Press release
17 November 2026

Statement by the Board of Directors of Pricer in relation to the public offer from Vusion

The Board of Directors of Pricer unanimously recommends that the shareholders in Pricer accept Vusion's public offer.

Background
This statement is made by the Board of Directors (the "**Board**") of Pricer Aktiebolag (publ) ("**Pricer**") pursuant to section II.19 of the Nasdaq Stockholm takeover rules (the "**Takeover Rules**").[1]

VusionGroup S.A., a public limited company (*société anonyme*) incorporated in France, and whose shares are listed on Euronext Paris under the symbol "VU" ("**Vusion**"), has today announced a public takeover offer to Pricer's shareholders to acquire all shares in Pricer for a consideration of SEK 6.00 per share in cash regardless of share class (the "**Offer**"). The Offer values all shares in Pricer at approximately SEK 980.4 million.[2] The Offer comprises both the unlisted class A shares and the class B shares admitted to trading on Nasdaq Stockholm.

The Offer represents:
- a premium of approximately 29.6 percent compared with the closing share price of SEK 4.63 for Pricer's class B share on Nasdaq Stockholm on 16 November 2026 (being the last trading day prior to the announcement of the Offer);
- a premium of approximately 41.4 percent compared with the volume-weighted average trading price of SEK 4.24 for Pricer's class B share on Nasdaq Stockholm during the last 90 trading days prior to the announcement of the Offer; and
- a premium of approximately 64.4 percent compared with the volume-weighted average trading price of SEK 3.65 for Pricer's class B share on Nasdaq Stockholm during the last 180 trading days prior to the announcement of the Offer.

The acceptance period of the Offer is expected to commence on or around 8 December 2026 and expire on or around 5 January 2027, subject to any extensions. Settlement is expected to commence on or around 12 January 2027.

Completion of the Offer is conditional upon customary conditions, *inter alia*, that the Offer is accepted to such extent that Vusion becomes the owner of more than 90 percent of the total number of outstanding shares in Pricer (on a fully diluted basis) and the receipt of all necessary permits, approvals, decisions and other actions from authorities or similar in each case on terms which, in Vusion's opinion, are acceptable. The Offer is not subject to any financing condition. Please refer to Vusion's press release regarding the Offer for further information.

The Board has, at the written request of Vusion, permitted Vusion to carry out a confirmatory due diligence review of Pricer in relation to the preparation of the Offer. Vusion has not received any inside information relating to Pricer in connection with its due diligence review, except for information published by Pricer on 22 October 2026 through a press release containing Pricer's interim report for January – September 2026.

[1] The Board member Giulia Nobili has, due to a conflict of interest, not participated in the issuance of this statement and will not participate in Pricer's handling or decisions regarding the Offer.
[2] Based on 163,404,359 shares outstanding (comprising 14,269 class A shares and 163,950,868 class B shares, excluding the 560,778 class B shares held in treasury by Pricer).

Sterling Strategic Value Fund S.A. ("**Sterling**"), the largest shareholder in Pricer, holding 23,117,266 class B shares representing approximately 14.15 percent of the total number of outstanding shares and 14.14 percent of the outstanding votes in Pricer[3], has entered into an undertaking with Vusion to accept the Offer, subject to certain conditions (the "**Irrevocable Undertaking**"). Please refer to Vusion's press release regarding the Offer for more information about the Irrevocable Undertaking.

Giulia Nobili is a member of the Board and Chairman of the investment committee of Sterling. Due to the Irrevocable Undertaking, Giulia Nobili is deemed to have a conflict of interest pursuant to section II.18 of the Takeover Rules and has as such not participated in the issuance of this statement and will not participate in Pricer's handling or decisions regarding the Offer.

DNB Carnegie Investment Bank AB (publ) is acting as financial advisor to Pricer and Advokatfirman Vinge is serving as legal advisor to Pricer.

The Board's recommendation

The Board's recommendation of the Offer is based on an assessment of a number of relevant factors, including, but not limited to, Pricer's current strategic and financial position, prevailing market conditions and the expected and potential future development of Pricer as well as related opportunities and risks. The Board has also considered the Offer in regard to other strategic alternatives. In its evaluation of the Offer, the Board has applied valuation methods that are normally used in evaluations of public offers, including how the Offer values Pricer in relation to comparable listed companies, comparable transactions, bid premiums in previous public offers, the stock market's expectations of Pricer and the Board's view of Pricer's value and position based on expected future cash flows.

The Board has a positive view of Pricer's future prospects, including capitalising on Pricer's established position, strong customer base and ongoing initiatives to improve growth and profitability. However, these opportunities require successful execution in a challenging and increasingly competitive market. The Board has, in its evaluation of the Offer, taken into account that Pricer's long-term value is subject to risks and uncertainties.

In the Board's opinion, the combination of Vusion and Pricer would not only provide near-term value to Pricer's shareholders, but also bring together their respective expertise and capabilities to support continued innovation and growth.

The Board notes that the technical compatibility between the companies' respective solutions is expected to enable Pricer's customers to progressively introduce new connectivity and capabilities alongside their existing technical platform, which will be manufactured and supported over the foreseeable future, while gaining access to Vusion's broader portfolio of cloud, computer vision, AI, data and retail media solutions. The Board is confident that Vusion is well positioned to build on Pricer's achievements, heritage and talent and to support its next chapter of growth and innovation.

The Board has obtained an independent fairness opinion regarding the Offer from Grant Thornton Sweden AB ("**Grant Thornton**"). Grant Thornton receives a fixed fee for issuing the fairness opinion that is not dependent on the size of the consideration in the Offer, the extent to which acceptances of the Offer are received, or whether the Offer is completed. Pursuant to the fairness opinion, which is attached to this statement, Grant Thornton deems that the Offer is fair from a financial perspective for the shareholders of Pricer (subject to the assumptions and considerations set out in the fairness opinion).

[3] Based on 163,404,359 shares outstanding (comprising 14,269 class A shares and 163,950,868 class B shares, excluding the 560,778 class B shares held in treasury by Pricer).

The Board also notes that Sterling, the largest shareholder in Pricer, holding 23,117,266 class B shares representing approximately 14.15 percent of the total number of outstanding shares and 14.14 percent of the outstanding votes in Pricer[4], has irrevocably undertaken to accept the Offer and entered into the Irrevocable Undertaking. The Irrevocable Undertaking applies irrespective of whether a higher competing offer is made.

The consideration offered represents a premium of approximately 29.6 percent compared to the closing price of SEK 4.63 of Pricer's class B share on Nasdaq Stockholm on 16 November 2026 (which was the last trading day before the announcement of the Offer), and a premium of approximately 41.4 and 64.4 percent, respectively, compared to the volume weighted average share price of Pricer's class B share on Nasdaq Stockholm during the last 90 and 180 trading days, respectively, before the announcement of the Offer. The Offer thus gives shareholders an opportunity to realize the value of their entire shareholding in cash and at a significant premium to recent market prices, taking into account the limited liquidity in the Pricer share. The bid premiums are also in line with premiums in comparable public cash offers on Nasdaq Stockholm in recent times.

Having concluded this assessment, the Board believes that the terms of the Offer recognize Pricer's future prospects, as well as the risks associated with those prospects.

On this basis, the Board unanimously recommends that all the shareholders of Pricer, irrespective of share class, accept the Offer.

Under the Takeover Rules, the Board is required, on the basis of Vusion's statements in the announcement of the Offer, to make public its opinion of the effects the implementation of the Offer may have on Pricer, specifically on employment, and its views on Vusion's strategic plans for Pricer and the effect these may be expected to have on employment and the places where Pricer conducts its business. Vusion has in this respect communicated:

"*Vusion places great value on the skills and expertise of Pricer's management and employees. Based on Vusion's current knowledge of Pricer and in light of current market conditions, Vusion does not intend to make any material changes to the companies' operations or to the locations where the companies conduct their business, nor any material changes with respect to the companies' management and employees, including their terms of employment*."

The Board has no reason to question these statements regarding employment, Vusion's strategic plans for Pricer or the impact these could be expected to have on employment and on Pricer's business locations.

This statement shall in all respects be governed by and construed in accordance with Swedish law. Any dispute arising out of or in connection with this statement shall be settled exclusively by Swedish courts.

Stockholm on 17 November 2026
Pricer Aktiebolag (publ)
The Board of Directors

[4] Based on 163,404,359 shares outstanding (comprising 14,269 class A shares and 163,950,868 class B shares, excluding the 560,778 class B shares held in treasury by Pricer).

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This information is information that Pricer Aktiebolag (publ) is obliged to make public pursuant to the EU Market Abuse Regulation and the Takeover Rules. The information was sent for publication, through the agency of the contact persons set out above, at the time stated by the company's news distributor, Cision, at the publication of this press release.

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 player, 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 380 million electronic shelf labels in more than 28,000 stores across more than 80 countries. For further information, please visit www.pricer.com.