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EIFFEL INVESTMENT GROUP EXERCISES WARRANTS AND SUBSCRIBES FOR CLASS B SHARES WORTH 56 MSEK IN VERTISEIT

Vertiseit AB (publ) ("Vertiseit" or the "Company") announces that Eiffel Investment Group SAS ("Eiffel") has today exercised all 875,000 warrants issued by the Company in the directed issue resolved by the board on February 26, 2025, and subsequently approved by the extraordinary general meeting on March 14, 2025. Consequently, Eiffel has subscribed for 875,000 Class B shares in the Company at a subscription price of 64 SEK and the Company has today resolved to allot 875,000 class B shares in the Company to Eiffel. The Company will receive 56 MSEK before deduction of issuance costs.

As previously announced, on February 26, 2025, the Board of Directors of Vertiseit resolved, subject to subsequent approval by an extraordinary general meeting, to carry out a directed issue of 875,000 warrants (the "Issue"). The Issue was directed to the institutional investor Eiffel. Each warrant entitled Eiffel to subscribe for one new Class B share in Vertiseit at a subscription price of 64 SEK no later than March 31, 2025. Eiffel has now chosen to exercise all warrants for share subscription, resulting in the issuance of 875,000 new class B shares in Vertiseit. The Company has today allotted 875,000 B shares in the Company to Eiffel. Consequently, through the exercise of the warrants, the Company will receive 56 MSEK before deduction of issuance costs.

NUMBER OF SHARES, SHARE CAPITAL AND DILUTION

The Issue will increase the number of shares in Vertiseit from 28,827,631 to 29,702,631, distributed as 2,429,510 Class A shares and 27,273,121 Class B shares. The Company's share capital will increase from 1,441,381.55 SEK to 1,485,131.55 SEK. The Issue results in a dilution effect of approximately 2.9 percent of the total number of shares and approximately 1.7 percent of the total number of votes in Vertiseit.

ADVISORS

Redeye AB is acting as Sole Manager and Bookrunner, and CMS Wistrand is serving as legal advisor to Vertiseit in connection with the Issue.

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This press release does not identify or purport to identify risks (direct or indirect) that may be attributed to an investment in the new shares. Any investment decision in connection with the Issue must be made based on all publicly available information regarding the Company and the Company's shares. Such information has not been independently verified by Redeye. The information in this press release is only provided as background material and does not claim to be complete. An investor should not rely solely on the information in this press release or its accuracy or completeness. Redeye is acting for the Company in connection with the transaction and not for anyone else. Redeye is not responsible to anyone other than the Company for providing the protections afforded to their clients or for giving advice in relation to the transaction or any other matter referred to herein.

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This press release does not constitute a prospectus within the meaning of Regulation (EU) 2017/1129, (the "Prospectus Regulation") and has not been approved by any regulatory authority in any jurisdiction. The Company has not approved any offer to the public of shares or rights in any member state ("Member State") of the European Economic Area ("EEA") and no prospectus has been prepared or will be prepared in connection with the Issue. In each EEA Member State, this announcement is directed only at "qualified investors" in that Member State as defined in the Prospectus Regulation.

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CONTACTS**Johan Lind, Vertiseit CEO / Media Contact**

johan.lind@vertiseit.com

+46 703 579 154

Jonas Lagerqvist, Vertiseit Deputy CEO / CFO / Investor Relations

jonas.lagerqvist@vertiseit.com

+46 732 036 298

Redeye AB is the company's Certified Adviser

ABOUT VERTISEIT

Vertiseit is a leading platform company within In-Store Experience Management (IXM). The company operates through its subsidiaries Dise, Grassfish and Visual Art that enable global brands and leading retailers to strengthen the customer experience by offering a seamless customer journey through connecting the physical and digital meeting. The company has around 270 employees in Sweden, Norway, Denmark, Finland, Austria, Germany, Spain, UK and USA. During the period 2012-2024, Vertiseit performed an average profitable growth of recurring SaaS revenue (ARR) of 50 percent (CAGR). For the full year of 2024, the group's net revenue amounted to SEK 464 million, with an adjusted EBITDA margin of 21 percent. Since 2019, Vertiseit's B-share is listed on Nasdaq First North Growth Market.

VERTISEIT AB (publ)

Phone: +46 340 848 11

E-mail: info@vertiseit.com

Kyrkogatan 7, 432 41 Varberg, Sweden

Org.no: 556753-5272

www.vertiseit.com

ATTACHMENTS

Eiffel Investment Group exercises warrants and subscribes for class B shares worth 56 MSEK in Vertiseit