

Nomination committee appointed ahead of 2026 Annual General Meeting of Pricer AB

In accordance with the decision at the Annual General Meeting on May 23, 2025 Pricer's Chairman of the Board Bernt Ingman has contacted the company's three largest shareholders to form a Nomination Committee. Shareholders shall also include such group of two or more shareholders who have notified the Chairman of the Board that they wish to participate jointly in the Nomination Committee's work, which has not happened.

The shareholders and representatives comprising the Nomination Committee are:

- Gert Steens, nominated by Sterling Strategic Value Fund S.A., Luxembourg.
- Göran Sundholm, own holding.
- Marc St John Webb, nominated by Quaero Capital S.A, Switzerland.

Gert Steens has been appointed Chairman of the Nomination Committee.

The Nomination Committee shall complete the tasks that pertains to it under the Swedish Code of Corporate Governance, which means that it will present the following proposals to the annual general meeting 2026: (a) proposal for board of directors, (b) proposal for auditor, (c) proposal for chairman of the board, (d) proposal for director's fees to each of the directors and the chair and remuneration for committee work, (e) proposal for remuneration to the auditor, (f) proposal for chairman of the annual general meeting, (g) principles for appointment of the nomination committee and (h) to the extent deemed necessary, proposal regarding amendments of the current instruction for the Nomination Committee.

The Annual General Meeting will be held on 13 May 2026 in Stockholm.

Shareholders who wish to contact Pricer's Nomination Committee to submit proposals can contact the Committee in due time ahead of the Annual General Meeting by e-mail at ir@pricer.com or by letter to: Pricer AB, Attention: Valberedningen, Box 6302, S-102 35 Stockholm, Sweden.

For further information, please contact:

Magnus Larsson, President and CEO, +46 704 316851
info@pricer.com

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