

Information from Extraordinary General Meeting 2025 in Pricer AB

Pricer AB held an Extraordinary General Meeting (the "EGM") on 19 August 2025. The following main decisions were made:

Board

The EGM resolved that the Board shall be composed of six (6) directors with no deputies. The EGM resolved to elect Giulia Nobili as new Board member for the period until the end of the next Annual General Meeting. Giulia Nobili shall not receive any board fee.

For more detailed information, please see the complete notice to the EGM at the company's website, www.pricer.com.

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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 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