

Invitation: Upsales product launch and investor event in Stockholm, 12 May 2026

Upsales Technology AB (publ) invites institutional investors, analysts, financial media and customers to a product launch and investor event at At Six Hotel in Stockholm on Tuesday 12 May 2026 at 16:00 CET. Upsales will unveil the next generation of its B2B revenue platform, introducing long-running AI agents that operate autonomously inside the customer's sales organisation.

On 12 May 2026, Upsales will unveil the largest product release in the Company's history and set out its position as the AI sales platform for Nordic B2B companies.

For more than two decades, Upsales has helped Nordic B2B companies grow. The next generation of the platform is built around long-running AI agents that operate autonomously inside the customer's revenue organisation, executing prospecting, follow-up, CRM management and pipeline work continuously and in parallel. A new Upsales assistant works alongside every user. Together they enable what Upsales refers to as superhuman growth: a step change in sales output per representative, made possible by software that acts rather than software that only supports. In the Nordic B2B market, where sales teams are smaller and productivity per head is the primary constraint on growth, this reshapes the economics of revenue generation.

The new product will be demonstrated live on stage.

Programme

16:00 Welcome. Daniel Wikberg, CEO and Founder.

16:15 Product release Q2 2026. Live demonstration. David Dernulf, CTO.

16:35 The road ahead. Daniel Wikberg and Kristina Fridheimer, CFO.

16:50 Questions and answers.

17:00 Reception.

Attendance and webcast

[Attendance in person is by registration only via www.upsales.com/launch](http://www.upsales.com/launch). Registration closes on Monday 11 May 2026 at 10:00 CET. Seats are limited and allocated in the order registrations are received, with priority to institutional investors, analysts and media.

The presentation will be webcast live at www.upsales.com. A recording and the presentation materials will be made available on www.upsales.com following the event.

Further information

All financial reports are available at www.upsales.com

Contacts

Daniel Wikberg, CEO
Kristina Fridheimer, CFO

IR contact:
ir@upsales.com
+46 70-261 84 05

About Upsales

Upsales is a Stockholm-based software company on a mission to build the leading AI platform for B2B revenue growth. With best-in-class data and proprietary AI agents, Upsales helps companies accelerate profitable growth. In the last two decades, the company has built a track record of organic, profitable growth. Upsales is a net cash company with zero debt, strong cash flows, and has been paying annual dividends since 2022. Its scalable business model is powered by over 90% recurring subscription revenue. Upsales serves customers in 10 countries, with the majority of its customer base in Sweden. The company is 44% founder- and management-owned, with institutional shareholders including Danske Invest, Nordea Funds, TIN Fonder, SEB Funds, Herald Investment Management, and Schroders.

Upsales Technology AB (publ) is a public company listed on the Nasdaq First North Growth Market. The Company's Certified Adviser is DNB Carnegie Investment Bank AB (publ).

Attachments

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