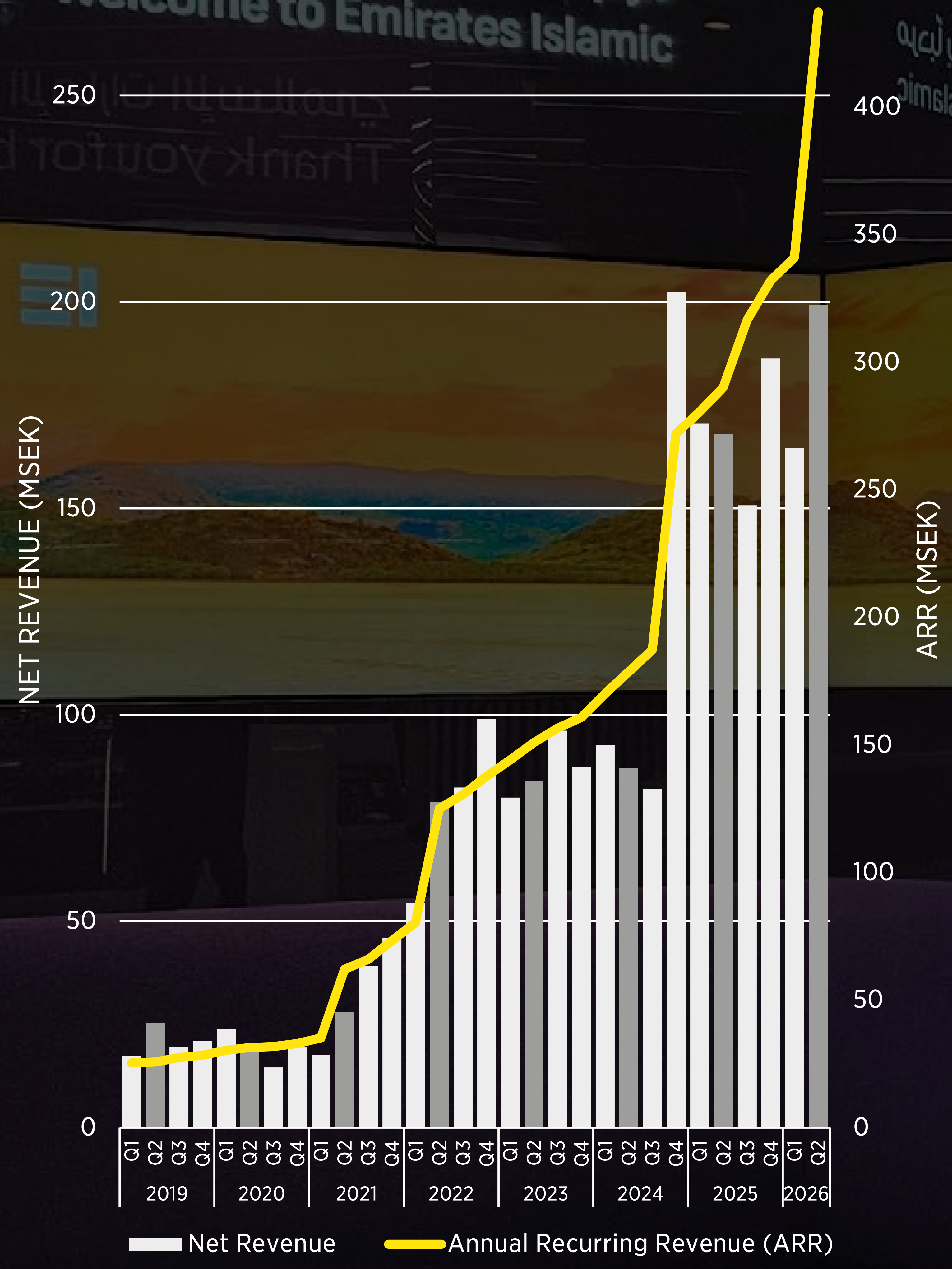
INTERIM REPORT
JANUARY – JUNE 2026



GLOBAL REACH

ARR
440 MSEK
(290)

ANNUAL RECURRING REVENUE (ARR)
2026-06-30

THE FUTURE OF CUSTOMER EXPERIENCES

CONNECTING A WORLD OF RETAIL

Vertiseit is a leading Digital In-store company offering a SaaS platform for In-store Experience Management (IXM) through its subsidiaries Dise, Grassfish and Visual Art.

The company supports global brands and leading retailers strengthen the customer experience by offering seamless customer journeys through connecting the physical and digital meeting.

QUARTERLY OVERVIEW

QUARTERLY OVERVIEW

THE QUARTER APRIL-JUNE 2026

- Net sales increased by 18.6 percent to 199.3 MSEK (168.1).
- Net profit/loss for the period amounted to -18.3 MSEK (-16.9), impacted by acquisition and integration costs of approximately 28.6 MSEK related to Scala.
- At the end of the quarter, Annual Recurring Revenue (ARR) amounted to 440.0 MSEK (290.2). The increase was 52.3 percent compared with the previous year at constant exchange rates.
- Software as a Service (SaaS) revenue for the quarter increased by 24.7 MSEK to 97.8 MSEK (73.1).
- Sequentially, ARR grew organically by 2.9 percent compared with the previous quarter at constant exchange rates, corresponding to an annualized organic growth rate of 12.2 percent.
- Adjusted EBITDA amounted to 36.7 MSEK (21.6), and the adjusted EBITDA margin was 18.4 percent (12.9). During the quarter, adjustments for items affecting comparability totaling 28.7 MSEK were made, primarily related to the acquisition of Scala.
- Free cash flow for the quarter amounted to 18.9 MSEK (0.8). Available liquidity, including unutilized credit facilities, amounted to 151.8 MSEK (198.5) at the end of the period.
- Earnings per share, before and after dilution, amounted to -0.57 SEK (-0.56).

SIGNIFICANT EVENTS DURING THE QUARTER

- Vertiseit announced the acquisition of Scala, a leading global Digital Signage software company, significantly strengthening the Group's global position in In-store Experience Management (IXM), broadening its product portfolio, and expanding its presence in the North American market. The acquisition was completed on June 1, 2026.
- To finance the acquisition of Scala, Vertiseit completed a directed share issue to existing and new shareholders, raising approximately 182 MSEK before transaction costs through the issuance of 3,033,314 new Class B shares at a subscription price of 60.00 SEK per share.
- The TO 5A warrant program expired. Through the exercise of the warrants, Vertiseit received approximately 13 MSEK before transaction costs.

ARR
440 MSEK
(290)

ANNUAL RECURRING REVENUE (ARR)
2026-03-31

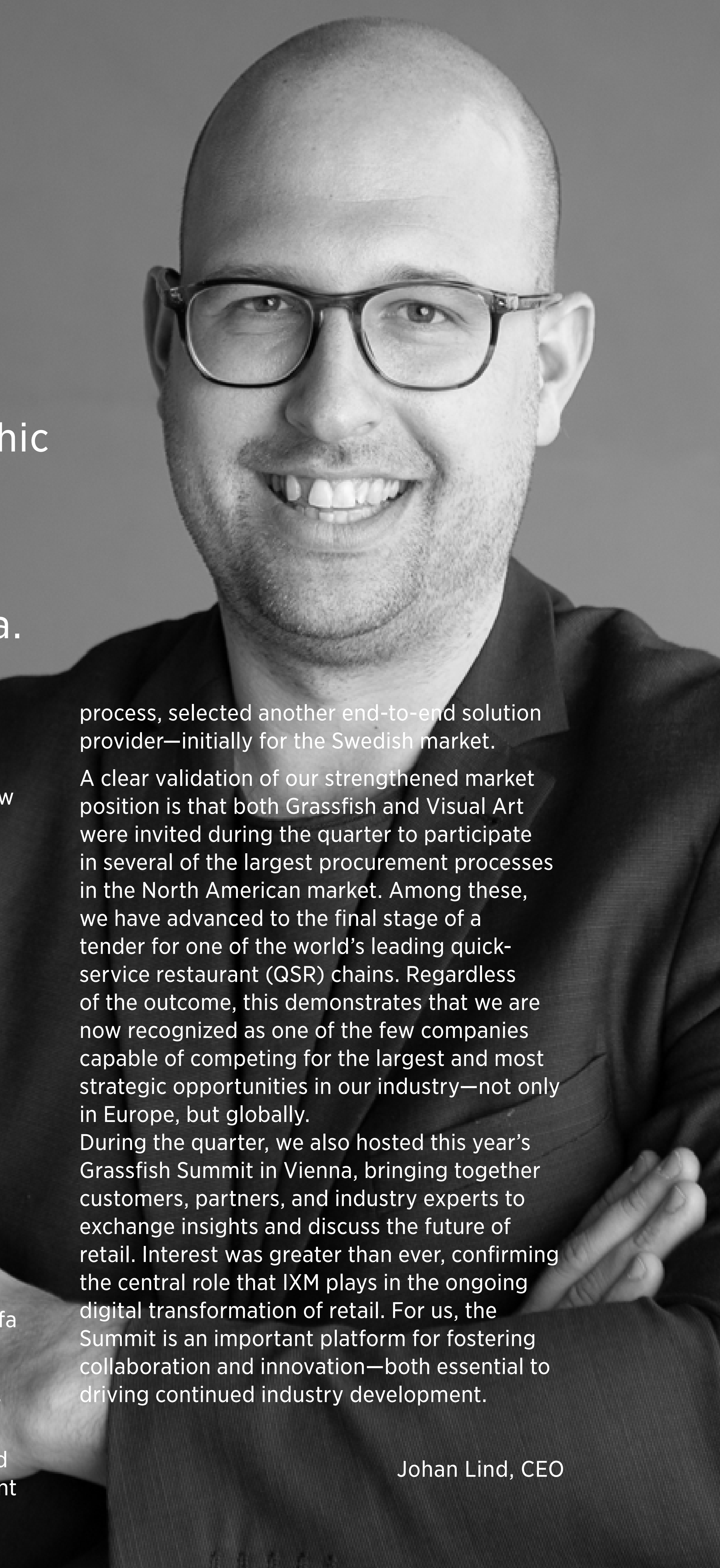
EBITDA
18%
(13%)

EBITDA MARGIN
Q2 2026

Group KPI's	Q2 2026	Q2 2025	Acc 2026	Acc 2025	LTM	FY 2025
KSEK	Apr-Jun	Apr-Jun	Jan-Jun	Jan-Jun	Jul-Jun	Jan-Dec
Net Sales	199 330	168 075	363 943	338 631	700 955	675 643
Of which SaaS Revenue	97 789	73 121	183 428	145 846	349 386	311 804
Net Profit	-18 266	-16 865	-16 574	-11 276	739	6 037
ARR	439 980	290 159	439 980	290 159	439 980	332 041
Adjusted EBITDA	36 652	21 614	63 997	42 132	130 229	108 365
Cash EBITDA	29 019	13 482	49 328	26 223	97 224	74 120
Gross Margin (%)	64,8	62,7	66,9	62,9	67,5	65,5
Adjusted EBITDA (%)	18,4	12,9	17,6	12,4	18,6	16,0
Cash EBITDA (%)	14,6	8,0	13,6	7,7	13,9	11,0
Net-debt	261 147	119 018	261 147	119 018	261 147	234 846
Equity Ratio (%)	56,8	63,3	57	63	56,8	58,2
Earnings per Share (SEK)	-0,57	-0,56	-0,52	-0,38	0,02	0,20
Earnings per Diluted Share (SEK)	-0,57	-0,56	-0,52	-0,38	0,02	0,18
Average number of Shares (pcs)	31 804 542	29 933 114	31 804 542	29 933 114	30 624 196	29 824 776
Average number of Diluted Shares (pcs)	36 019 636	33 773 709	36 019 636	33 773 709	34 525 813	33 625 161

Adjusted EBITDA excludes predefined items affecting comparability. During the second quarter of 2026, items affecting comparability consisted of costs totaling 28.7 MSEK, and for the January–June 2026 period, of costs totaling 30.1 MSEK. See the Financial Overview section for more information. See pages 21-22 for definitions of performance measures and operational key performance indicators.

GLOBAL REACH



CEO COMMENT

The second quarter of 2026 marks an important milestone in Vertiseit's development. Through the acquisition of Scala, we continue to build a global leader in In-store Experience Management (IXM), strengthening our geographic presence, expanding our partner network, and significantly increasing our base of recurring SaaS revenue. At the same time, our underlying business continues to perform well, with improved profitability, strong cash flow, and continued organic growth. With Scala now part of the Group, we have established a significant business and organization in North America, creating a strong foundation for further geographic expansion, particularly in Asia.

STRONG FINANCIAL PERFORMANCE

The quarter was characterized by continued strong growth in our recurring revenue. Annual Recurring Revenue (ARR) amounted to 440 MSEK at the end of the quarter, representing an increase of 52 percent at constant exchange rates compared with the previous year. Excluding Scala, organic ARR growth also remained strong, with an annualized growth rate of 12 percent during the quarter.

At the same time, we delivered a clear improvement in profitability. The adjusted EBITDA margin increased to 18.4 percent, while earnings per share doubled compared with the previous year, measured as Cash EBITDA per share. It is worth noting that Scala has only been consolidated since June.

Profit for the period was impacted by non-recurring costs related to the acquisition and integration of Scala. Based on the costs incurred and provisions recognized during the quarter, we believe that the integration costs have now been substantially addressed, creating a solid foundation for comparability and continued margin expansion going forward.

A STRATEGIC ACQUISITION

On June 1, we completed the acquisition of Scala, one of the world's most established software companies in Digital Signage. The purchase price amounted to approximately 265 MSEK and was financed through a directed share issue to existing and new shareholders, together with available cash and an expanded credit facility.

The acquisition is of significant strategic importance to Vertiseit, not least because Scala, as an industry pioneer, is the most recognized brand in the market. It also strengthens Vertiseit's global partner network, which is a key driver of scalable long-term growth. The acquisition adds approximately 150,000 active licenses and 85 MSEK in ARR. In addition, Scala has an extensive installed base of traditional perpetual software licenses, where we see substantial potential to accelerate the transition to SaaS.

We are currently integrating Scala as a strategic product offering within Dise. This enables significant synergies through a unified organization and shared resources, resulting in Scala's organization being reduced from more than 100 employees to 35 during June. Total integration costs are expected to amount to just over 28 MSEK, which has been fully provided for during the quarter.

Going forward, Scala will be brought to market exclusively through Dise's partner-led and hardware-agnostic sales strategy, with a strong focus on developing the core product. This approach has been very well received by both partners and customers, particularly as Scala had evolved in the opposite direction under its previous owner, Stratacache.

The acquisition also increases Dise's share of the Group's revenue, further strengthening the underlying profitability profile, as Dise already delivers profitability in line with the Group's long-term financial targets.

A GLOBAL PLATFORM FOR GROWTH

In line with our long-term strategy, we are strengthening our presence in North America, where approximately half of Scala's revenue is generated. During the quarter, we established a new office in Philadelphia, and our combined North American organization now comprises approximately 25 employees. This provides us with a strong local platform for continued expansion in the world's largest IXM market.

The next step in our expansion is the Asia-Pacific (APAC) region. Here too, Scala contributes a well-established partner network and a substantial installed customer base, particularly in Japan, India, and Australia. During the second half of the year, our ambition is to establish a regional presence with Singapore as our hub, further strengthening our ability to support both global and regional customers.

Our expanded geographic footprint creates new commercial opportunities to serve a growing number of international retailers seeking a global platform combined with local expertise and partner support.

CUSTOMERS, PARTNERS AND MARKET

Market conditions remain favorable, although investment activity continues to vary across regions and segments. Demand for solutions that enhance the digital customer experience in physical stores continues to grow, while large international procurement processes are becoming increasingly common.

At the same time, we are pleased that the acquisition of Scala further strengthens our position within the automotive segment, particularly through a global platform agreement with Stellantis covering brands including Peugeot, Fiat, Jeep, Citroën, Opel, Alfa Romeo, and others. The customer is currently expanding rapidly together with our partner MCube, acting as the global systems integrator responsible for implementation. During the quarter, we unfortunately took a step backward with Volvo Cars, which, as part of a procurement process, selected another end-to-end solution provider—initially for the Swedish market.

A clear validation of our strengthened market position is that both Grassfish and Visual Art were invited during the quarter to participate in several of the largest procurement processes in the North American market. Among these, we have advanced to the final stage of a tender for one of the world's leading quick-service restaurant (QSR) chains. Regardless of the outcome, this demonstrates that we are now recognized as one of the few companies capable of competing for the largest and most strategic opportunities in our industry—not only in Europe, but globally.

During the quarter, we also hosted this year's Grassfish Summit in Vienna, bringing together customers, partners, and industry experts to exchange insights and discuss the future of retail. Interest was greater than ever, confirming the central role that IXM plays in the ongoing digital transformation of retail. For us, the Summit is an important platform for fostering collaboration and innovation—both essential to driving continued industry development.

Johan Lind, CEO

ACQUISITION OF SCALA

On June 1, 2026, Vertiseit completed the acquisition of Scala, one of the most recognized software brands in Digital Signage. Through the acquisition, Vertiseit strengthens its global position in In-store Experience Management (IXM), expands its international partner network, and enhances its presence in North America and other strategically important markets. The acquisition represents an important step in Vertiseit's long-term strategy to become the world's leading platform company in IXM.

ABOUT SCALA

Founded in 1987, Scala is a pioneer in the global Digital Signage industry. For nearly four decades, the company has delivered millions of software licenses worldwide and, together with its partners, built a customer base of more than 1,000 international brands and retailers. Scala provides a leading Digital Signage platform through a global partner network of more than 100 partners. The company operates across North America, Europe, and Asia, and has been part of the STRATACACHE Group since 2016.

ACQUISITION RATIONALE

Through the acquisition, Vertiseit strengthens its global market position and establishes one of the world's strongest platforms in Digital Signage and In-store Experience Management (IXM).

Scala complements the Group's existing offering with a strong international customer base, an extensive partner network, and a particularly strong position in North America. The acquisition is fully aligned with Vertiseit's partner-first strategy and creates the foundation for continued international expansion through a broader geographic footprint and a strengthened ecosystem of partners and customers.

The acquisition adds approximately 85 MSEK in Annual Recurring Revenue (ARR) and is estimated to add approximately 200 MSEK in annual revenue. Following the realization of expected synergies, the business is anticipated to contribute profitability in line with Vertiseit's long-term target of a 35 percent Cash EBITDA margin, with synergies expected to be fully realized during 2026.

PARTNERS AND CUSTOMERS

Scala delivers Digital Signage solutions to more than 1,000 global brands across segments including Retail, Grocery, Fashion, Automotive, Airports, Quick-Service Restaurants (QSR), Convenience, and DIY. The combination of Scala's global market presence and Vertiseit's strong market position creates significant opportunities for continued growth through both existing and new partners.

TECH

Scala provides an established enterprise Digital Signage platform designed to support complex global deployments. The platform will be progressively enhanced within Dise, accelerating its transition to a modern, SaaS-based, hardware-agnostic platform fully integrated with Vertiseit's IXM Grid backend and partner-first strategy.

THE ACQUISITION

The acquisition was completed for a purchase price of approximately 265 MSEK and was financed through a combination of an expanded credit facility with Nordea and a directed share issue of approximately 182 MSEK to existing and new investors.

Scala was consolidated into the Vertiseit Group effective June 1, 2026. See page <?> for more information.

SCALA IN SHORT

SCALA

ARR 85 MSEK

ANNUAL RECURRING REVENUE (ARR) 2026-06-30

~200 MSEK

NET SALES FY 2025

35 FTE

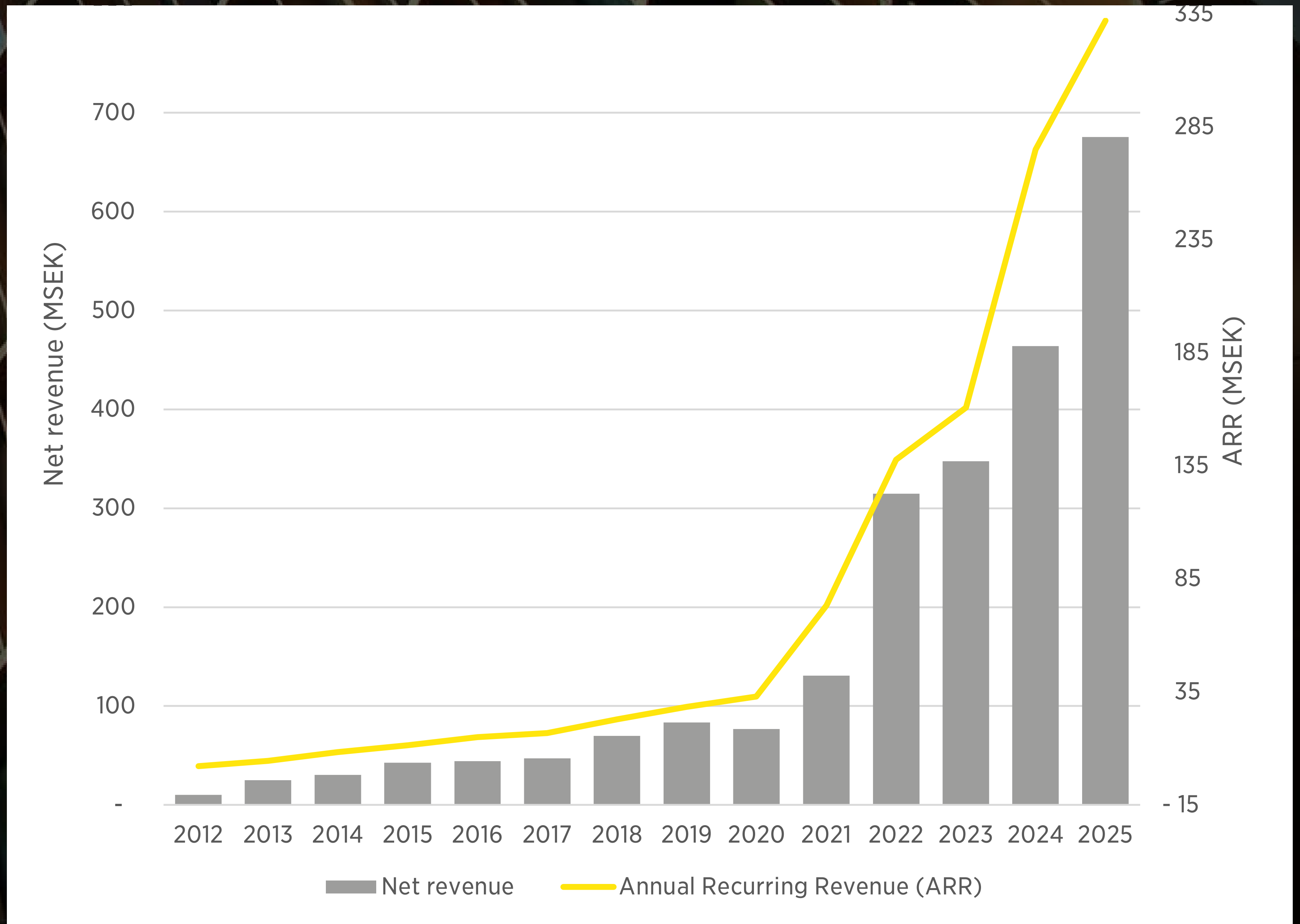
EMPLOYEES 2026-06-30

SELECTED PARTNERS

TRISON
pixel INSPIRATION
FORTÉ
diversified
Computacenter
umdasch THE STORE MAKERS
ATEA
DOBIT solutions
first impression audiovisual
MCUBE
AVI SPL

PROFITABLE GROWTH

Revenue development 2012 – 2025



KSEK	Q2 2026	Q1 2026	Q4 2025	Q3 2025	Q2 2025	Q1 2025	Q4 2024	Q3 2024	Q2 2024	Q1 2024	Q4 2023	Q3 2023	Q2 2023	Q1 2023	Q4 2022	Q3 2022
Net Sales	199 330	164 613	186 291	150 721	168 075	170 556	202 795	82 111	86 477	92 688	87 409	96 152	84 095	79 968	98 933	82 397
Of which SaaS revenue	97 789	85 639	85 755	80 203	73 121	72 725	70 996	47 407	46 450	44 250	42 851	47 536	44 842	42 464	42 409	39 365
Net Profit	-18 266	1 692	6 683	10 631	-16 864	5 588	11 661	10 893	8 785	9 817	5 688	9 395	-4 576	1 279	8 030	5 984
ARR	439 980	341 048	332 041	316 449	290 159	280 521	275 052	187 236	178 671	170 101	160 756	156 565	150 873	144 097	137 713	130 385
Adjusted EBITDA	36 652	27 344	33 114	33 119	21 614	20 518	32 887	23 171	18 626	23 031	20 535	20 211	7 387	11 325	13 164	15 482
Cash EBITDA	29 019	20 308	22 439	25 458	13 482	12 741	21 481	18 411	13 413	17 617	14 583	12 677	1 118	5 128	5 988	9 754
Gross Margin (%)	64,8	69,5	65,9	70,9	62,7	63,2	55,6	72,1	70,5	67,9	66,8	62,6	66,4	70,9	57,0	64,8
Adjusted EBITDA (%)	18,4	16,6	17,8	22,0	12,9	12,0	16,2	28,2	21,5	24,8	23,5	21,0	8,8	14,2	13,3	18,8
Cash EBITDA (%)	14,6	12,3	12,0	16,9	8,0	7,5	10,6	22,4	15,5	19,0	16,7	13,2	1,3	6,4	6,1	11,8
Equity Ratio (%)	56,8	59,2	58,2	60,7	63,3	59,7	56,5	72,1	59,2	51,0	50,0	47,4	45,4	42,9	47,7	47,6
Average Number of Shares (pcs)	31 804 542	30 333 143	30 233 365	30 143 981	29 933 114	28 965 271	27 072 714	22 912 912	21 412 632	20 501 747	20 501 747	20 501 747	20 252 947	20 190 747	20 190 747	20 190 747
Data per Share (SEK)																
ARR per Share	13,83	11,24	10,98	10,50	9,69	9,68	10,16	8,17	8,34	8,30	7,84	7,64	7,45	7,14	6,82	6,46
Adjusted EBITDA per Share	1,15	0,90	1,10	1,10	0,72	0,71	1,21	1,01	0,87	1,12	1,00	0,99	0,36	0,56	0,65	0,77
Cash EBITDA per share	0,91	0,67	0,74	0,84	0,45	0,44	0,79	0,80	0,63	0,86	0,71	0,62	0,06	0,25	0,30	0,48
Earnings per Share	-0,57	0,06	0,22	0,35	-0,56	0,19	0,43	0,48	0,41	0,48	0,28	0,46	-0,23	0,06	0,40	0,30

GROUP SAAS METRICS

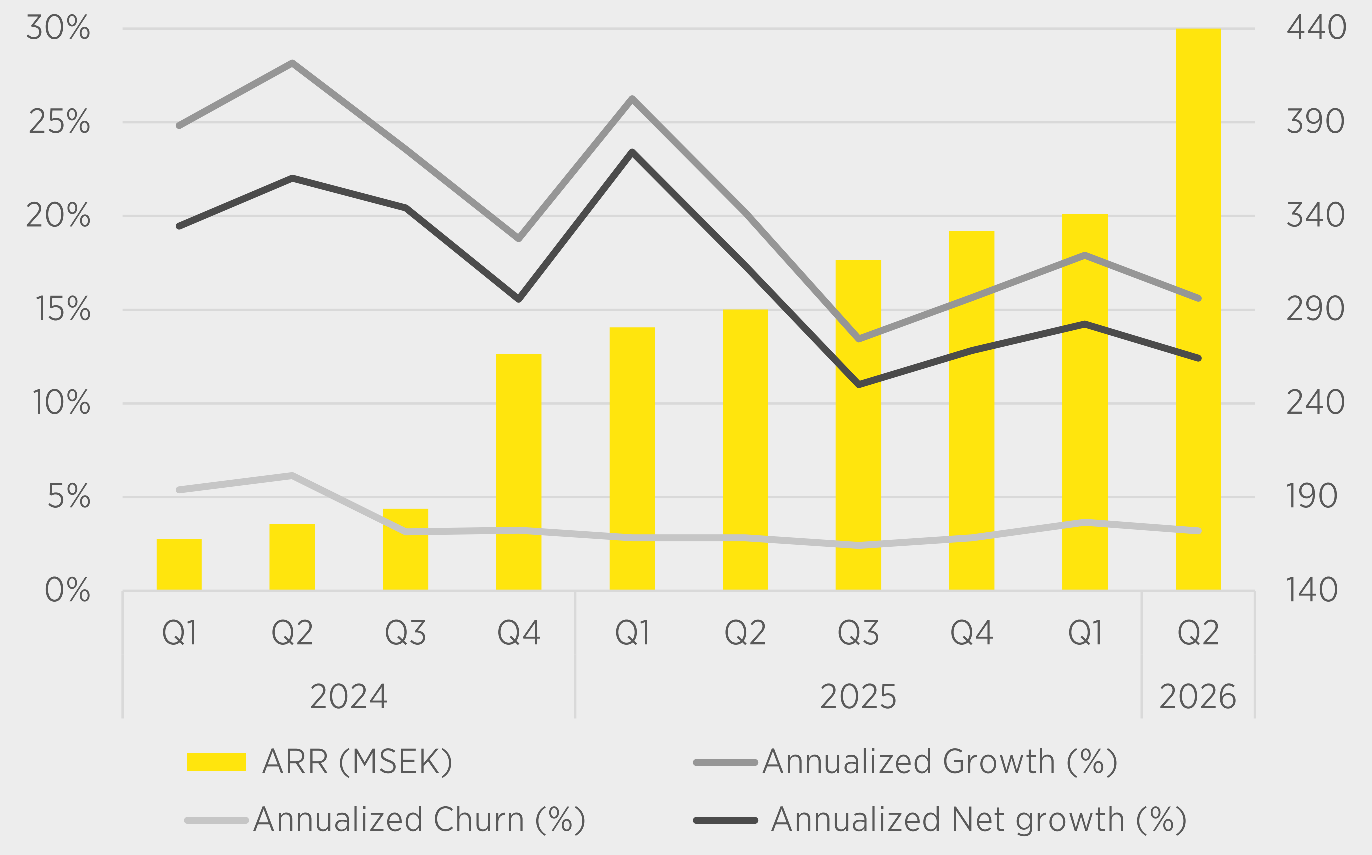
Vertiseit is a leading SaaS company in Digital In-store, providing In-store Experience Management (IXM) platforms through its subsidiaries Dise, Grassfish, and Visual Art. To enhance transparency and provide greater insight into Vertiseit's subscription business, selected SaaS metrics are presented.

These are operational performance measures and should be assessed together with the IFRS-based financial measures presented elsewhere in this report.

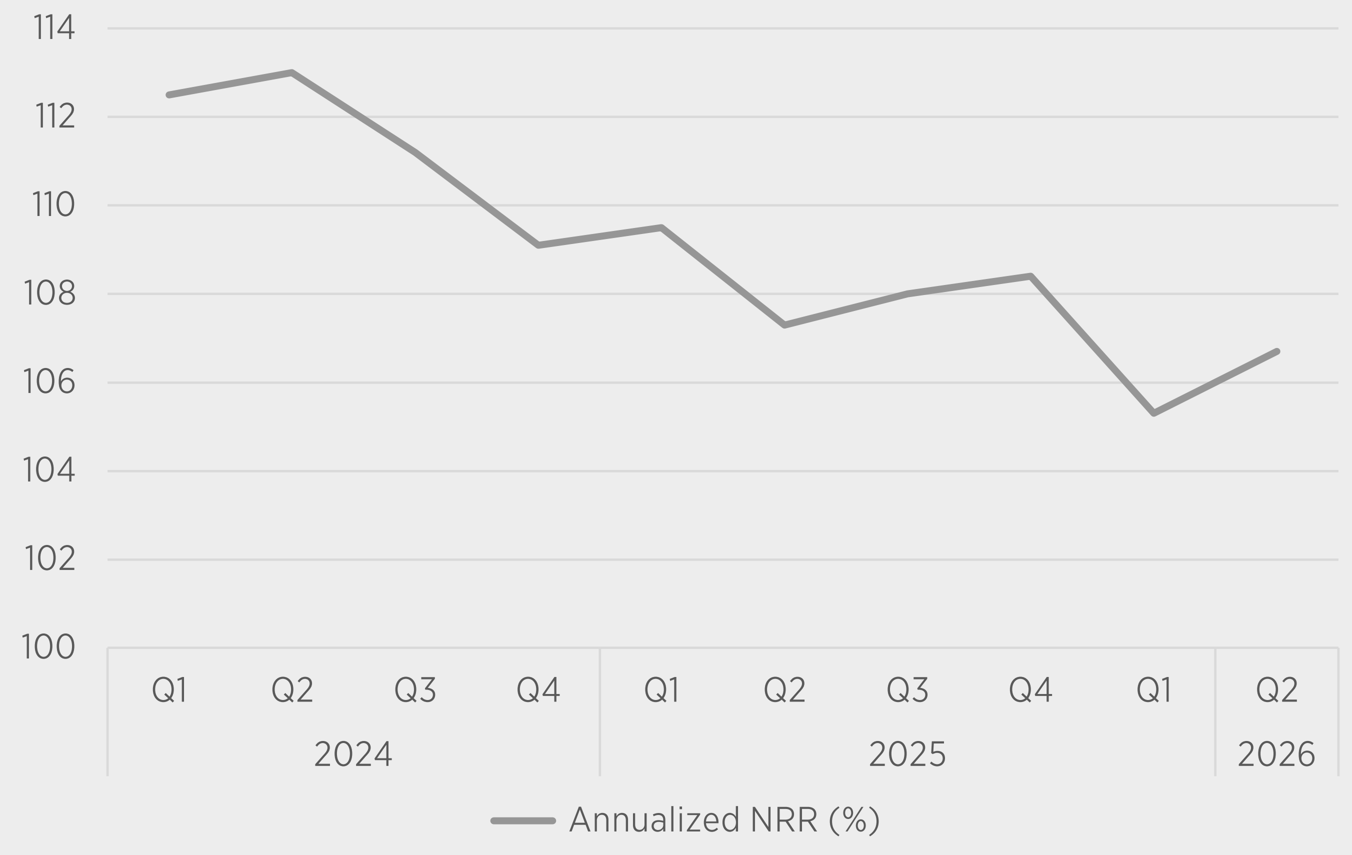
		Q2 2026	QoQ	YoY
ARR (MSEK)	Annual Recurring Revenue	440,0	27,6%	52,3%
Growth rate (%)*	Annualized growth rate	15,6%	-0,5pp	-1,0pp
Churn rate (%)*	Annualized churn rate	3,1%	-0,2pp	0,1pp
CAC (KSEK)*	License Acquisition Cost	1,4	-1,3%	-12,7%
ARPA (KSEK)*	Average Recurring Revenue Per Brand	259,1	1,0%	-8,7%
ARPL (KSEK)*	Average Recurring Revenue Per License	1,1	0,9%	-8,1%
CAC Ratio (KSEK)*	Acquisition Cost per new ARR KSEK	1,1	-1,3%	-11,0%
Months to recover CAC*	Months to recover License Acquisition Cost	17,9	-1,0%	-6,2%
LTV (KSEK)*	Lifetime value per license	36,4	22,3%	-22,8%
LTV/CAC*	Acquisition cost payback ratio	26,0	23,8%	-11,6%
SaaS Gross Margin (%)	Profit margin on SaaS revenue	83,0%	-1,0pp	1,1pp
NRR (%)*	Annualized Net Revenue Retention	106,7%	1,4%	-0,6%

* Scala not included in this metric for the quarter

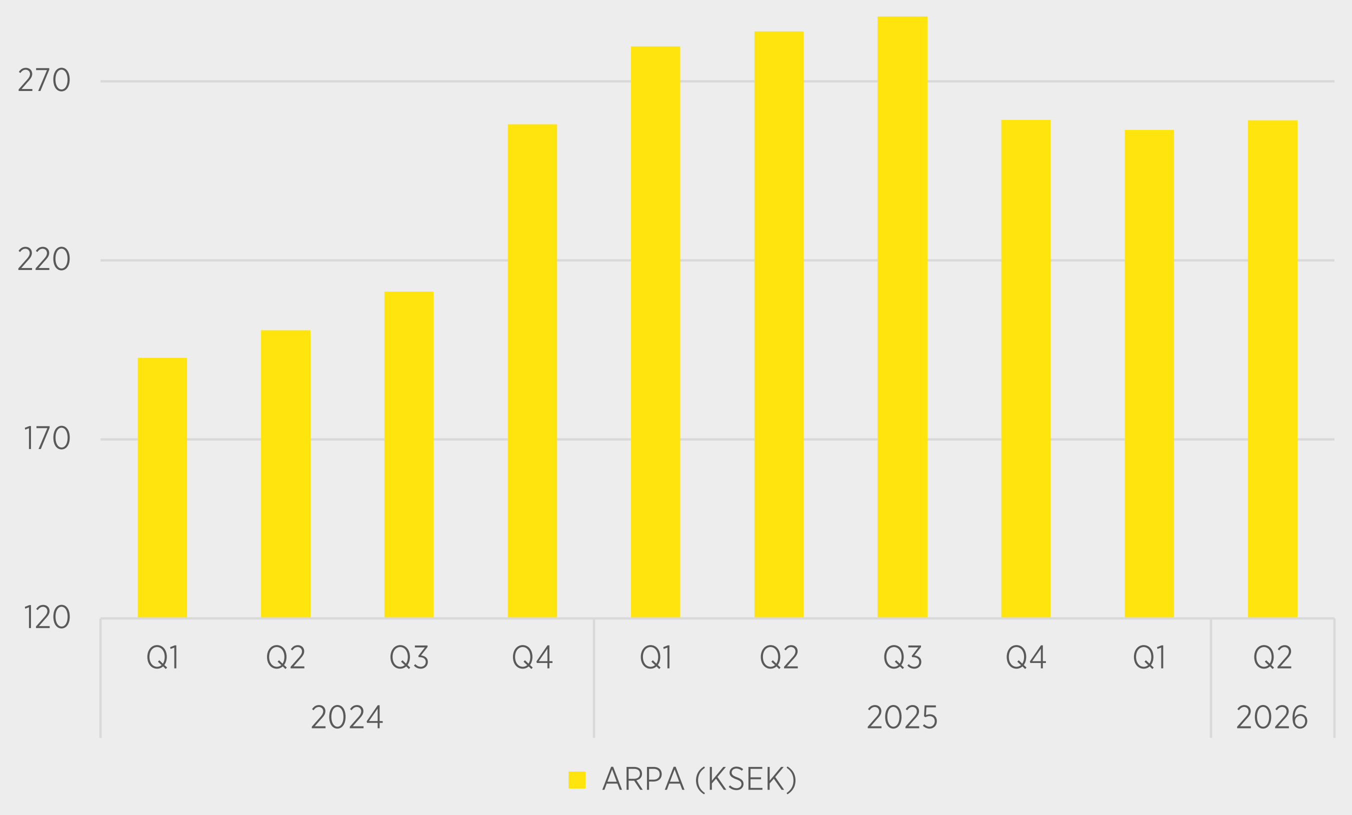
ARR DEVELOPMENT



NET REVENUE RETENTION



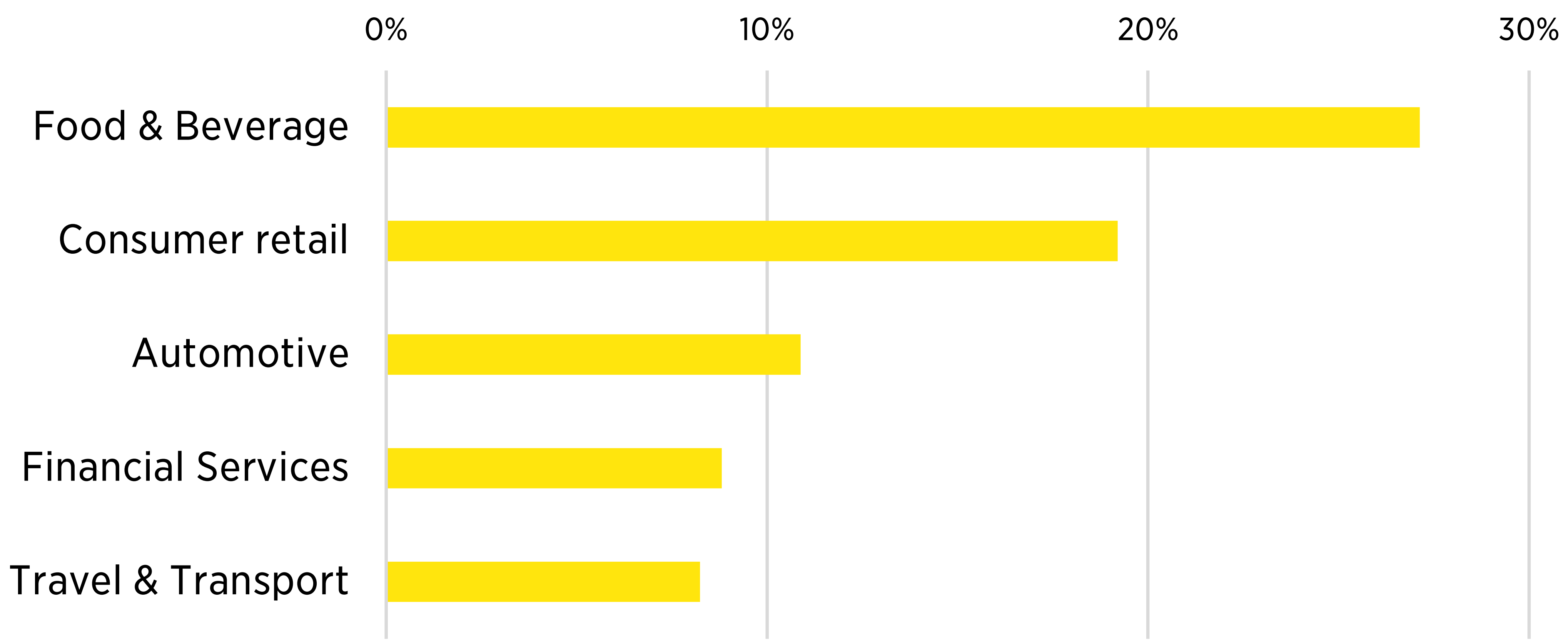
AVERAGE REVENUE PER BRAND



GROUP CUSTOMER METRICS

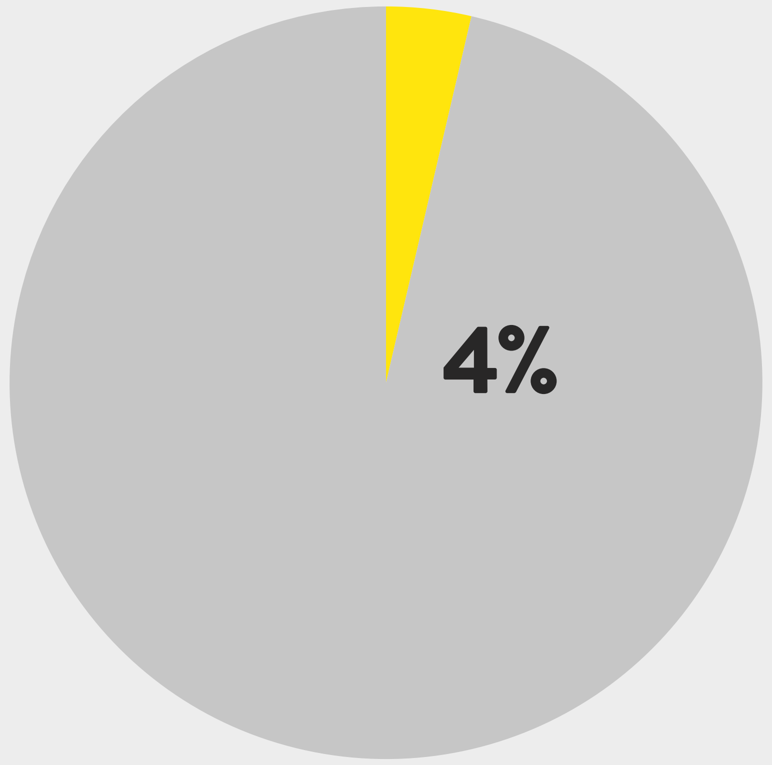
Vertiseit serves a broad range of industries, ensuring balanced revenue distribution and limited dependency on any single customer. No single customer in the group accounts for a significant share of the group's revenue.

SHARE OF ARR PER CUSTOMER SEGMENT - Q2 2026

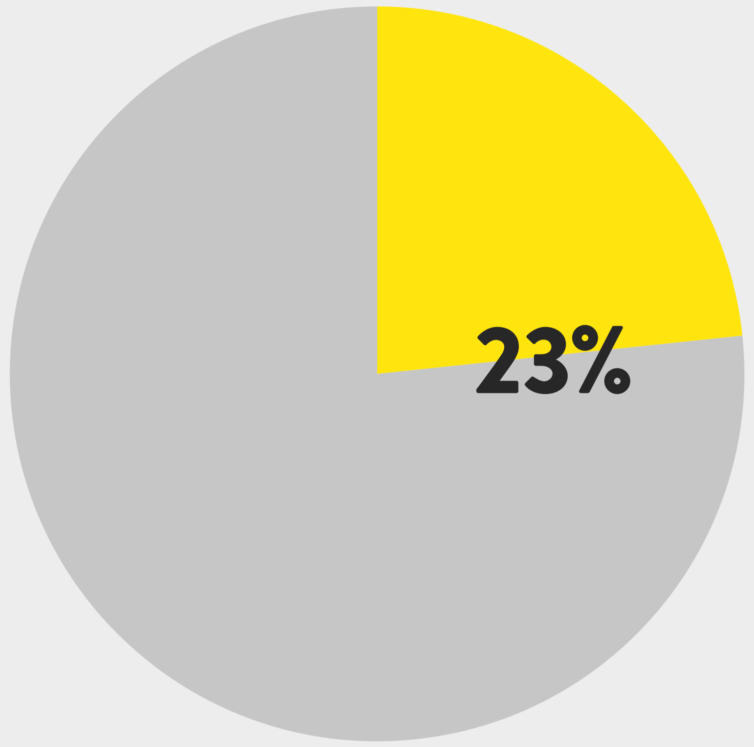


Share of total ARR for Vertiseit's top 5 segment

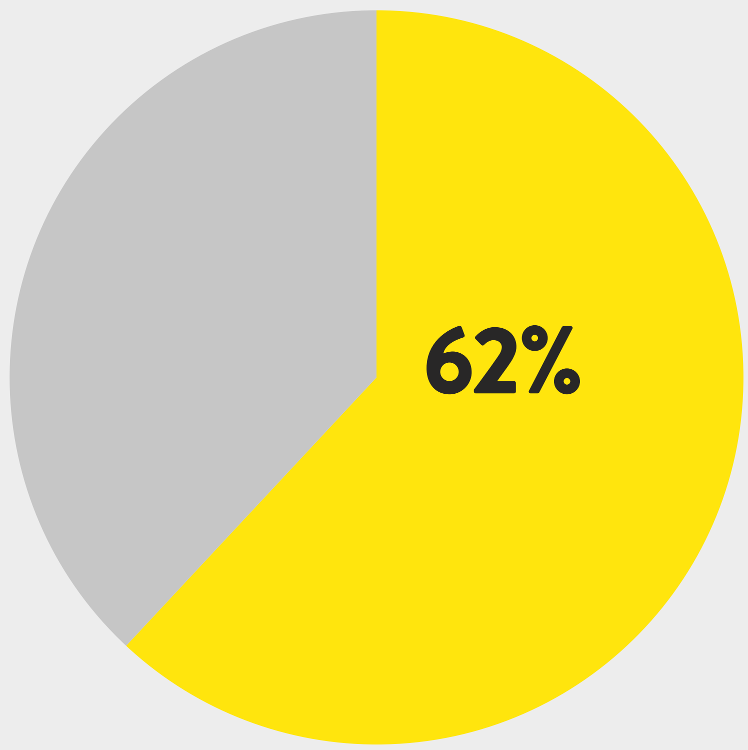
CUSTOMER CONCENTRATION



Largest customer's share of ARR



10 largest customers' share of ARR



100 largest customers' share of ARR

FINANCIAL OVERVIEW

VERTISEIT GROUP

The Quarter April-June 2026

REVENUE AND EARNINGS
During the second quarter, Vertiseit completed the acquisition of Scala, which has been consolidated into the Group's financial statements effective June 1. The acquisition, together with continued organic growth, contributed to an 18.6 percent increase in net revenue to 199.3 MSEK (168.1) compared with the corresponding period last year. The gross margin improved to 64.8 percent (62.7). Profit for the quarter amounted to -18.3 MSEK (-16.9), impacted by non-recurring costs of 28.7 MSEK, primarily related to the acquisition and integration of Scala.

At the end of the second quarter of 2026, Annual Recurring Revenue (ARR) amounted to 440.0 MSEK (290.2). Compared with the corresponding quarter of the previous year, ARR increased by 52.3 percent at constant exchange rates. Compared with the previous quarter, sequential organic ARR growth was 2.9 percent at constant exchange rates, corresponding to an annualized organic growth rate of 12.2 percent. SaaS revenue increased by 24.7 MSEK to 99.8 MSEK (73.1) compared with the previous year.

Adjusted EBITDA for the quarter amounted to 36.7 MSEK (21.6), corresponding to an adjusted EBITDA margin of 18.4 percent (12.9). Under the Group's long-term financial targets for the period 2025–2032, Cash EBITDA, defined as adjusted EBITDA less investments in product development (EBITDA–CapEx), is the primary profitability metric. Cash EBITDA amounted to 29.0 MSEK (13.5) during the second quarter of 2026, corresponding to a Cash EBITDA margin of 14.6 percent (8.0).

Adjusted EBITDA and Cash EBITDA include adjustments for items affecting comparability totaling 28.7 MSEK. These consist of 3.2 MSEK in transaction costs related to the acquisition of Scala, 25.4 MSEK in restructuring costs related to the integration of Scala, and 0.1 MSEK in costs related to the ongoing transfer of the Company's listing from Nasdaq First North Growth Market to the Nasdaq Main Market. Of these costs, 7.2 MSEK was recognized as an expense during the quarter, while a provision of 21.4 MSEK was recognized for the remaining costs. Management believes that the transaction and restructuring costs recognized and provided for during the period substantially cover the expected costs related to the acquisition and integration of Scala. Additional information regarding the acquisition is provided in Business Combination on page 20.

Earnings per share for the second quarter of 2026, before and after dilution, amounted to -0.57 SEK and -0.51 SEK, respectively (-0.56 and -0.50).

Excluding the acquisition of Scala, the Group continued to develop in line with its long-term strategy, focusing on recurring SaaS revenue and profitable growth. The acquisition of Scala significantly expands the Group's recurring SaaS revenue base and creates favorable conditions for continued scalable growth in the periods ahead.

FINANCIAL POSITION
As of June 30, 2026, the Group's total assets amounted to 1,612.7 MSEK (1,117.1). Total assets increased by 495.6 MSEK compared with the corresponding date last year, primarily due to intangible assets recognized in connection with completed acquisitions. Intangible assets represented 82.4 percent (78.2) of total assets.

During the quarter, the Group expanded its credit facility with Nordea to finance the acquisition of Scala. Interest-bearing liabilities amounted to 312.7 MSEK (157.5) at the end of the quarter, of which 50.0 MSEK (50.0) was current. At quarter-end, the Group's net debt, excluding lease liabilities, amounted to 261.1 MSEK (119.0).

Shareholders' equity increased to 915.4 MSEK (707.1), primarily as a result of the share issue of approximately 182 MSEK completed in connection with the acquisition of Scala. The equity ratio amounted to 56.8 percent (63.3).

CASH FLOW AND CASH EQUIVALENTS
Cash flow from operating activities amounted to 26.7 MSEK (10.6) during the quarter, including changes in working capital of 7.3 MSEK (-0.2). Cash flow before changes in working capital amounted to 19.3 MSEK (10.8).

Cash flow related to investments in the Group's SaaS platform and internal IT infrastructure amounted to -7.6 MSEK (-8.3) during the period. Total cash flow from investing activities amounted to -265.0 MSEK (-9.0), including -257.2 MSEK related to the cash consideration paid for the acquisition of Scala. Free cash flow, including investments in property, plant and equipment and intangible assets, before financing activities, amounted to 18.9 MSEK (0.8) during the quarter.

Cash flow from financing activities amounted to 256.0 MSEK (-53.4). The principal items were proceeds from the completed share issue of 194.6 MSEK, before transaction costs, and a net increase in interest-bearing liabilities of 67.2 MSEK.

Cash flow for the second quarter of 2026 amounted to 17.7 MSEK (-51.8). As of June 30, 2026, available liquidity, including undrawn credit facilities, amounted to 151.8 MSEK (198.5).

The Period January-June 2026

REVENUE AND EARNINGS
During the January–June 2026 period, net revenue increased by 7.5 percent compared with the corresponding period of the previous year, amounting to 363.9 MSEK (338.6). Of this, 183.4 MSEK (145.8) consisted of SaaS revenue, which increased by 37.6 MSEK year over year, corresponding to growth of 25.8 percent. The gross margin improved to 66.9 percent (62.9), and profit for the period amounted to -16.6 MSEK (-11.3).

Adjusted EBITDA amounted to 64.0 MSEK (42.1), corresponding to an adjusted EBITDA margin of 17.6 percent (12.4). Cash EBITDA amounted to 49.3 MSEK (26.2), corresponding to a margin of 13.6 percent (7.7). These measures include adjustments for items affecting comparability totaling 30.1 MSEK (16.6) during the period, primarily related to the acquisition of Scala.

CASH FLOW AND CASH EQUIVALENTS
Cash flow from operating activities amounted to 60.3 MSEK (31.2) during the January–June 2026 period, including changes in working capital of 21.6 MSEK (-0.7). Cash flow before changes in working capital amounted to 38.7 MSEK (31.9).

Cash flow related to the acquisition of intangible assets, consisting of investments in the Group's SaaS platform and internal IT infrastructure, amounted to -14.7 MSEK (-15.9) during the period. Total cash flow from investing activities amounted to -273.3 MSEK (-17.0), primarily attributable to the acquisition of Scala. Free cash flow amounted to 44.2 MSEK (13.5).

Cash flow from financing activities amounted to 234.9 MSEK (-10.9), primarily as a result of the directed share issue and borrowings raised to finance the acquisition of Scala. Total cash flow for the period amounted to 21.9 MSEK (3.3).

See pages 21-22 for defintions

SIGNIFICANT EVENTS DURING THE YEAR

VERTISEIT GROUP

Q1 2026

- No significant events during the quarter.

Q2 2026

- Vertiseit announced the acquisition of Scala, a leading global Digital Signage software company, significantly strengthening the Group's global position in In-store Experience Management (IXM), broadening its product portfolio, and expanding its presence in the North American market. The acquisition was completed on June 1, 2026.
- To finance the acquisition of Scala, Vertiseit completed a directed share issue to existing and new shareholders, raising approximately 182 MSEK before transaction costs through the issuance of 3,033,314 new Class B shares at a subscription price of 60.00 SEK per share.
- The TO 5A warrant program expired. Through the exercise of the warrants, Vertiseit received approximately 13 MSEK before transaction costs.

OTHER INFORMATION

ACCOUNTING PRINCIPLES
The interim report has been prepared in accordance with IAS 34 and the Annual Accounts Act (“årsredovisningslagen”). Vertiseit only holds financial instruments valued at accrued acquisition cost. The interim report for the parent company has been prepared in accordance with the Annual Accounts Act. The accounting principles are unchanged compared to the annual report for 2025. Material information can be found throughout the document and not only in the formal financial reports.

ADDITIONAL INFORMATION
This interim report has not been subject to review by the company’s auditors.

ORGANISATION AND EMPLOYEES
The average number of full-time employees (FTE) in the group during the quarter was 307 (279), of which 205 were men (187) and 102 were women (92). FTE by the end of the quarter, adjusted for employees under notice period, amounted to 329.

ANNUAL GENERAL MEETING
Vertiseit’s Annual General Meeting was held at Vertiseit’s headquarters, Kyrkogatan 7, Varberg, on April 22, 2026. The minutes of the meeting and the annual report are available on the company’s website, vertiseit.com.

SIGNIFICANT RISKS AND UNCERTAINTIES
The risks in the group’s operations can generally be divided into risks related to the market, financial risks and risks related to the operations. Significant risks and uncertainty factors relevant for the time until the end of the current year mainly consist of uncertainty about the general economic development in the markets in which the group operates. These risks are mainly managed by continuously adapting the group’s costs according to the assessed demand.

Except for the above, no material change in significant risks or uncertainty factors has occurred during the period. A detailed description of risks, uncertainty factors and how they are managed can be found in Vertiseit’s annual report for 2025. Significant risks and uncertainty factors described for the group are also applicable to the parent company.

RELATED PARTY TRANSACTIONS
During the period, no significant transactions with related parties took place in the group or in the parent company, with the exception of transactions related to the group’s incentive program and ordinary business transactions.

FINANCIAL REPORTS
Vertiseit’s financial reports can be found on the company’s website vertiseit.com/financial-reports

FINANCIAL CALENDAR

21 OCTOBER 2026 — INTERIM REPORT Q3 2026

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Certified Adviser

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SIGNING OF THE REPORT

The Board of Directors and the Chief Executive Officer (CEO) assure that the interim report provides a correct overview of the group's and parent company's operations, financial position and results.

Varberg on July 16, 2026

Ann Öberg
Board Chair

Mikael Olsson
Board Member

Vilhelm Schottenius
Board Member

Johanna Schottenius
Board Member

Carl Backman
Board Member

Jon Lindén
Board Member

Johan Lind
CEO

FINANCIALS

FINANCIAL REPORTS

THE GROUP'S REPORT ON COMPREHENSIVE INCOME

KSEK	Q2 2026 Apr-Jun	Q2 2025 Apr-Jun	Acc 2026 Jan-Jun	Acc 2025 Jan-Jun	LTM Jul-Jun	FY 2025 Jan-Dec
Net sales	199 330	168 075	363 943	338 631	700 955	675 643
Other Operating Income	174	872	1 036	2 427	1 971	3 362
Total Operating Revenue	**199 504**	**168 947**	**364 979**	**341 058**	**702 926**	**679 005**
	-	-	-	-	-	-
Cost of Goods and Services	-70 255	-62 626	-120 509	-125 466	-227 807	-232 764
Other External Costs	-36 314	-31 543	-65 585	-59 428	-124 044	-117 887
Cost of Staff	-84 969	-69 679	-144 972	-130 644	-258 018	-243 690
Operating Profit Before Depreciation and Amortisation (EBITDA)	**7 966**	**5 099**	**33 913**	**25 520**	**93 057**	**84 664**
Depreciation of Tangible and Intangible Assets	-21 038	-15 600	-39 827	-28 707	-73 518	-62 398
Operating Profit (EBIT)	**-13 072**	**-10 501**	**-5 914**	**-3 187**	**19 539**	**22 266**
	-	-	-	-	-	-
Financial Income	99	-24	242	44	977	779
Financial Costs	-3 171	-5 510	-6 492	-8 873	-13 248	-15 629
Exchange Rate Differences	-1 911	-1 149	-3 121	-784	-4 246	-1 909
Net Financial Income	**-4 983**	**-6 683**	**-9 371**	**-9 613**	**-16 517**	**-16 759**
	-	-	-	-	-	-
Profit Before Tax	-18 055	-17 184	-15 285	-12 800	3 022	5 507
Tax	-211	319	-1 289	1 524	-2 283	530
Net Profit	**-18 266**	**-16 865**	**-16 574**	**-11 276**	**739**	**6 037**
	-	-	-	-	-	-
Other Comprehensive Income [1]	-	-	-	-	-	-
Translation Differences from Translation of Foreign Operations	10 358	8 399	18 091	-9 407	2 334	-25 164
Total Comprehensive Income for the Period	**-7 908**	**-8 466**	**1 517**	**-20 683**	**3 073**	**-19 127**
	-	-	-	-	-	-
Profit for the Period Attributable to:	-	-	-	-	-	-
Shareholders of the Parent Company	-18 266	-16 864	-16 574	-11 276	739	6 037
Non-controlling Interests	-	-	-	-	-	-
Profit for the Period	**-18 266**	**-16 864**	**-16 574**	**-11 276**	**739**	**6 037**
	-	-	-	-	-	-
Total Comprehensive Income for the Period Attributable to:	-	-	-	-	-	-
Shareholders of the Parent Company	-7 908	-8 466	1 517	-20 683	3 073	-19 127
Non-controlling Interests	-	-	-	-	-	-
Total Comprehensive Income for the Period	**-7 908**	**-8 466**	**1 517**	**-20 683**	**3 073**	**-19 127**
	-	-	-	-	-	-
Earnings per Share for the Period	-	-	-	-	-	-
Before Dilution (SEK)	-0,57	-0,56	-0,52	-0,38	0,02	0,20
Diluted (SEK)	-0,57	-0,56	-0,52	-0,38	0,02	0,18
	-	-	-	-	-	-
Number of Shares at End of Period (pcs)	33 626 457	30 143 981	33 626 457	30 143 981	33 626 457	30 333 143
Number of Diluted Shares at End of Period (pcs)	37 825 107	33 942 631	37 825 107	33 942 631	37 825 107	34 131 793
Average Number of Shares (pcs)	31 804 542	29 933 114	31 804 542	29 933 114	30 624 196	29 824 776
Average Number of Diluted Shares (pcs)	36 019 636	33 773 709	36 019 636	33 773 709	34 525 813	33 625 161

[1] items that have been or can be transferred to the Profit for the Period

REPORT ON FINANCIAL POSITION FOR THE GROUP

KSEK	Q2 2026 2026-06-30	Q2 2025 2025-06-30	FY 2025 2025-12-31
Assets			
Intangible Fixed Assets	1 328 824	873 602	1 000 251
Tangible Fixed Assets	17 876	3 950	4 851
Leasing Assets	48 537	54 012	49 124
Deferred Tax Assets	1 164	2 918	1 336
Financial Fixed Assets	1 926	1 182	2 492
Total Fixed Assets	**1 398 327**	**935 664**	**1 058 054**
Inventory	6 842	5 568	4 358
Accounts Receivable	95 607	92 973	117 208
Contract Assets	26 148	-	15 418
Prepaid Expenses and Accrued Revenues	14 801	23 475	11 854
Other Receivables	19 402	20 898	8 852
Cash and Cash Equivalents	51 540	38 498	28 949
Total Current Assets	**214 340**	**181 412**	**186 639**
Total Assets	**1 612 667**	**1 117 076**	**1 244 693**
Equity and Liabilities			
Equity			
Share Capital	1 681	1 507	1 516
Other Contributed Capital	816 441	612 754	626 495
Reserves	17 804	15 470	-287
Retained Earnings, Including Current Year's Result	79 518	77 370	96 092
Equity Attributable to the Parent Company's Owners	915 444	707 101	723 816
Non-controlling Interests	-	-	-
Total Equity	**915 444**	**707 101**	**723 816**
Liabilities			
Long-term Interest-bearing Liabilities	262 687	107 516	202 789
Long-term Leasing Liabilities	33 266	40 273	35 559
Other Labilities	-	-	-
Provisions	25 800	14 472	6 420
Deferred Tax Liabilities	38 062	18 912	26 309
Total Long-term Liabilities	**359 815**	**181 173**	**271 077**
Short-term Interest-bearing Liabilities	50 000	50 000	61 006
Short-term Leasing Liabilities	15 793	14 769	14 436
Accounts Payable	44 951	42 677	46 164
Contract Liabilities	89 280	-	59 515
Current Tax Liabilities	14 629	-301	1 376
Other Liabilities	37 757	23 873	33 402
Accrued Expenses and Deferred Revenues	84 998	97 784	33 901
Total Short-term Liabilities	**337 408**	**228 802**	**249 800**
Total Liabilities	**697 223**	**409 975**	**520 877**
Total Equity and Liabilities	**1 612 667**	**1 117 076**	**1 244 693**

REPORT ON CHANGES IN EQUITY FOR THE GROUP

KSEK	Share capital	Other contributed capital	Translation reserve	Retained Earnings, Including Period's Result	Total	Non-controlling Interests	Total Equity
Opening Equity as of January 1, 2026	**1 516**	**626 495**	**-287**	**96 092**	**723 816**	**-**	**723 816**
Total Comprehensive Income for the Period							
Total Comprehensive Income for the Period	-	-	18 091	-16 574	**1 517**	-	**1 517**
Transactions with the Group's Shareholders							
Share Issuance	165	194 445	-	-	**194 610**	-	**194 610**
Issuance Costs	-	-4 499	-	-	**-4 499**	-	**-4 499**
Warrants	-	-	-	-	**-**	-	**-**
Change in Ownership Interest in Subsidiaries							
Acquisition of Partially Owned Subsidiaries	-	-	-	-	-	-	-
Closing Equity as of June 30, 2026	**1 681**	**816 441**	**17 804**	**79 518**	**915 444**	**-**	**915 444**

KSEK	Share capital	Other contributed capital	Translation reserve	Retained Earnings, Including Period's Result	Total	Non-controlling Interests	Total Equity
Opening Equity as of January 1, 2025	**1 441**	**537 603**	**24 877**	**88 646**	**652 567**	**-**	**652 567**
Total Comprehensive Income for the Period							
Total Comprehensive Income for the Period	-	-	-9 407	-11 276	**-20 683**	-	**-20 683**
Transactions with the Group's Shareholders							
Share Issuance	66	78 000	-	-	**78 066**	-	**78 066**
Issuance Costs	-	-2 848	-	-	**-2 848**	-	**-2 848**
Warrants	-	-	-	-	**-**	-	**-**
Change in Ownership Interest in Subsidiaries							
Acquisition of Partially Owned Subsidiaries	-	-	-	-	-	-	**-**
Closing Equity as of June 30, 2025	**1 507**	**612 755**	**15 470**	**77 370**	**707 102**	**-**	**707 102**

- During the second quarter of 2026, 660,000 warrants were issued to the wholly owned subsidiary In-store Experiences AB. Of these, 370,400 warrants were subsequently transferred to employees within the Group.
- During the second quarter of 2025, 260,000 Class B shares were issued through the exercise of warrants under the TO 5A warrant program at a subscription price of 50.00 SEK per share.

See page 19 for additional information on the Group's incentive and warrant programs.

REPORT ON CASH FLOWS FOR THE GROUP

	Q2 2026	Q2 2025	Acc 2026	Acc 2025	LTM	FY 2025
KSEK	**Apr-Jun**	**Apr-Jun**	**Jan-Jun**	**Jan-Jun**	**Jul-Jun**	**Jan-Dec**
Operating Activities						
Operating Profit (EBIT)	-13 075	-10 500	-5 916	-3 186	19 536	22 266
Adjustment for Depreciation and Amortisation	21 038	15 600	39 827	28 707	73 518	62 398
Other Non-Cash Items	14 922	11 196	12 058	14 652	-2 576	18
Interest Received	99	-24	242	44	977	779
Interest Paid	-3 171	-3 510	-6 492	-6 873	-14 247	-14 628
Income Tax Paid	-491	-2 011	-989	-1 469	-2 169	-2 649
Cash flow before changes in working capital	**19 322**	**10 751**	**38 730**	**31 875**	**75 039**	**68 184**
Increase (-)/Decrease (+) in Inventory	1 323	2 358	-925	5 199	2 128	8 252
Increase (-)/Decrease (+) in Trade Receivables	29 038	10 401	41 560	27 956	34 794	21 190
Increase (+)/Decrease (-) in Trade Payables	-23 013	-12 931	-19 036	-33 857	-42 357	-57 178
Cash Flow from Operating Activities	**26 670**	**10 579**	**60 329**	**31 173**	**69 604**	**40 448**
Investing Activities						
Acquisition of Intangible Fixed Assets	-7 633	-8 133	-14 669	-15 909	-33 005	-34 245
Acquisition of Tangible Fixed Assets	-112	-1 607	-1 441	-1 788	-2 452	-2 799
Acquisition of Subsidiaries/Businesses, Net Cash Impact	-257 210	-	-257 210	-	-355 142	-97 932
Disposal of Subsidiaries/Businesses, Net Cash Impact	-	-	-	-	-	-
Acquisition of Financial Fixed Assets	-	-386	-	-386	-1 313	-1 699
Disposal of Financial Fixed Assets	-	1 097	-	1 097	-	1 097
Cash Flow from Investing Activities	**-264 955**	**-9 029**	**-273 320**	**-16 986**	**-391 912**	**-135 578**
Financing Activities						
Share Issuance	194 610	22 066	194 610	78 066	196 019	79 475
Costs of Share Issuance	-4 455	-371	-4 499	-2 849	-4 556	-2 906
Cash from Warrants Premiums	-	-	-	-	-	-
Net change in overdraft facilities	-5 132	-11 875	-11 006	-8 248	-	2 758
Borrowings	149 813	165 000	149 813	165 000	294 813	310 000
Repayment of Loans	-77 452	-226 250	-89 980	-237 500	-139 980	-287 500
Repayment of Lease Liabilities	-1 383	-1 937	-4 015	-5 387	-11 072	-12 444
Cash Flow from Financing Activities	**256 001**	**-53 368**	**234 923**	**-10 918**	**335 224**	**89 383**
Net Cash Flow for the Year	**17 716**	**-51 818**	**21 932**	**3 269**	**12 916**	**-5 747**
Cash and Cash Equivalents at the Beginning of the Year	**33 538**	**90 131**	**28 949**	**24 641**	**38 498**	**36 051**
Exchange Rate Differences in Cash and Cash Equivalents	286	185	659	-822	126	-1 355
Cash and Cash Equivalents at the End of the Year	**51 540**	**38 498**	**51 540**	**27 088**	**51 540**	**28 949**

INCOME STATEMENT OF THE PARENT COMPANY

	Q2 2026	Q2 2025	Acc 2026	Acc 2025	LTM	FY 2025
KSEK	**Apr-Jun**	**Apr-Jun**	**Jan-Jun**	**Jan-Jun**	**Jul-Jun**	**Jan-Dec**
Net Sales	2 881	-12 259	5 609	5 756	26 060	10 920
Other Operating Income	16 540	30 658	32 841	30 660	63 201	77 319
Total Revenue	**19 421**	**18 399**	**38 450**	**36 416**	**89 261**	**88 239**
Cost of Goods and Services	-3 184	-	-5 257	-	-3 950	-766
Other External Costs	-14 174	-15 123	-24 329	-24 381	-49 844	-50 793
Cost of Staff	-11 402	-11 722	-21 198	-22 410	-47 224	-47 544
Profit Before Depreciation and Amortisation (EBITDA)	**-9 339**	**-8 446**	**-12 334**	**-10 375**	**-11 757**	**-10 864**
Depreciation of Tangible and Intangible Fixed Assets	-2 401	-2 036	-4 805	-3 058	-	-6 121
Operating Profit (EBIT)	**-11 740**	**-10 482**	**-17 139**	**-13 433**	**-11 757**	**-16 985**
Financial Income	79	-5	192	19	563	479
Financial Costs	-2 514	-2 126	-5 075	-4 947	-10 879	-10 491
Exchange Rate Changes	-1 302	199	-1 543	-120	288	1 789
Profit after Financial Items	**-15 477**	**-12 414**	**-23 565**	**-18 481**	**-21 785**	**-25 208**
Year-end allocations	-	-	-	-	25 668	25 668
Profit Before Tax	**-15 477**	**-12 414**	**-23 565**	**-18 481**	**3 883**	**460**
Tax	-	-1 274	-	-	-856	-2 130
Net Profit	**-15 477**	**-13 688**	**-23 565**	**-18 481**	**3 027**	**-1 670**

In the parent company, there are no items reported as Other comprehensive income, which is why Total comprehensive income corresponds to the period's Net profit.

THE PARENT COMPANY'S BALANCE SHEET

	Q2 2026	Q2 2025	FY 2025
KSEK	**2026-06-30**	**2025-06-30**	**2025-12-31**
Assets			
Intangible Fixed Assets	37 376	29 757	35 812
Tangible Fixed Assets	2 061	127	1 059
Shares in Subsidiary Companies	130 015	130 015	130 015
Financial Fixed Assets	19	1 131	19
Total Fixed Assets	**169 471**	**161 030**	**166 905**
Accounts Receivable	1 417	19 714	1 412
Receivables from Group Companies	1 050 596	670 947	815 802
Prepaid Expenses and Accrued Revenues	7 515	4 562	3 765
Other Receivables	186	1 204	64
Current Tax Asset	1 233	2	499
Cash and cash equivalents	9 182	1 814	-
Total Current Assets	1 070 129	698 243	821 542
Total Assets	**1 239 600**	**859 273**	**988 447**
Equity and Liabilities			
Equity			
Share Capital	1 681	1 507	1 517
Fund for Development Expenses	27 319	14 364	27 319
Share Premium Reserve	811 333	607 646	621 387
Retained Earnings	2 267	15 483	3 937
Profit for the Period	-23 565	-18 481	-1 670
Total Equity	**819 035**	**620 519**	**652 490**
Provisions			
Provisions	3 536	3 765	2 714
Total provisions	**3 536**	**3 765**	**2 714**
Untaxed reserves			
Untaxed reserves	4 840	3 240	4 840
Total untaxed reserves	**4 840**	**3 240**	**4 840**
Liabilities			
Long-term Liabilities to Credit Institutions	262 313	102 500	197 500
Total Long-term Liabilities	**262 313**	**102 500**	**197 500**
Short-term Liabilities to Credit Institutions	50 000	50 000	50 000
Utilized Overdraft Facility	-	-	11 006
Accounts Payable	7 788	10 197	6 709
Other Liabilities	3 305	2 626	7 059
Current Tax Liabilities	-	-	-
Liabilities to Group Companies	83 817	59 329	52 926
Accrued Expenses and Deferred Revenues	**4 966**	**7 096**	**3 203**
Total Current Liabilities	**149 876**	**129 248**	**130 903**
Total Liabilities	**417 029**	**234 988**	**333 243**
Total Equity and Liabilities	**1 239 600**	**859 272**	**988 447**

Operating segments and distribution of income

Segment Reporting - Quarter	Revenue segment							
The Quarter April 1 - June 30	SaaS		Consulting		Systems		Total	
KSEK	Q2 2026	Q2 2025	Q2 2026	Q2 2025	Q2 2026	Q2 2025	Q2 2026	Q2 2025
Net sales	97 789	73 121	18 574	20 148	82 967	74 805	199 330	168 074
Cost of goods and services	-9 267	-5 017	-1 900	-1 086	-59 088	-56 522	-70 255	-62 625
Gross profit	**88 522**	**68 104**	**16 674**	**19 062**	**23 879**	**18 283**	**129 075**	**105 449**
Gross margin	91%	93%	90%	95%	29%	24%	65%	63%
Other operating income							174	872
Other external costs							-36 314	-31 543
Cost of staff							-84 969	-69 679
EBITDA							**7 966**	**5 100**
Depreciation of tangible and intangible fixed assets							-21 038	-15 600
EBIT							**-13 072**	**-10 501**
Financial income							99	-24
Financial costs							-3 171	-5 510
Currency exchange rate fluctuations							-1 911	-1 149
Profit before tax							**-18 055**	**-17 183**

Segment Reporting - Period	Revenue segment							
The Period January 1 - June 30	SaaS		Consulting		Systems		Total	
KSEK	Q2 2026	Q2 2025	Q2 2026	Q2 2025	Q2 2026	Q2 2025	Q2 2026	Q2 2025
Net sales	183 428	145 846	37 880	40 425	142 635	152 359	363 943	338 630
Cost of goods and services	-16 907	-8 895	-3 870	-2 185	-99 733	-114 386	-120 510	-125 466
Gross profit	**166 521**	**136 951**	**34 010**	**38 240**	**42 902**	**37 973**	**243 433**	**213 164**
Gross margin	91%	94%	90%	95%	30%	25%	67%	63%
Other operating income							1 036	2 427
Other external costs							-65 585	-59 428
Cost of staff							-144 972	-130 644
EBITDA							**33 912**	**25 519**
Depreciation of tangible and intangible fixed assets							-39 827	-28 707
EBIT							**-5 915**	**-3 188**
Financial income							242	44
Financial costs							-6 492	-8 873
Currency exchange rate fluctuations							-3 121	-784
Profit before tax							**-15 286**	**-12 801**

Distribution of Revenues - Quarter	Revenue segment							
The Quarter April 1 - June 30	SaaS		Consulting		Systems		Total	
KSEK	Q2 2026	Q2 2025	Q2 2026	Q2 2025	Q2 2026	Q2 2025	Q2 2026	Q2 2025
Recognition Timing								
Revenues recognised at a specific point in time	-	-	-	-	82 967	74 805	82 967	74 805
Revenues recognised over time	97 789	73 121	18 574	20 148	-	-	116 363	93 269
Total revenues from customer contracts	**97 789**	**73 121**	**18 574**	**20 148**	**82 967**	**74 805**	**199 330**	**168 074**

Distribution of Revenues - Period	Revenue segment							
The Period January 1 - June 30	SaaS		Consulting		Systems		Total	
KSEK	Q2 2026	Q2 2025	Q2 2026	Q2 2025	Q2 2026	Q2 2025	Q2 2026	Q2 2025
Recognition Timing								
Revenues recognised at a specific point in time	-	-	-	-	142 635	152 359	142 635	152 359
Revenues recognised over time	183 428	145 846	37 880	40 425	-	-	221 308	186 271
Total revenues from customer contracts	**183 428**	**145 846**	**37 880**	**40 425**	**142 635**	**152 359**	**363 943**	**338 630**

The group's operating segments correspond to the revenue streams that are followed up by the company's executive management. The segments consist of Recurring License Revenue ("SaaS"), Consulting Services ("Consulting") and Hardware Sales ("Systems"). Directly attributable items as well as items that can be allocated to the segments in a reasonable and reliable manner have been included in the operating segments' results, assets and liabilities. The reported items in the operating segments' results, assets and liabilities are valued in accordance with the results, assets and liabilities that the company's executive management follows up. See page <?> for definitions.

Long-term incentive program

Following the resolution adopted at the 2026 Annual General Meeting, Vertiseit implemented a warrant-based incentive program (TO 8) for employees and senior executives of the Group. Upon full exercise, the program may result in the issuance of up to 660,000 new Class B shares, corresponding to a dilution of approximately 2.1% (based on the number of shares outstanding at the time the notice of the Annual General Meeting was published). The program expires in May 2029 and has an exercise price of 95.00 SEK per Class B share.

The Company also has three previously established warrant-based incentive programs for employees and senior executives. These programs expire in May 2026, May 2027, and May 2028, respectively, with exercise prices of 50.00 SEK, 53.00 SEK, and 95.00 SEK per Class B share. Upon full exercise, these three programs may result in the issuance of up to 2,065,000 new Class B shares.

Following the exercise of warrants under incentive program TO 5A, the total number of authorized and outstanding warrants amounted to 1,961,000 as of the end of the quarter. Of these, 1,014,989 had been transferred to employees. All warrants were acquired for consideration equal to their fair market value at the time of issuance, as determined using the Black-Scholes valuation model.

The purpose of the incentive programs is to promote broad employee share ownership, attract and retain qualified and talented employees, and strengthen the alignment of interests between employees and the Company. Additional information about the incentive programs is available on the Company's website, vertiseit.com.

Other warrants

In connection with the acquisition of Visual Art in 2024, 1,000,000 warrants were issued to the selling shareholders. Upon full exercise, the warrants may result in the issuance of up to 1,000,000 new Class B shares, corresponding to a dilution of approximately 3.0% (based on the number of shares outstanding as of the end of the second quarter of 2026). The warrants expire in October 2027 and have an exercise price of 65.00 SEK per Class B share.

Business combination

2026-06-01: SCALA

On June 1, 2026, the Vertiseit Group acquired 100% of the shares in Scala Computer Television B.V., Scala Nordic AS, and Scala Digital Ltd., as well as certain assets of Scala Inc. and other Scala entities. The purchase consideration amounted to approximately 265 MSEK and was paid in cash at closing. The acquisition was financed through a directed share issue to existing and new shareholders, as well as an expanded credit facility with Nordea.

Scala is a leading global Digital In-store software platform with operations across multiple markets and approximately 100 employees at the acquisition date. The acquisition strengthens the Vertiseit Group's market position through an expanded customer offering, a significantly broader international presence, and a larger customer and partner base. The transaction also increases the Group's annual recurring revenue (ARR), which increased by approximately 85 MSEK on an annualized basis as a result of the acquisition.

In the consolidated financial statements for the second quarter of 2026, Scala contributed approximately 10.6 MSEK in net sales and approximately 2.2 MSEK to profit for the period.

Acquisition-related costs recognized during the second quarter of 2026 amounted to approximately 28.6 MSEK, of which transaction costs totaled 3.2 MSEK and restructuring costs totaled 25.4 MSEK. Of these costs, approximately 10.1 MSEK was recognized in the Group's other external expenses and approximately 18.5 MSEK was recognized in personnel expenses.

The purchase price allocation, the assessment of the transaction as a business combination or an asset acquisition, and the provisions for restructuring costs have been prepared on a preliminary basis and remain subject to adjustment.

Effects of Acquisitions 2026

KSEK	
The acquired company's net assets at the acquisition date:	
Intangible assets	37 771
Customer contracts	71 565
Customer relationships	16 244
Trademarks	49 442
Tangible fixed assets	11 979
Financial fixed assets	690
Inventory	1 559
Accounts receivable and other receivables	44 168
Cash and cash equivalents	2 402
Interest-bearing liabilities	-
Other provisions	-
Accounts payable and other operating liabilities	-113 427
Deferred tax liability	-14 285
Net identifiable assets and liabilities	**108 108**
Goodwill	151 504
Purchase price	**259 612**

Transferred consideration

KSEK	
Cash and cash equivalents	-2 402
Impact on group's cash and cash equivalents	**-257 210**

GOODWILL

Goodwill includes the value attributable to the installed base of systems, market presence, organization, and industry-specific know-how. A portion of the goodwill is expected to be deductible for tax purposes. The value of identifiable intangible assets of 37.8 MSEK has been determined on a preliminary basis pending the final valuation of these assets. The purchase price allocation is preliminary and remains subject to adjustment.

PERFORMANCE MEASURES AND OPERATIONAL METRICS

This report includes IFRS-defined financial measures, alternative performance measures (APMs), and operational metrics relevant to Vertiseit's business. IFRS measures provide the primary basis for assessing the Group's financial performance and financial position. The APMs and operational metrics are intended to supplement, but not replace, the IFRS measures by providing additional information used by management to monitor and evaluate the business.

Primary IFRS Measures

IFRS Measure	Definition
Net sales	Revenue recognized in accordance with IFRS 15.
Operating profit (EBIT)	Profit from operating activities before finance income and expenses and income tax.
Profit for the period	Profit attributable to the shareholders after income tax.
Cash flow from operating activities	Cash flow in accordance with IAS 7.

Revenue Segments

Revenue Segment	Definition
SaaS	Recurring revenue from licensing the Group's software platforms and related support, cloud, and hosting services (Software as a Service).
Consulting	Revenue from consulting services, including strategy, concept development, project management, implementation, and training services.
Systems	Revenue from hardware, infrastructure, and technical solutions, including related deliveries, installation services, and perpetual software licenses.

Operational SaaS Metrics

Metric	Definition	Motivation
Churn Rate	Percentage of license revenue lost during the period relative to license revenue at the beginning of the period.	Relevant metric for assessing the business's growth potential.
Growth Rate	New license revenue generated during the period relative to license revenue at the beginning of the period.	Relevant metric for assessing the Company's development, as it reflects the net change in ARR.
Customer Acquisition Cost (CAC)	Selling and marketing expenses (rolling 12 months) per new license.	Relevant metric for assessing the cost of growth through new licenses.
CAC Ratio	Selling and marketing expenses (rolling 12 months) relative to new ARR.	Relevant metric for assessing the efficiency of growth through new licenses.
Lifetime Value per license (LTV)	Average revenue per license multiplied by the expected customer lifetime.	Relevant metric for assessing the Company's future revenue potential.
LTV/CAC	Expected future revenue per license relative to CAC.	Relevant metric for evaluating profitability for companies with recurring revenue models.
Months to recover CAC	Number of months required for the net revenue from a license to recover CAC.	Relevant metric for assessing the Company's growth potential.
Average Revenue per Brand (ARPA)	Average ARR per end customer.	Relevant metric for assessing changes in recurring revenue per customer.
Net Revenue Retention (NRR)	Change in ARR from existing end customers.	Relevant metric for evaluating how recurring revenue from existing customers develops, excluding the impact of newly acquired customers.
SaaS Gross Margin	SaaS revenue less related cost of goods sold and services, expressed as a percentage of SaaS revenue.	Relevant metric for evaluating the gross profit generated from the Company's SaaS revenue.

Alternative Metrics

Metric	Definition	Motivation
Annual Recurring Revenue (ARR)	Annualized value of recurring SaaS revenue at the end of the reporting period, calculated by multiplying recurring monthly SaaS revenue during the last month of the period by twelve. ARR is an operational measure and does not constitute IFRS revenue and should not be regarded as a substitute for net sales under IFRS.	Used by management to monitor the long-term development of the recurring SaaS business and the expected annual subscription revenue.
Adjusted EBITDA	Operating profit before depreciation and amortization, adjusted for items affecting comparability. Items affecting comparability consist of predefined categories of items that are applied consistently over time.	Used by management to evaluate the Group's underlying operating performance, excluding predefined items affecting comparability.
Cash EBITDA	Adjusted EBITDA after capitalized investments in internally developed software during the period. Cash EBITDA is used by management to assess operating performance after recurring investments in product development.	Used internally to evaluate operating performance after recurring investments in product development.
EBITDA-margin	EBITDA as a percentage of net sales.	Considered a relevant measure for evaluating the profitability of ongoing operations.
Adjusted EBITDA margin	Adjusted EBITDA as a percentage of net sales.	Considered a relevant measure for evaluating the profitability of ongoing operations, excluding items affecting comparability.
Gross Margin	Net sales less cost of goods and services sold, as a percentage of net sales.	Relevant measure for evaluating the gross profit generated by the business.
Net Debt	Interest-bearing non-current and current liabilities less cash and cash equivalents.	Considered a relevant measure for evaluating the Company's financial strength and stability.
Free Cash Flow	Cash flow from operating activities in accordance with IAS 7, after investments in property, plant and equipment and intangible assets. Business combinations are excluded from investing activities.	Relevant measure for evaluating the Company's cash flow, excluding the impact of cash flows from financing activities and business combinations.
Equity Ratio	Equity as a percentage of total assets.	Relevant measure for assessing the Company's ability to meet its financial commitments, as well as its capacity for strategic investments and dividend distributions.

Alternative Performance Measures (APMs) are not defined under IFRS and are therefore not necessarily comparable with similar measures presented by other companies. They are intended to supplement, but not replace, the IFRS-defined financial measures presented in this report and are used by management to monitor and evaluate the Group's operating and financial performance. During the reporting period, items affecting comparability consist of costs as described in the Financial Overview section.

ABOUT VERTISEIT

ABOUT VERTISEIT

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TOGETHER WITH OUR CUSTOMERS WE CREATE THE FUTURE OF RETAIL

VERTISEIT’S AMBITION IS TO BECOME THE WORLD’S LEADING PLATFORM COMPANY WITHIN IN-STORE EXPERIENCE MANAGEMENT

Through the subsidiaries Dise, Grassfish and Visual Art, Vertiseit offers IXM platforms (In-store Experience Management) for the digital customer experience in retail. The company’s products and services enable a unified brand experience and cohesive customer journey by bridging the customer meeting between online and in-person.

LEADER WITHIN DIGITAL IN-STORE

New consumer behaviours and expectations place increasingly high demands on the customer experience. Leading brands and retailers turn to Vertiseit to enable a unified customer journey between digital channels and the physical customer meeting. The role of the store is changing rapidly, from being a place of transaction to an arena for experience, inspiration and service. This creates space for an actor with a focus on digital solutions for a strengthened customer meeting. The retail industry as we know it is fundamentally changing and it is happening right now.

The Vertiseit group has around 270 employees and more than 1,000 customer brands. Vertiseit was founded in 2008 and is headquartered in Varberg, with offices in Sweden, Norway, Denmark, Finland, Austria, Germany, Spain, the UK and the USA. Since 2019, the company’s series B share has been listed on Nasdaq First North Growth Market.

ABOUT GRASSFISH

Grassfish is a leading platform company within Digital In-store. The company offers platform and expertise to global brands and leading retailers. The company was founded in 2005 and has more than 100 employees in Sweden, Norway, Denmark, Austria, Germany and UK. Direct sales to end customers, together with selected partners.

ABOUT DISE

Dise is a global software supplier within Digital In-store founded in 2003. The company’s products are tailored for the digital customer experience in-store and offered as SaaS (Software as a Service). Sales through carefully selected full-service partners in each market.

ABOUT VISUAL ART

Visual Art is a leading provider of SaaS platforms and concepts for Digital In-store and Retail Media, and a pioneer in the industry. The company was founded in 1997 and has approximately 120 employees across the Nordics, Germany, Spain, the UK, and the USA. Direct sales to end customers, together with carefully selected full-service partners in each market..

BUSINESS MODEL

Paramount in Vertiseit's strategy is the growth of recurring revenue (SaaS). SaaS revenue is generated from licensing and support of the company's software platforms.

SAAS
Licensing of Dise's, Grassfish's and Visual Art's IXM platforms. Billing per license and month. The SaaS delivery also includes support and proactive monitoring. The growth of SaaS revenue enables stable, predictable revenue streams that grow in line with increased customer usage..

CONSULTING
Consulting ensures long-term value creation for the company's customers through strategy, concept development and management of in-store solutions. Efforts are performed by cross-functional teams with an wide composition of people and skills. Billed by the hour as ongoing projects or through fixed retainers.

SAAS

License and support
Billed per month and license

CONSULTING

Consulting expertise within Digital In-store
Billed per hour or retainer

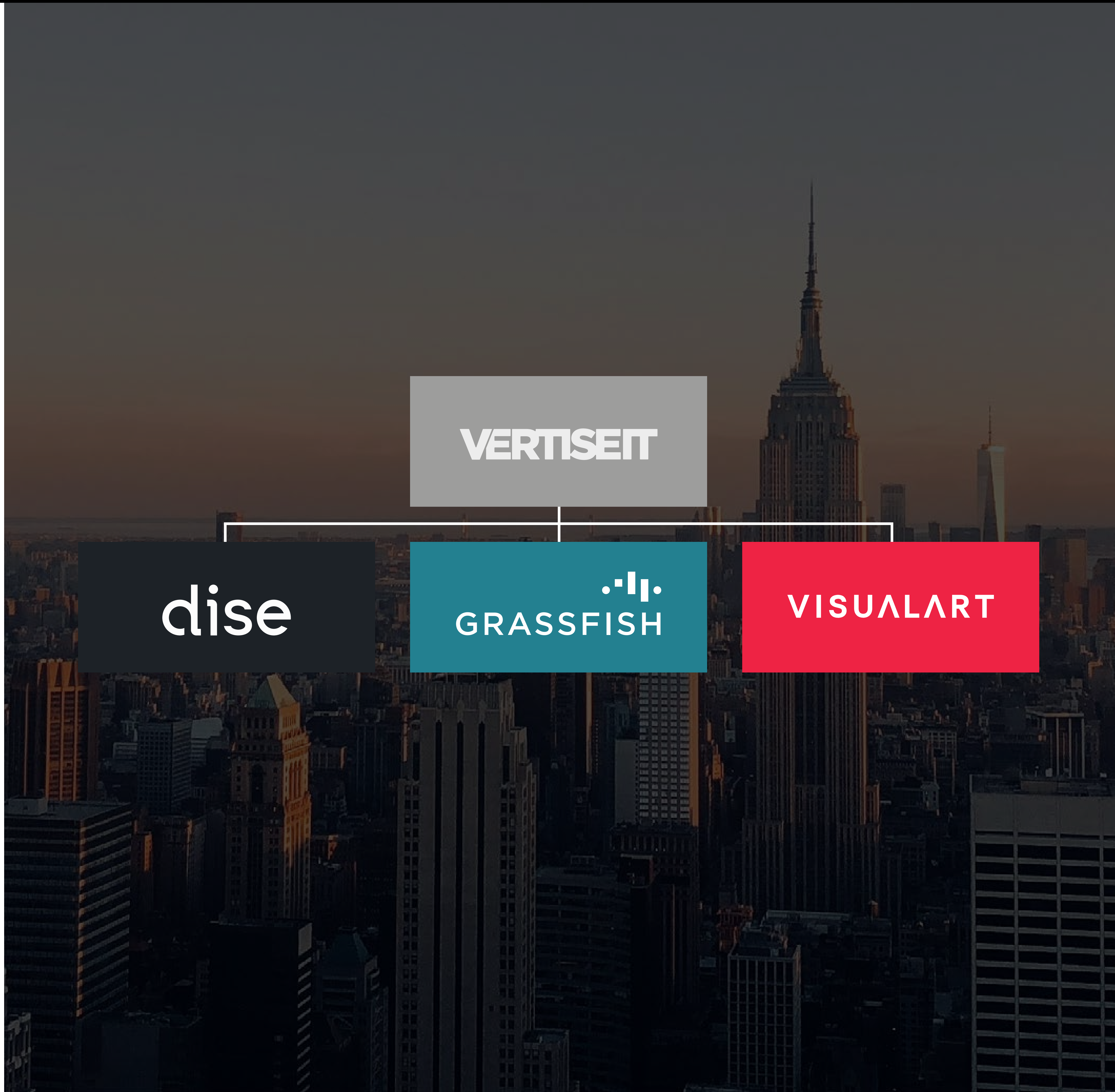
GROUP STRUCTURE

Vertiseit AB is the parent company of the Group, where operations are primarily conducted through the independent business brands Dise, Grassfish, and Visual Art. The parent company is responsible for overall strategies, the development of the group-wide core platform IXM Grid, and provides supporting group functions within Marketing, IT, HR, and Finance. This structure enables a high acquisition pace of complementary acquisitions for the subsidiaries.

GROWTH STRATEGY
Since 2012, Vertiseit has successfully acquired and integrated several companies, while also performing significant organic growth. The group's strategy includes an accelerated acquisition agenda, indicating that a significant portion of future growth is expected to be generated through acquisitions.

ACQUIRED GROWTH
Vertiseit will continue to perform selected acquisitions. These can be both complementary, i.e., adding customers and market shares to Dise, Grassfish and Visual Art, as well as strategic acquisitions that add standalone operations which complement the group's offerings.

ORGANIC GROWTH
The group aims to grow organically while maintaining profitability. For existing customers, growth is achieved by adding more applications and ensuring full-scale deployment of concepts within the customers' operations. Regarding new customers, the primary focus is on global brands and leading national retailers with a potential exceeding 1,000 systems.



LONG-TERM GOALS 2025-2032

VISION

CONNECTING A WORLD OF RETAIL

AMBITION

GLOBAL #1 IXM PLATFORM COMPANY

2032

1 BILLION ARR

Annual Recurring Revenue (ARR) exceeding 1,000 MSEK by end of 2032

2032

35% PROFITABILITY

Cash EBITDA margin exceeding 35% by end of 2032

FINANCIAL TARGETS

>20%

GROWTH

Annual ARR growth (CAGR)

>25%

PROFIT GROWH

Cash EBITDA per share growth Y/Y (CAGR)

>100%

REVENUE RETENTION

Annual Net Revenue Retention (NRR)

STRATEGY FOR GLOBAL EXPANSION

The market for Digital In-store and In-store Experience Management (IXM) is experiencing strong growth, driven by the digital transformation of retail. Similar to other maturing industries, there is increasing consolidation and specialization in the value chain. Vertiseit's goal is to become the world's leading platform company in Digital In-store.

RECURRING REVENUE INCREASE WITH SPECIALISATION IN THE VALUE CHAIN
The Digital Signage market has historically been dominated by national and regional full-service providers. As Digital In-store becomes more business critical, and a part of customers' digital ecosystems, this is changing. Global brands and retailers are now experiencing a clear shift and strategic transition. The Digital In-store platform is now a vital part of the digital ecosystem, just as platforms for product information (PIM), digital addet management (DAM), customer relations (CRM), and e-commerce are. With a Digital In-store platform as a global resource, conditions are created for digital teams and agencies to collaboratively design, develop, and manage applications. The same logic and economies of scale are achieved in the relationship to integrators in each geographic market, who are responsible for the installation and operation of the physical infrastructure in the form of displays and technology.

PLATFORM WINNER
Similar to other industries that have undergone comparable transformation, also within the Digital In-store sector, clear platform winners will emerge. An example of this can be seen in the e-commerce platform market, which today is dominated by a few players. The former full-service providers in this industry are now increasingly acting as consultants and integrators of the dominant platforms. The reason for this is that integrators and full-service providers generally struggle to keep pace with pure platform companies, which can allocate more resources and their entire focus on product development.

PERSONALISED AND DATA DRIVEN
Customers' changing behaviors and expectations on the customer experience are setting new requirements. For brands and retailers, the need for a unified brand experience and a unified customer journey between online and in-person channels becomes central. The era when Digital Signage was a closed system for scheduling content on digital displays is over. To meet today's needs and challenges, the Digital In-store platform needs to be an integrated part of the digital ecosystem to share data, content, and capabilities across channels. This is all in order to create more personalised and relevant experiences.

PLATFORM OVER APPLICATIONS
The market is developing from a scenario where the concept and customer experience dictated the choice of platform for each individual solution, resulting in limited scalability, to now selecting the platform as a central resource. By utilising a unified platform to deploy concepts and applications, significant economies of scale are accomplished, along with entirely new possibilities for creating, further developing, and managing solutions over time.

SCALABILITY

PARTNERSHIPS
Scalable growth through partners

IXM GRID
One group platform backend

ONE ERP
IT infrastructure supporting global expansion

GLOBAL REACH

PARTNER COMMUNITY
Expand with:

- Consulting Partners
- Integration Partners
- Technology Partners

TOP-TIER CUSTOMERS
Grow with:

- Global Brands
- Leading Retailers

SELECTED ACQUISITIONS
Acquire:

- Customers & Partners
- Market Reach
- Tech

SUSTAINABLE AT HEART

At Vertiseit, sustainability is our natural approach to strategic as well as to everyday decisions. A sustainable business is a prerequisite and a key success factor for the company's development. Ultimately, it is about the world being able to accomodate the needs of today without compromising the possibilities for future generations. Vertiseit's ambition is to contribute positively to an economic, social and environmental development. In reality, it is often the small everyday choices that together make a big difference.

329
Number of full-time employees (FTE)[1]
2026-06-30

3/9
Women/men in group management
2026-06-30

38
Average age of employees
Q2 2026

2/4
Women/men in Board of Directors
2026-06-30[1]

[1] Adjusted for employees under notice period

ECONOMIC SUSTAINABILITY

Long-term value creation for Vertiseit's customers is the prerequisite for the company's long-term development and profitability. Vertiseit works actively to balance economic growth with social and environmental sustainability. With economic development and stability, the company can contribute to positive change and meet the expectations set by the market, employees and society at large.

ENVIRONMENTAL SUSTAINABILITY

Vertiseit's solutions have a large positive impact by reducing the customers' use of resources. When e-commerce and the physical stores are connected, the rate of returns and transport can decreases. With extended digital assortments, stores can be downsized and overproduction reduced. Vertiseit's interactive solutions create possibilities for more extensive product information and increased transparency.

In the company's operations, all employees are committed and work systematically to identify and evaluate environmental impact. Efforts are focused on areas such as transport, energy efficiency and procurement. The company's management system is certified according to ISO 9001 (Quality), ISO 14001 (Environment), ISO 27001 (Information Security) and compliant with SOC 2.

SOCIAL SUSTAINABILITY

At Vertiseit, diversity of people and skills is a prerequisite for the company's current and future development. Therefore, the company has chosen to engage in the network Open Companies, which works to create competitiveness through openness. Openness is about welcoming ideas, initiatives, and diverse thinking. Openness means taking responsibility for creating a positive work environment without violations, and where differences in age, orientation, culture, and ethnicity are considered as strenths. Openness provides confidence and courage to raise ideas that drive development in the company, and ultimately, a better society. In the local community, Vertiseit contributes through collaborations with local associations, schools, young entrepreneurs, and by being an attractive employer.

ORGANISATION AND EMPLOYEES

Vertiseit is an innovative company with vast technical competence which, together with great knowledge and experience from retail and its challenges, drives development in the industry. The company consists of a team of around 270 employees with specialist skills in various disciplines.

The corporate culture is Vertiseit's most important asset and it characterises how we act towards each other and in relation to customers, suppliers and partners. The culture rests on the core values: Think like a customer, Make it simple, Dare to challenge and Trust in diversity. Vertiseit works closely with its customers and builds trust by creating business value, caring for, and understanding their business. An approach that gives customers comfort in their digital transformation.

HOW WE ACT TOWARDS OUR CUSTOMERS

- We care for our customers and dare to challenge them
- We are uncomplicated and prestigeless
- We have an entrepreneurial approach the challenges we meet

HOW WE ACT TOWARDS EACH OTHER

- We think big and believe in innovation and diversity
- We show trust and respect for each other and have fun together
- We go from words to action and create results

A GOOD EMPLOYER

For more than fifteen years, Vertiseit has recruited and developed a fantastic team of employees with various skills. Together, we have created a unique culture where everyone is equally involved in the company's development and success. Competence is ultimately about developing and making use of each employee's potential. Altogether, this has resulted in that more and more talents seek to join Vertiseit.

HISTORIC MILESTONES

2025	Acquisition: Muse Content GmbH and Stoked AI
2025	Acquisition: mdt Medientechnik GmbH
2024	Acquisition: Visual Art Sweden AB
2022	Acquisition: MultiQ International AB
2021	Acquisition: Grassfish Marketing Technologies GmbH
2020	Acquisition: InStoreMedia (UK) Ltd.
2019	Vertiseit's series B share listed on Nasdaq First NorthGrowth Market Acquisition: Digital Signage Solutions Sweden AB
2018	Acquisition: Display 4 AB
2017	Acquisition: Dise International AB
2016	Award: National Champion European Business Awards Acquisition: Högberg & Westling AB ("UCUS")
2014	Award: Deloitte Technology Fast 50
2013	Acquisition: ClearSign AB
2008	Vertiseit grundas

VISION

Connecting a world of retail

MISSION

Empowering brands to create outstanding customer experiences that drive more sustainable retail.

Cultivating a strong global ecosystem of partners, enabling innovation and growth through Digital In-store solutions.

BUSINESS IDEA

Developing the world's leading In-store Experience Management (IXM) SaaS platform for brands and retailers.

Brought to market with strong, independent business and product brands, uniquely positioned to drive value and growth.

CORE VALUES

Our corporate culture is our most important asset. It governs how we interact with each other and our customers. Today and into the future.

THINK LIKE A CUSTOMER

We know the value we create for our customers is the only path to long-term success. That's why we think like a customer.

MAKE IT SIMPLE

We love finding simple solutions to complex challenges. Simplicity colours everything we do, from the way we speak to the work we do.

DARE TO CHALLENGE

We stand up for what we believe and dare to challenge ourselves and our customers. Moving from words to actions, creating extraordinary results.

TRUST IN DIVERSITY

We see people's differences as the foundation of our culture and success. That's what unites us, we trust in diversity.

INVESTMENT CASE

Vertiseit provides a business-critical, vertically integrated SaaS platform for global brands and leading retailers, with the ambition to become the world's leading platform company within In-store Experience Management (IXM).

Integrated into customers in-store infrastructure, data, and workflows, the platform creates structural barriers and a high share of recurring revenue with long-term visibility.

With AI capabilities embedded across the entire technology stack, Vertiseit enables data-driven customer experiences, operational efficiency, and monetization of the physical customer interaction. Through data and its installed base, AI enhances the platform's scalability and long-term value creation, positioning Vertiseit to capitalize on the AI-driven transformation of retail.

INVESTMENT HIGHLIGHTS

- Platform leader within IXM
- +10 years of sequential ARR growth
- Scalable high-margin SaaS business model
- AI-powered platform embedded in device infrastructure
- Global expansion through organic growth and M&A
- Significant management ownership

THE SUBSIDIARY

dise

Bringing retail to life by making Digital in-store a living part of the customer journey.

Dise was founded in 2003 with a belief that digital in-store should be intuitive, scalable, and built for long-term retail success.

At a time when digital signage focused on screens and playback, we focused on structure. We believed retail needed infrastructure.

Over two decades later, that belief has evolved into In-Store Experience Management.

Today, Dise IXM platform powers digital in-store ecosystems across more than 40 countries – through certified partner network who bring strategy, integration, and execution to life.

Vision

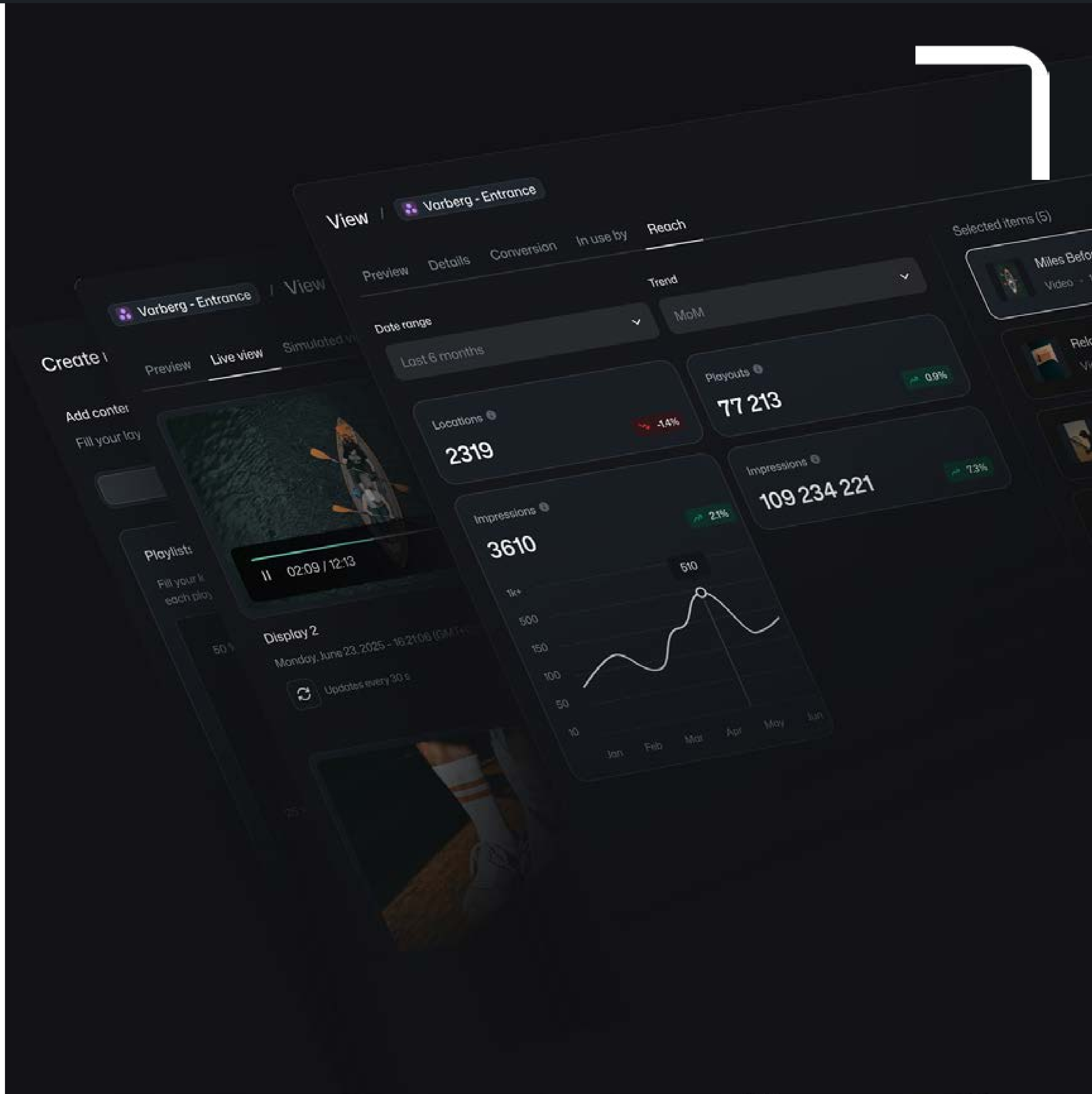
The core of every retail success story.

Mission

To enhance the customer experience in-store.

Business idea

We develop and deliver an intuitive and powerful IXM platform, through a global partner community.



Customer Cases

Pixel Inspiration
Shell

Together with Pixel Inspiration, Dise enables a data-driven retail media and brand experience at the pump through real-time content delivery. Content is triggered during fueling, maximising attention during the ~2-minute dwell time. Dise powers automated distribution at scale, increasing relevance, engagement, and commercial impact across Shell's network in the UK and the Netherlands.

First Impression
ICI PARIS XL

In collaboration with First Impression, Dise delivers a scalable in-store communication platform across ICI PARIS XL's retail network. Dynamic content is centrally managed and activated in real time, ensuring timely and relevant campaigns. Dise enables efficient rollout and seamless content orchestration, increasing customer attention, enhancing the in-store experience, and strengthening brand consistency across ICI Paris XL's store network.

JLS
Migros

Working alongside JLS, Dise enables a digital signage solution designed to activate key purchase moments across Migros stores. Content is automatically triggered based on national and local offers, ensuring relevance without manual intervention. Dise supports seamless integration and scalable deployment, enhancing customer engagement, improving operational efficiency, and delivering consistent brand communication across all formats.

THE SUBSIDIARY

GRASSFISH

The global frontrunner in Digital In-store solutions. Powered by our best-in-class platform. Enabled by brilliant people.

Grassfish offering

Grassfish is a Digital In-store company offering the leading platform and expertise to empower brands delivering outstanding customer experiences. Grassfish IXM Platform offers brands and retailers a unified way to manage all Digital Signage touchpoints on a global scale.

We bring category expertise within Digital in-store. Acting as your strategic partner, we bridge the gap between online and in-person. Creating retail experiences that make all the difference.

Experiences make the difference

We believe that outstanding experiences make all the difference. It's how we separate the okay for the wow and the way true brand loyalty is built. Therefore, our mission is to enable extraordinary customer experiences – every day. Grassfish has earned recognition for its powerful In-store Experience Management Platform and dedicated people, helping leading global brands stand out and beat the competition.

Vision

Empower every global brand to create exceptional retail.

Business idea

Platform and expertise to empower brands delivering outstanding Digital In-store experiences.

Mission

Together we enable extraordinary customer experiences every day.

Customer Cases

BMW's centralized in-store solution.

BMW provides dealers a powerful channel for displaying the latest information and advertising in their car showrooms. The Grassfish IXM Platform enables users to create and manage content in an intuitive way.

Bosch enriches the customer journey.

Bosch offers customers a comprehensive experience of the product portfolio in-store, whilst facilitating the sales conversation by digitally supporting the marketing, sales, and customer service processes.

SPAR takes a leap into the future

SPAR Switzerland, part of one of the largest retail groups in the world, uses the Grassfish IXM Platform, computer vision technology and an advertisement booking platform, to create a highly personalised shopping experience in its 180+ stores.

Creating an experience to connect and inspire.

The DHL Innovation Centre offers a unique platform of logistics and supply chain innovation where customers, partners and technology enthusiasts can experience the next generation of logistics in an interactive showroom.

Digital touchpoints at their best.

FC Bayern uses advanced digital touchpoints incorporated with the store elements and fan merchandise - as well as customer specific solutions in order to deliver an unforgettable experience.

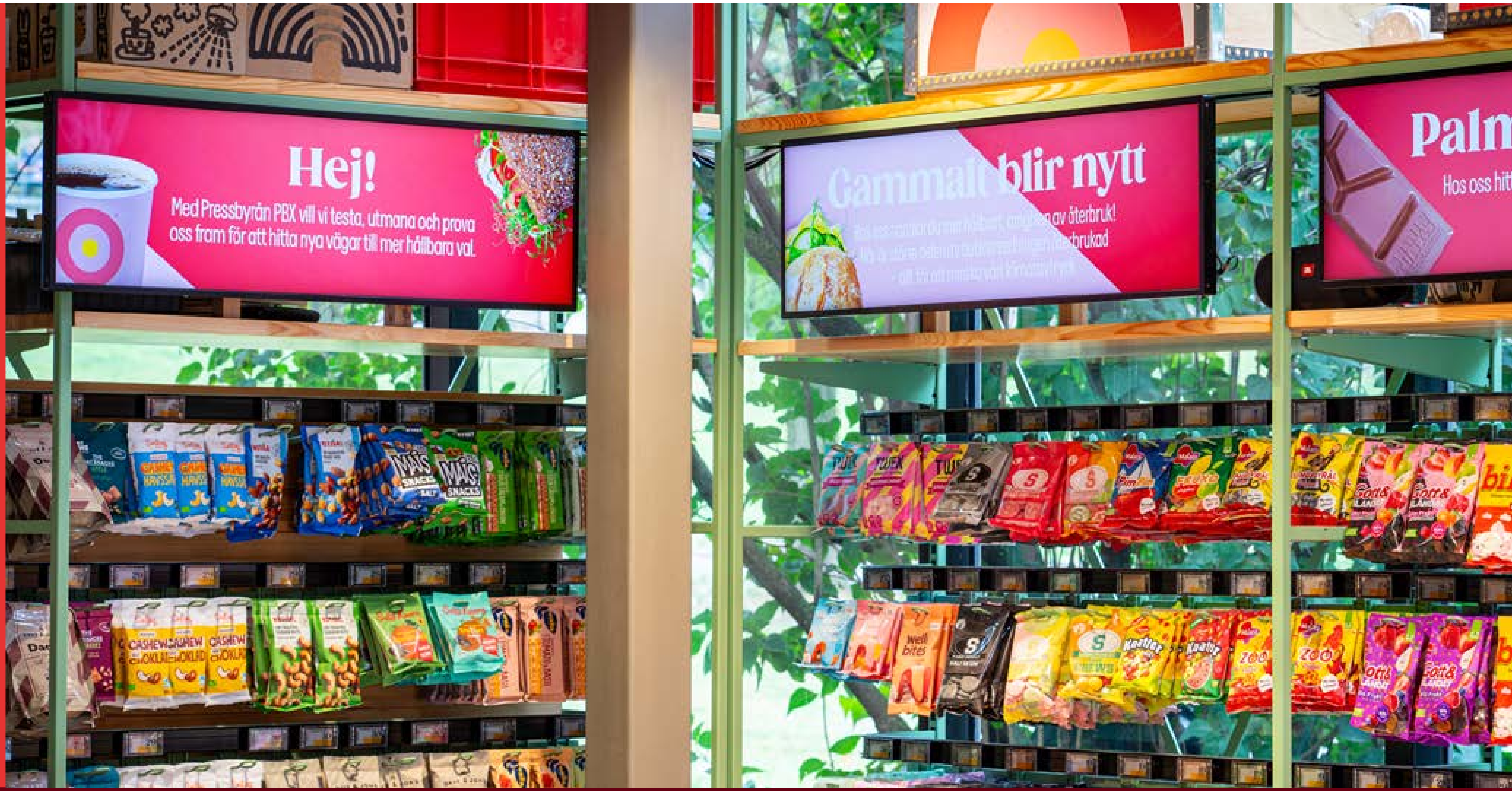
Digital advertising & entertainment.

The Swiss company Schindler AG is opening up a whole new field of business with Digital Signage solutions in their lifts. They use the increased attention in the cabin to enable targeted communication.

THE SUBSIDIARY

VISUALART

Visual Art creates Digital In-Store concepts and communication driving customers business objectives



Engaging in-store communication

Visual Art support retailers and QSR brands to drive their business objectives with exceptional digital signage concepts and communication. Visual Art designs, creates and operates engaging, and efficient Digital in-store communication.

Together with a global partner network Visual Art takes full responsibility for reducing the complexity of implementing and operating large-scale digital signage networks.

Vision

Shaping the future of digital communication

Mission

By combining creativity with tech, we empower brands to communicate with their customers – every day!

Business idea

We help brands achieve their business objectives by designing, creating, and operating effective digital signage concepts and communication.

Customer Cases

McDonald's
A Global Leader in Digital In-Store Communication

As one of the world's most recognized brands, McDonald's operates over 40,000 restaurants in more than 100 countries. With a strong focus on guest experience, innovation, and operational efficiency, McDonald's leverages cutting-edge digital signage to enhance engagement, streamline ordering, and reinforce its brand presence. Visual Art helps McDonald's in key markets in Europe create seamless, data-driven digital experiences that connect online and in-person, ensuring consistency and impact on a global scale.

Joe & the Juice
Elevating In-store Experiences at scale

Joe & the Juice is a globally expanding QSR brand, known for its strong identity, high - energy environments, and focus on speed and customer experience. With locations across Europe, the US, and key urban markets, the brand combines consistency with a distinctive in-store atmosphere. Joe & the Juice leverages digital in-store communication to enhance menu navigation, drive upsell, and reinforce its brand identity. Visual Art supports Joe & the Juice throughout its global expansion with scalable digital menu boards, craving-driven content from our Film Studio, and integrated in-store communication powered by our IXM platform — ensuring consistent, high-impact experiences that drive engagement and operational efficiency.

Circle K
Driving Digital Engagement

As one of the world's leading gas station and convenience store brands, Circle K, owned by Alimentation Couche-Tard, operates in over 20 countries with thousands of locations worldwide. Focused on speed, convenience, and customer experience, Circle K leverages digital signage to enhance in-store communication, promote offers in real-time, and create a seamless customer journey. Visual Art empowers Circle K in Europe and the US with dynamic Digital in-store solutions that connect customers with the brand, driving engagement and operational efficiency.

CONNECTING A WORLD OF RETAIL

Vertiseit is a leading SaaS company within Digital In-store, offering a platform for In-store Experience Managment (IXM) through its subsidiaries Dise, Grassfish and Visual Art. The platform enables global brands and leading retailers to strengthen the customer experience and create a seamless customer journey by connecting the digital and physical meeting.

www.vertiseit.com

VERTISEIT