

July 23, 2025

Sterling increases ownership in Pricer and new board member nominated to the board

During June 2025, Sterling Strategic Value Fund S.A. ("Sterling"), through its Sterling Active Fund, increased its ownership in Pricer AB ("Pricer") and, as of June 30, holds 21,860,298 shares, corresponding to 13.3 percent of the company's outstanding shares and votes. Through this, Sterling further strengthens its position as the largest shareholder and long-term partner of Pricer.

"Pricer holds a unique position at the forefront of retail digitalization. By increasing our ownership and joining the board, we look forward to supporting the company's continued growth journey and long-term value creation alongside management and other shareholders", says Giulia Nobili, Chairman of the Investment Committee at Sterling Active Fund.

Pricer's Nomination Committee propose at an Extraordinary General Meeting to be held on 19 August 2025 that Giulia Nobili be elected as a new board member until the end of the next Annual General Meeting. Further information about Giulia Nobili will be available in the notice convening the Extraordinary General Meeting that will be published through a separate press release.

For further information, please contact:

Magnus Larsson, President and CEO, +46 704 316851

Claes Wentzel, CFO, +46 70 862 01 22

info@pricer.com

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