer's world-leading scalable solution for digital store communication serves as the hub of our customer offering and offers the possibility of communicating in real time with both store staff and store visitors.

Order intake in Q1 2022

Order intake for the first quarter amounted to SEK 551 M (443), an increase of 24 percent compared to the same quarter last year. Adjusted for exchange rate fluctuations, order intake rose 14 percent. Order intake is spread across a large number of customers on several geographic markets, where Canada, France, Norway and the Netherlands are the largest individual contributors.

Order backlog as per March 31, 2022, amounted to SEK 464 M (550), of which the majority is expected to be delivered in Q2 and Q3 2022.



Net sales and profit/loss in Q12022

NET SALES BY GEOGRAPHICAL REGION

	Q1 2022	Q1 2021	Full year 2021
Amounts in SEK M			
Europe, Middle East & Africa	294,7	242,0	1006,5
Americas	163,2	129,8	672,9
Asia & the Pacific	8,0	21,1	86,4
Total net sales	465,9	392,9	1 765,8

NET SALES AND PROFIT, SEK M

	Q1 2022	Q1 2021	Full year 2021
Net sales	465,9	392,9	1 765,8
Cost of goods sold	-382,2	-298,9	-1 371,1
Gross profit	83,8	94,0	394,7
Gross margin	18,0%	23,9%	22,4%
Operating expenses	-88,8	-74,3	-291,8
Other income and expenses	-4,7	-2,4	-5,6
Operating profit	-9,7	17,3	97,2
Operating margin	-2,1%	4,4%	5,5%

ADJUSTED FOR F/X

	Reported current period	Reported change	Adjusted for F/X
Amount in SEK M unless otherwise stated			
First quarter compared with the same period last year			
Net sales	465,9	19%	10%
Cost of goods sold	-382,2	28%	16%
Gross profit	83,8	-11%	-8%
Operating expenses	-88,8	19%	17%
Other income and expenses	-4,7	-	-
Operating profit	-9,7	-157%	-135%

Net sales amounted to SEK 465.9 M (392.9) in the quarter, an increase of 18.6 percent compared to the same quarter last year. Adjusted for exchange rate fluctuations, net sales increased by 10 percent. Net sales in Q1 2022 were spread across a large number of customers. The majority of the sales occurred in Canada, France, Norway and Italy.

Gross profit amounted to SEK 83.8 M (94.0), and the gross margin amounted to 18.0 percent (23.9) for the quarter. The change in the gross margin continued to be primarily an effect of higher component and logistics costs. Limited availability and continued cost increases for several standard components and transport solutions are impacting the cost profile. The majority of the company's costs for goods sold were in USD, while net sales were generated primarily in USD and EUR. The currency effects on gross profit were negative compared to last year.

Gross profit amounted to SEK 83.8 M (94.0), and the gross margin amounted to 18.0 percent (23.9) for the quarter. The change in the gross margin continued to be primarily an effect of higher component and logistics costs. Limited availability and continued cost increases for several standard components and transport solutions are impacting the cost profile. The majority of the company's costs for goods sold were in USD, while net sales were generated primarily in USD and EUR. The currency effects on gross profit were negative compared to last year.

Operating expenses increased to SEK -88.8 M (-74.3) in the quarter, an increase of 19.5 percent compared to the same quarter last year. This is primarily due to the increase in the number of employees and consultants compared to the same period last year and higher marketing activities. Operating expenses are primarily in SEK, but they are also in EUR and USD.

Other income and expenses amounted to SEK -4.7 M (-2.4) and consisted of the net effect of realized and unrealized currency revaluations of trade receivables and trade payables.

Operating profit amounted to SEK -9.7 M (17.3), which corresponded to an operating margin of -2.1 percent (4.4).

Financial items, consisting primarily of currency revaluation of balance sheet items such as cash and cash equivalents, had a negative impact on the quarter and amounted to SEK -2.1 M (4.7), which was due to exchange rate fluctuations and interest rate expenses.

Tax in the quarter amounted to SEK 2.3 M (-4.3), of which SEK 3.4 M (-3.2) refers to deferred tax and SEK -1.1 M (-1.1) refers to current tax. The current tax rate amounted to +9 percent (-5), and the reported total tax rate amounted to -19 percent (-20). Deferred tax assets related to capitalized losses carried forward amounted in the balance sheet on March 31, 2022, to SEK 57.1 M (62.8).

Profit for the period was SEK -9.5 M (17.7).

Translation differences in other comprehensive income of SEK 4.7 M (9.6) consisted of currency revaluation of net assets in foreign operations.

Cash flow, investments and financial position

First quarter

Cash flow from operating activities amounted to SEK -20.3 M (-62.6) in the first quarter. The change in working capital during the quarter had a negative impact on cash flow from operating activities of SEK -33.9 M (-89.5). The significantly longer lead times for global transports resulted in increased inventory for goods en route, where temporary problems with flooding in Canada constituted a special event. In addition, several of the framework agreements introduced a need for greater inventory in order to secure delivery accuracy in accordance with forecasts and agreed terms. Trade receivables increased, which had a negative impact on cash flow, while trade payables attributable to production increased, which had a positive impact on cash flow. Since there is a major timing effect from operating activities, the cash flow should be analyzed over time.

Cash flow from investing activities amounted to SEK -13.9 M (-13.2) in the first quarter and consisted primarily of capitalized development expenditure of SEK -11.9 M (-11.7) in product development and investments in property, plant and equipment of SEK -2.1 M (-1.5) attributable primarily to production equipment.

Cash flow from financing activities amounted to SEK 71.4 M (-3.0) during the first quarter and referred to amortization of lease liabilities of SEK -3.2 M (-3.0) and a change in utilized bank facilities of SEK 74.6 M (0.0).





Exchange rate differences in cash and cash equivalents amounted to SEK 0.2 M (6.2).

Cash and cash equivalents amounted to SEK 53.9 M (189.9) on Thursday, March 31, 2022. In addition to cash and cash equivalents, the company had at Thursday, March 31, 2022, bank overdraft facilities of SEK 250.0 M (50.0), of which SEK 186.2 M (0.0) was utilized and SEK 63.8 M (50.0) was unutilized.

In February 2022, Pricer signed new credit agreements with Nordea, primarily to manage the increase in inventory tie-up. This has occurred due to higher demand combined with longer lead times caused by a limited supply of shipping and some standard components.

A temporary credit facility was opened for an additional SEK 50 M (for a total credit facility of SEK 250 M) for the period February 22–June 30, 2022.

As a result of this, chattel mortgages were secured for an additional SEK 50 M, whereby total chattel mortgages pledged to Nordea amount to SEK 150 M at March 31, 2022.

Equity

ISSUED AND OUTSTANDING SHARES

Stated in thousands of shares	Class A	Class B	Total
Outstanding shares at the beginning of the year	226	110 746	110 972
Issued and converted shares in the year	-	-	-
Issued at the end of the period	226	110 746	110 972
Treasury shares	-	-648	-648
Outstanding shares at end of period	226	110 098	110 324

Class A share carries five votes and class B share carries one vote

Pricer's holdings of treasury shares amounted on March 31, 2022, to 648,278 (877,136) Class B shares. These shares are held to be able to meet obligations on matching and performance shares under the outstanding performance share plans.

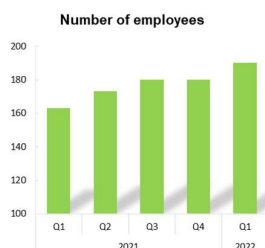
Performance share plan (LTI)	Maximum of shares	Vesting period	Transferred free of charge to the participants
LTI 2019	141 000	Jun 2019 - May 2022	Jun 2022
LTI 2020	165 000	Jun 2020 - May 2023	Jun 2023
LTI 2021	139 500	Jun 2021 - May 2024	Jun 2024

The value of the promise is expensed during the vesting period. The maximum number of shares in obligations decreased during Q1 2022 due to changes in personnel.

For more information about the performance share plans from 2019, 2020 and 2021, please refer to Note 4 of the 2021 Annual Report.

Employees

The average number of employees during the first quarter was 187 (162), and the number of employees at the end of the period was 190 (163). The average number, including hired staff and consultants, was 209 (190) in the first quarter and 221 (196) at the end of the period. The organization was strengthened in several areas, such as product development and business development, service deliveries, and sales. Pricer established a presence on new markets and strengthened its presence in a number of geographic regions with the aim of handling both the increase in demand and services related to the growing installed customer base.





Pricer's Board of Directors appointed Magnus Larsson Pricer's acting CEO on February 13, 2022. Magnus Larsson has been the vice president of customer operations at Pricer since 2019.

Magnus Larsson replaced Magnus Midgard, Group Finance Director, who was Acting CEO, and thus took the helm after Helena Holmgren, who decided to resign from the role of CEO at her own request on February 10, 2022.

Parent Company

The Parent Company's net sales amounted to SEK 403.6 M (360.2), and the profit for the period amounted to SEK -13.1 M (16.3). The Parent Company's cash and cash equivalents amounted to SEK 0.7 M (147.0) at the end of the period.

Risks and uncertainty factors

Pricer's earnings and financial position are affected by various risk factors that must be considered when assessing the Group and the Parent Company and their future potential. These risks apply primarily to the development of the market for not only digital shelf edge labels and systems and large currency fluctuations but also to political factors affecting trade such as import duties. In view of the client structure and the scope of the agreement, a delay in the installations or large fluctuations in exchange rates can have a significant effect in any given quarter. More information regarding risks is available in the 2021 Annual Report; see page 33 and Note 20.

Access to standard components that are used by several different industries is restricted, which has affected both lead times and prices. Access to logistics solutions was also significantly reduced.

Uncertainty about the course of the coronavirus pandemic is still high. Pricer is continuing to follow the guidelines and recommendations set up in each country where the company is active.

Pricer is carefully following the global uncertainty as a result of the war in Ukraine. However, Pricer has very limited exposure to affected markets and is experiencing no direct impact on its operations. Even if the war is creating uncertainty in many economies around the world, it is currently too early to assess any long-term impacts.

Forecast

No forecast is provided for 2022.

New accounting principles

The same accounting principles and bases for calculation were applied for the Group and the Parent Company as in the latest annual report.

Events after the end of the reporting period

No significant events occurred after the end of the reporting period.



Next Interim
Report will be
published on
July 21, 2022

2022 Annual General Meeting

The Board of Directors has decided that the Annual General Meeting will be held without the physical presence of shareholders, proxies and external parties. Shareholders will instead only be able to exercise their voting right via absentee ballot. Information about the resolutions of the meeting will be published on Wednesday, May 11, 2022, as soon as the outcome of the absentee ballots is compiled.

The Board has proposed to the AGM a dividend of SEK 1.00 (1) per share. This corresponds to SEK 110.3 M (110.1), which will be paid in November 2022. Proposed record date is November 3, 2022. If the meeting resolves in accordance with the proposal, the dividend is expected to be dispatched through Euroclear Sweden AB on November 8, 2022. The Board's reasoning is presented on page 61 of the 2021 Annual Report.

Financial Calendar

May 11, 2022	Annual General Meeting
July 21, 2022	Interim Report January–June 2022
October 27, 2022	Interim Report January–September 2022
February 10, 2023	Year-End Report 2022

The Board of Directors and CEO hereby certify that this interim report provides a true and fair view of the results of the operations, financial position and performance for the Parent Company and the Group and describes the significant risks and uncertainties to which the Parent Company and other companies in the Group are exposed.

This interim report for Pricer AB (publ) was submitted on the authorization of the Board of Directors.

Stockholm, Tuesday, April 26, 2022

Pricer AB (publ)

Magnus Larsson
Acting CEO

This year-end report has not been subject to an audit.

This information is information that Pricer AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted through the agency of the contact persons mentioned below for publication on April 26, 2022, at 8:30 AM CET.

For more information, please contact:

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Mail: ir@pricer.com



Financial Reporting

CONSOLIDATED INCOME STATEMENT IN SUMMARY

Amounts in SEK M	Q1 2022	Q1 2021	Full year 2021
Net sales	465,9	392,9	1 765,8
Cost of goods sold	-382,2	-298,9	-1 371,1
Gross profit	83,8	94,0	394,7
Selling expenses	-48,3	-36,2	-149,4
Administrative expenses	-24,6	-23,4	-77,9
Research and development costs	-15,9	-14,7	-64,5
Other income and expenses	-4,7	-2,4	-5,6
Operating profit	-9,7	17,3	97,2
Net financial items	-2,1	4,7	0,4
Net profit before tax	-11,8	22,0	97,6
Income tax	2,3	-4,3	-18,5
Net profit for the period	-9,5	17,7	79,1
Net profit for the period attributable to:			
Owners of the Parent Company	-9,5	17,7	79,1

EARNINGS PER SHARE

	Q1 2022	Q1 2021	Full year 2021
Basic earnings per share, SEK	-0,09	0,16	0,72
Diluted earnings per share, SEK	-0,09	0,16	0,71
Number of shares before dilution, millions	110,3	110,3	110,2
Diluted number of shares, millions	110,8	111,2	111,0

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

Amounts in SEK M	Q1 2022	Q1 2021	Full year 2021
Net profit for the period	-9,5	17,7	79,1
<i>Items that are or may be reclassified to profit or loss for the period</i>			
Translation differences	4,7	9,6	11,7
Other comprehensive income for the period	4,7	9,6	11,7
Net comprehensive income for the period	-4,8	27,3	90,8
Net comprehensive income for the period attributable to:			
Owners of the Parent Company	-4,8	27,3	90,8



CONSOLIDATED BALANCE SHEET IN SUMMARY

Amounts in SEK M	Mar 31 2022	Dec 31 2021	Sep 30 2021	Jun 30 2021	Mar 31 2021
ASSETS					
Intangible assets	360,9	355,8	352,9	349,3	346,6
Property, plant and equipment	41,7	42,7	41,6	40,9	30,5
Right-of-use assets	32,0	34,9	37,5	40,0	43,3
Deferred tax assets	64,9	61,5	62,4	68,4	71,8
Total non-current assets	499,5	494,8	494,5	498,6	492,2
Inventories	564,9	633,1	546,3	444,3	274,2
Trade receivables	306,5	351,3	288,6	295,1	263,2
Prepaid expenses and accrued income	51,8	29,7	14,3	17,6	13,3
Other current receivables	181,8	205,3	223,3	269,5	133,8
Cash and cash equivalents	53,9	16,5	40,4	86,1	189,9
Total current assets	1 158,9	1 235,9	1 112,9	1 112,6	874,4
TOTAL ASSETS	1 658,5	1 730,7	1 607,3	1 611,2	1 366,6
EQUITY AND LIABILITIES					
EQUITY					
Share capital	111,0	111,0	111,0	111,0	111,0
Other capital contributions	389,6	390,4	392,6	392,8	394,9
Reserves	32,2	27,5	25,0	20,5	25,4
Accumulated profits including profit for the year	258,5	268,0	253,8	221,8	316,8
Shareholder's equity attributable to the Parent Company's shareholders	791,3	796,9	782,4	746,1	848,1
LIABILITIES					
Non-current provisions	23,4	22,1	23,5	26,6	25,6
Non-current lease liabilities	21,2	24,0	26,6	29,5	32,9
Total non-current liabilities	44,6	46,2	50,1	56,1	58,5
Liabilities to credit institutions	186,2	111,5	65,3	-	-
Advances from customer	10,3	8,6	13,2	16,1	12,6
Trade payables	478,1	650,9	523,3	602,0	309,7
Current lease liabilities	12,6	12,8	12,8	12,3	12,2
Other current liabilities	25,3	21,3	71,2	70,6	14,6
Accrued expense and deferred income	86,2	60,6	65,0	81,7	86,7
Current provisions	23,9	21,9	24,1	26,2	24,3
Total current liabilities	822,5	887,7	774,8	808,9	460,1
Total liabilities	867,2	933,8	824,9	865,1	518,6
TOTAL EQUITY AND LIABILITIES	1 658,5	1 730,7	1 607,3	1 611,2	1 366,6
Basic shareholders' equity per share, SEK	7,17	7,22	7,09	6,76	7,70
Diluted shareholders' equity per share, SEK	7,14	7,17	7,04	6,72	7,63



CHANGES IN CONSOLIDATED EQUITY IN SUMMARY

Amounts in SEK M	3 mths 2022	Full year 2021	9 mths 2021	6 mths 2021	3 mths 2021
Equity at the beginning of the period	796,9	819,0	819,0	819,0	819,0
Net profit for the period	-9,5	79,1	64,9	32,9	17,7
Other comprehensive income for the period	4,7	11,7	9,2	4,7	9,6
<i>Net comprehensive income for the period</i>	<i>-4,8</i>	<i>90,8</i>	<i>74,1</i>	<i>37,6</i>	<i>27,3</i>
Repurchase of own shares	-	-	-	-	-
Decreased number of treasury shares	-	2,1	2,1	2,1	-
Dividend	-	-110,2	-110,2	-110,2	-
Share based payments, equity settled	-0,8	-4,9	-2,6	-2,4	1,7
<i>Total transactions with owners of the Group</i>	<i>-0,8</i>	<i>-113,0</i>	<i>-110,7</i>	<i>-110,5</i>	<i>1,7</i>
Equity at the end of the period	791,3	796,9	782,4	746,1	848,1
Attributable to:					
- Owners of the parent company	791,3	796,9	782,4	746,1	848,1



CONSOLIDATED CASH FLOW STATEMENTS IN SUMMARY

Amounts in SEK M	Q1 2022	Q1 2021	Full year 2021
OPERATING ACTIVITIES			
Operating profit	-9,7	17,3	97,2
Adjustment for non-cash items	27,2	11,0	41,7
- of which depreciations and amortizations	15,6	14,0	56,7
- whereof other non-cash items	11,5	-3,0	-15,0
Interest received	-	-	0,0
Interest paid	-2,7	-0,3	-2,4
Paid income tax	-1,2	-1,1	-3,1
Cash flow from operating activities before changes in working capital	13,6	26,9	133,4
<i>Cash flow from changes in working capital</i>			
Increase(-)/decrease(+) inventories	74,0	32,2	-324,8
Increase(-)/decrease(+) trade receivables	49,3	-32,4	-119,2
Increase(-)/decrease(+) other current receivables	1,5	-39,2	-126,9
Increase(+)/decrease(-) trade payables	-183,1	-56,6	289,4
Increase(+)/decrease(-) other current liabilities	24,5	6,5	-26,7
Cash flow from changes in working capital	-33,9	-89,5	-308,1
Cash flow from operating activities	-20,3	-62,6	-174,7
INVESTING ACTIVITIES			
Acquisition of intangible assets	-11,9	-11,7	-45,4
Acquisition of tangible assets	-2,1	-1,5	-21,4
Cash flow from investing activities	-13,9	-13,2	-66,8
FINANCING ACTIVITIES			
Amortization of lease liabilities	-3,2	-3,0	-12,1
Dividend paid	-	-	-110,2
Decreased number of treasury shares	-	-	2,1
Repurchase of treasury shares	-	-	-
Change of overdraft facility	74,6		111,5
Net cash used in financing activities	71,4	-3,0	-8,7
Net cash flow for the period	37,2	-78,8	-250,3
Cash and cash equivalents at beginning of period	16,5	262,4	262,4
Exchange rate losses/gains in cash and cash equivalents	0,2	6,2	4,4
Cash and cash equivalents at end of period	53,9	189,9	16,5
Unutilized bank overdraft facility	63,8	50,0	88,5
Available funds at end of period	117,7	239,9	105,0



PARENT COMPANY INCOME STATEMENT IN SUMMARY

Amounts in SEK M	3 mths 2022	3 mths 2021	Full year 2021
Net sales	403,6	360,2	1 689,5
Cost of goods sold	-358,3	-296,5	-1 435,7
Gross profit	45,3	63,8	253,8
Selling expenses	-22,4	-15,8	-69,3
Administrative expenses	-17,3	-15,9	-54,0
Research and development costs	-15,9	-14,7	-64,5
Other income and expenses	-4,9	-2,4	-5,8
Operating profit	-15,2	15,0	60,3
<i>Result from financial items:</i>			
Interest income and similar profit/loss items	0,6	5,1	2,9
Interest expenses and similar profit/loss items	-2,0	0,0	-1,3
Profit/loss before tax	-16,6	20,0	61,8
Income tax	3,4	-3,7	-12,9
Net profit for the period	-13,1	16,3	49,0

PARENT COMPANY STATEMENT OF COMPREHENSIVE INCOME

Amounts in SEK M	3 mths 2022	3 mths 2021	Full year 2021
Net profit for the period	-13,1	16,3	49,0
<i>Comprehensive income for the period</i>			
<i>Items that are or may be reclassified to profit or loss for the period</i>			
Comprehensive income for the period	-	-	-
Net comprehensive income for the period	-13,1	16,3	49,0



PARENT COMPANY BALANCE SHEET IN SUMMARY

Amounts in SEK M	Mar 31 2022	Dec 31 2021	Sep 30 2021	Jun 30 2021	Mar 31 2021
ASSETS					
Non-current assets					
Intangible assets	100,0	97,6	95,4	93,7	88,2
Property, plant and equipment	38,0	38,9	39,0	39,1	28,7
<i>Financial assets</i>					
Participations in group companies	190,0	190,0	190,3	190,3	191,2
Receivables from group companies	6,7	11,7	10,3	10,0	9,3
Deferred tax assets	64,3	60,9	61,1	65,4	70,1
<i>Total financial assets</i>	<i>261,1</i>	<i>262,6</i>	<i>261,6</i>	<i>265,8</i>	<i>270,6</i>
Total non-current assets	399,1	399,1	396,1	398,6	387,5
Current assets					
Inventories, etc.	315,5	380,5	404,1	228,5	138,2
<i>Current receivables</i>					
Trade receivables	103,7	125,2	141,8	148,4	106,7
Receivables from current group companies	296,9	319,8	154,3	242,1	166,8
Other current receivables	178,7	199,1	218,0	267,3	129,5
Prepaid expenses and accrued income	44,8	24,1	10,7	13,7	8,8
Total current receivables	624,1	668,2	524,7	671,4	411,8
Cash and cash equivalents	0,7	0,5	1,3	40,8	147,0
Total current assets	940,3	1 049,3	930,1	940,7	697,0
TOTAL ASSETS	1 339,4	1 448,3	1 326,1	1 339,3	1 084,5



PARENT COMPANY BALANCE SHEET IN SUMMARY

Amounts in SEK M	Mar 31 2022	Dec 31 2021	Sep 30 2021	Jun 30 2021	Mar 31 2021
EQUITY AND LIABILITIES					
Shareholders' equity					
<i>Restricted equity</i>					
Share capital	111,0	111,0	111,0	111,0	111,0
Statutory reserve	104,8	104,8	104,8	104,8	104,8
Legal reserve for internally generated development expenditure	100,0	97,6	94,3	92,1	86,9
Total restricted equity	315,8	313,5	310,1	307,9	302,7
<i>Non-restricted equity</i>					
Share premium reserve	192,6	193,4	195,7	195,9	197,9
Retained earnings	90,3	43,6	47,0	49,2	164,6
Net profit for the year	-13,1	49,0	48,9	32,1	16,3
Total non-restricted equity	269,8	286,0	291,5	277,2	378,8
Total equity	585,6	599,5	601,7	585,0	681,5
PROVISIONS					
Provisions	35,6	32,7	36,0	38,6	35,7
Total provisions	35,6	32,7	36,0	38,6	35,7
NON-CURRENT LIABILITIES					
Non-current liabilities	0,1	0,1	0,1	0,1	0,1
Total non-current liabilities	0,1	0,1	0,1	0,1	0,1
CURRENT LIABILITIES					
Liabilities to credit institutions	186,2	111,5	65,3	-	-
Advances from customer	0,0	0,6	0,1	1,1	5,0
Trade payables	472,6	640,0	517,4	598,6	305,2
Liabilities to group companies	11,7	24,9	14,8	13,4	12,0
Other current liabilities	3,7	5,2	58,7	60,2	2,8
Accrued expenses and deferred income	44,0	33,8	32,2	42,4	42,1
Total current liabilities	718,1	816,1	688,4	715,6	367,2
TOTAL EQUITY AND LIABILITIES	1 339,4	1 448,3	1 326,1	1 339,3	1 084,5

PARENT COMPANY STATEMENT OF CHANGES IN EQUITY IN SUMMARY

Amounts in SEK M	9 mths 2022	Full year 2021	9 mths 2021	6 mths 2021	3 mths 2021
Equity at the beginning of the period	599,5	663,5	663,5	663,5	663,5
Net comprehensive income for the period	-13,1	49,0	48,9	32,1	16,3
Repurchase of own shares	-	-	-	-	-
Decreased number of treasury shares	-	2,1	2,1	2,1	-
Dividend	-	-110,2	-110,2	-110,2	-
Share based payments, equity settled	-0,8	-4,9	-2,6	-2,4	1,7
Equity at the end of the period	585,6	599,5	601,7	585,0	681,5



KEY FIGURES CONSOLIDATED

	Q1	Q4	Q3	Q2	Q1
Amounts in SEK M	2022	2021	2021	2021	2021
Order intake	551	453	307	408	443
Order intake - rolling 4 quarters	1 718	1 610	1 611	1 744	1 660
Net sales	465,9	487,9	496,0	389,0	392,9
Net sales - rolling 4 quarters	1 838,8	1 765,8	1 958,2	2 027,8	1 926,5
Operating profit	-9,7	17,2	40,1	22,6	17,3
Operating profit - rolling 4 quarters	70,2	97,2	149,3	184,3	165,2
Net profit for the period	-9,5	14,2	32,0	15,2	17,7
Cash flow from operating activities	-20,3	0,6	-94,5	-18,2	-62,6
Cash flow from operating activities - rolling 4 quarters	-132,5	-174,7	27,8	160,6	200,1
Number of employees, end of period	190	180	180	173	163
Equity/assets ratio	48%	46%	49%	46%	62%



Not 1 – Accounting Principles

This interim report for the Group was prepared in accordance with IAS 34 Interim Financial Reporting and applicable provisions of the Annual Accounts Act. The interim report for the Parent Company was prepared in accordance with Chapter 9 of the Annual Accounts Act and RFR 2, Accounting for Legal Entities, issued by the Swedish Financial Reporting Council. The same accounting principles and bases for calculation were applied for the Group and the Parent Company as in the latest annual report.

Not 2 – Revenue from contracts with customers

BREAKDOWN OF REVENUE

	Q1 2022	Q1 2021	Full year 2021
Amounts in SEK M			
Revenue from goods	440,9	367,8	1 657,6
Revenue from services	17,6	19,0	84,6
Revenue from licenses	7,4	6,1	23,6
Total	465,9	392,9	1 765,8

The company has allocated discounts proportionally for all performance obligations in the agreement except for when there is observable proof that the entire discount refers to one or several, but not all, performance obligations.

NET SALES BY SALES CHANNEL

	Q1 2022	Q1 2021	Full year 2021
Direct customers	53%	61%	57%
Resellers	47%	39%	43%
Total	100%	100%	100%

Not 3 – Leases

RIGHT-OF-USE ASSET

	Mar 31 2022	Mar 31 2021	Dec 31 2021
Amounts in SEK M			
Premises	27,8	38,3	30,3
Cars	4,2	5,0	4,5
Total	32,0	43,3	34,9

LEASE LIABILITY

	31mar 2022	Mar 31 2021	Dec 31 2021
Amounts in SEK M			
Within one year	12,7	12,2	12,8
Between one and five years	21,2	31,4	24,0
More than five years	-	1,4	-
Total	33,9	45,0	36,8



Not 3 – Leases (cont'd)

COST AND CASH FLOW INFORMATION

Amounts in SEK M	Kv 1 2022	Q1 2021	Full year 2021
Depreciation of right-of use assets	3,1	3,1	12,4
<i>(of which premises)</i>	2,7	2,7	10,9
<i>(of which cars)</i>	0,4	0,4	1,5
Interest expense for lease liabilities	0,3	0,3	1,0
Amortization of lease liabilities	3,2	3,0	12,1

Not 4 – Financial instruments

For financial instruments measured at amortized cost — trade receivables, other current receivables and cash and cash equivalents, liabilities to credit institutions, trade payables, lease debt, and other current interest-free liabilities — the fair value is assessed to correspond to the carrying amount. The fair values of other non-current and current liabilities are not assessed to deviate substantially from their carrying amounts. Liabilities to credit institutions refers to bank overdraft facilities.

FINANCIAL INSTRUMENTS

Amounts in SEK M	Mar 31 2022	Mar 31 2021	Dec 31 2021
Loan and trade receivables	538,7	582,2	579,6
Total financial assets	538,7	582,2	579,6
Liabilities to credit institutions	186,2	-	111,5
Lease liabilities	33,9	45,1	36,8
Other financial liabilities	479,3	310,1	672,5
Total financial liabilities	699,4	355,2	820,8

Not 5 – Related party transactions

Significant related party transactions are described in Note 23 of the consolidated financial statements in the 2021 annual report. No related party relationships changed, and no significant transactions took place with related parties that significantly affect the Group's or Parent Company's financial position or earnings compared to the description in the 2021 annual report.



Not 6 – Pledged assets and contingent liabilities

Floating charges (chattel mortgages) are a type of general collateral in the form of an undertaking to the bank. In the case of the Parent Company, guarantees are issued to customs authorities and landlords.

PLEDGED ASSETS AND CONTINGENT LIABILITIES

	Parent company			Group		
	Mar 31 2022	Mar 31 2021	Dec 31 2021	Mar 31 2022	Mar 31 2021	Dec 31 2021
Amounts in SEK M						
Pledged assets						
Floating charges	150,0	59,6	100,0	150,0	59,6	100,0
Total	150,0	59,6	100,0	150,0	59,6	100,0
Contingent liabilities						
Customs authorities	0,3	0,1	0,3	5,9	5,4	5,7
Landlords	1,7	1,7	1,7	1,7	1,7	1,7
Total	2,0	1,8	2,0	7,6	7,1	7,4



CONSOLIDATED INCOME STATEMENT IN SUMMARY

	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022
Amounts in SEK M					
Net sales	392,9	389,0	496,0	487,9	465,9
Cost of goods sold	-298,9	-293,8	-388,9	-389,5	-382,2
Gross profit	94,0	95,1	107,2	98,4	83,8
Gross margin, %	23,9%	24,5%	21,6%	20,2%	18,0%
Selling expenses	-36,2	-39,0	-33,2	-41,1	-48,3
Administrative expenses	-23,4	-19,5	-15,9	-19,1	-24,6
Research and development costs	-14,7	-15,8	-15,0	-18,9	-15,9
Other income and expenses	-2,4	1,7	-2,9	-2,1	-4,7
Operating profit	17,3	22,6	40,1	17,2	-9,7
Operating margin, %	4,4%	5,8%	8,1%	3,5%	-2,1%
Net financial items	4,7	-3,2	-1,3	0,2	-2,1
Net profit before tax	22,0	19,4	38,9	17,4	-11,8
Income tax	-4,3	-4,2	-6,9	-3,1	2,3
Net profit for the period	17,7	15,2	32,0	14,2	-9,5
Net profit for the period attributable to:					
Owners of the Parent Company	17,7	15,2	32,0	14,2	-9,5

EARNINGS PER SHARE

	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022
Basic earnings per share, SEK	0,16	0,14	0,29	0,13	-0,09
Diluted earnings per share, SEK	0,16	0,14	0,29	0,13	-0,09
Number of shares before dilution, millions	110,3	110,2	110,3	110,3	110,3
Diluted number of shares, millions	111,2	111,0	111,2	111,1	110,8

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022
Amounts in SEK M					
Net profit for the period	17,7	15,2	32,0	14,2	-9,5
<i>Items that are or may be reclassified to profit or loss for the period</i>					
Translation differences	9,6	-4,9	4,5	2,5	4,7
Other comprehensive income for the period	9,6	-4,9	4,5	2,5	4,7
Net comprehensive income for the period	27,3	10,3	36,5	16,7	-4,8
Net comprehensive income for the period attributable to:					
Owners of the Parent Company	27,3	10,3	36,5	16,7	-4,8



CONSOLIDATED CASH FLOW STATEMENTS IN SUMMARY

	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022
Amounts in SEK M					
OPERATING ACTIVITIES					
Operating profit	17,3	22,6	40,1	17,2	-9,7
Adjustment for non-cash items	11,0	11,7	15,5	3,4	27,2
- of which depreciations and amortizations	14,0	14,1	14,0	14,6	15,6
- whereof other non-cash items	-3,0	-2,4	1,5	-11,2	11,5
Interest received	-	0,0	-	-	-
Interest paid	-0,3	-0,3	-0,5	-1,3	-2,7
Paid income tax	-1,1	-0,9	-1,0	0,0	-1,2
Cash flow from operating activities before changes in working capital	26,9	33,1	54,1	19,3	13,6
<i>Cash flow from changes in working capital</i>					
Increase(-)/decrease(+) inventories	32,2	-173,6	-98,7	-84,6	74,0
Increase(-)/decrease(+) trade receivables	-32,4	-33,1	5,3	-59,0	49,3
Increase(-)/decrease(+) other current receivables	-39,2	-140,1	49,9	2,6	1,5
Increase(+)/decrease(-) trade payables	-56,6	291,7	-77,9	132,2	-183,1
Increase(+)/decrease(-) other current liabilities	6,5	3,8	-27,2	-9,8	24,5
Cash flow from changes in working capital	-89,5	-51,3	-148,6	-18,7	-33,9
Cash flow from operating activities	-62,6	-18,2	-94,5	0,6	-20,3
INVESTING ACTIVITIES					
Acquisition of intangible assets	-11,7	-13,7	-9,5	-10,5	-11,9
Acquisition of tangible assets	-1,5	-12,4	-3,8	-3,7	-2,1
Cash flow from investing activities	-13,2	-26,1	-13,3	-14,2	-13,9
FINANCING ACTIVITIES					
Amortization of lease liabilities	-3,0	-3,0	-3,1	-3,1	-3,2
Dividend paid	-	-55,0	-	-55,2	-
Decreased number of treasury shares	-	2,1	-	-	-
Increased number of treasury shares	-	-	-	-	-
Change of overdraft facility	-	-	65,3	46,3	74,6
Cash flow from financing activities	-3,0	-56,0	62,2	-12,0	71,4
Net cash flow for the period	-78,8	-100,3	-45,7	-25,5	37,2
Cash and cash equivalents at beginning of period	262,4	189,9	86,1	40,4	16,5
Exchange rate losses/gains in cash and cash equivalents	6,2	-3,5	0,0	1,7	0,2
Cash and cash equivalents at end of period	189,9	86,1	40,4	16,5	53,9
Unutilized bank overdraft facility	50,0	50,0	34,7	88,5	63,8
Available funds at end of period	239,9	136,1	75,1	105,0	117,7



Alternative key ratios

In addition to the key financial ratios that are covered by the IFRS framework, this report also includes other key ratios and measures, so-called alternative performance measures, that Pricer considers to be important for monitoring, analyzing and managing its operations. These key ratios and measures also provide Pricer's stakeholders with useful information about the company's financial position, profit and loss and development in a consistent manner. The reconciliation and definitions of the alternative key ratios and measures used in this report and that cannot be inferred directly from the financial statements are presented below.

Amounts in SEK M unless otherwise stated	Mar 31 2022	Mar 31 2021	Dec 31 2021
PERFORMANCE MEASURE			
Operating expenses			
Selling expenses	-48,3	-36,2	-149,4
Administrative expenses	-24,6	-23,4	-77,9
Research and development costs	-15,9	-14,7	-64,5
Operating expenses	-88,8	-74,3	-291,8
MARGIN RATIOS			
Net Sales	465,9	392,9	1 765,8
Gross Profit	83,8	94,0	394,7
Gross profit margin, %	18,0%	23,9%	22,4%
Operating profit	-9,7	17,3	97,2
Operating margin, %	-2,1%	4,4%	5,5%
CAPITAL AND FINANCIAL RATIOS			
Equity/assets ratio			
Total assets	1 658,5	1 366,6	1 730,7
Equity	791,3	848,1	796,9
Equity/assets ratio, %	48%	62%	46%
RETURN RATIOS			
Equity per share basic/diluted			
Number of outstanding shares, million	110,3	110,3	110,3
Dilution, million	0,4	0,9	0,8
Equity	791,3	848,1	796,9
Equity per share basic, SEK	7,17	7,69	7,22
Equity per share diluted, SEK	7,14	7,63	7,17
Earnings per share, before and after dilution			
Average number of outstanding shares, million	110,3	110,3	110,2
Dilution, million	0,4	0,9	0,8
Net profit	-9,5	17,7	79,1
Earnings per share, before dilution, SEK	-0,09	0,16	0,72
Earnings per share, after dilution, SEK	-0,09	0,16	0,71



ALTERNATIVE KEY RATIOS	DEFINITION	REASON FOR USE
PERFORMANCE METRIC		
Change adjusted for exchange rate fluctuations/change in local currency	Relationship between the period's profit/loss and the comparative period's profit/loss translated using the period's exchange rates.	This measure is used by management to follow underlying change in profit/loss in comparable currencies.
Gross profit	Net sales less cost of goods sold	Gross profit is an important measure for management since it is used to analyze the company's underlying development excluding factors such as the product mix and price changes that can give rise to sharp fluctuations in net sales.
Operating expenses	Refers to selling expenses, administrative expenses and R&D expenses that are included in operating activities.	Operating expenses provide an overall picture of expenses that are charged to operating activities and are an important internal measure that management can influence to a large extent.
Items affecting comparability	Expenses of a non-recurring nature that are not part of the operating activities, such as personnel costs related to restructurings.	This measure is used by management to understand which costs are not part of the underlying operating activities.
Operating expenses adjusted for items affecting comparability	Operating expenses minus items affecting comparability.	This measure is used by management to enable comparability of operating expenses between periods and to forecast future cost trends.
Operating profit	Profit before financial items and tax.	Operating profit provides an overall picture of the total profit generation in operating activities. This is a very important metric for internal use that management can influence to a greater extent than net profit.
Rolling four quarters	Financial KPIs and measurements based on the four most recent quarters.	Rolling four quarters are used to show financial development over time adjusted for any seasonal effects.
MARGIN RATIOS		
Gross profit margin	Gross profit as a percentage of net sales.	The gross margin is used for both internal evaluation and individual sales/contracts and to monitor development over time for the company as a whole.
Operating margin	Operating profit as a percentage of net sales.	Operating margin is one of management's most important measures for performance monitoring since it measures the company's ability to convert net sales into operating profit.
CAPITAL AND FINANCIAL RATIOS		
Equity/asset ratio	Equity as a percentage of total assets.	A traditional measure that gives an indication of the company's ability to pay its debts.
RETURN RATIOS		
Equity per share, before/after dilution	Equity attributable to owners of the Parent Company divided by the weighted number of shares before/after dilution on the balance sheet date. The dilutive effect can arise from the company's outstanding warrants or performance-based share plans.	This measure is used to show development of equity per share over time and enable comparability with other companies.



ALTERNATIVE KEY RATIOS	DEFINITION	REASON FOR USE
Earnings per share, before/after dilution	Profit for the period attributable to owners of the Parent Company divided by the average number of shares outstanding before/after dilution during the period. The dilutive effect can arise from the company's outstanding warrants or performance-based share plans.	This measure is used to show development of earnings per share over time and to enable comparability with other companies.
OTHER RATIOS		
Order intake	The value of binding customer orders, invoiced service contracts and call-off under framework agreements. Does not include the anticipated future value of frameworks agreements.	Order intake is used to measure demand for the company's products and services during a specific period. This measure is also an important indicator of increases/decreases in demand between periods.
Change in order intake adjusted for exchange rate fluctuations	Relationship between the period's order intake and the comparative period's order intake translated using the period's exchange rates.	This measure is used by management to follow underlying change in order intake in comparable currencies.
Order backlog	The value of incoming orders that have not yet been invoiced.	The size of the order backlog gives an indication of net sales development from a short to mid-term perspective.

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 1991 in Sweden, and the company's Class B share is listed on Nasdaq Stockholm Mid Cap.

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