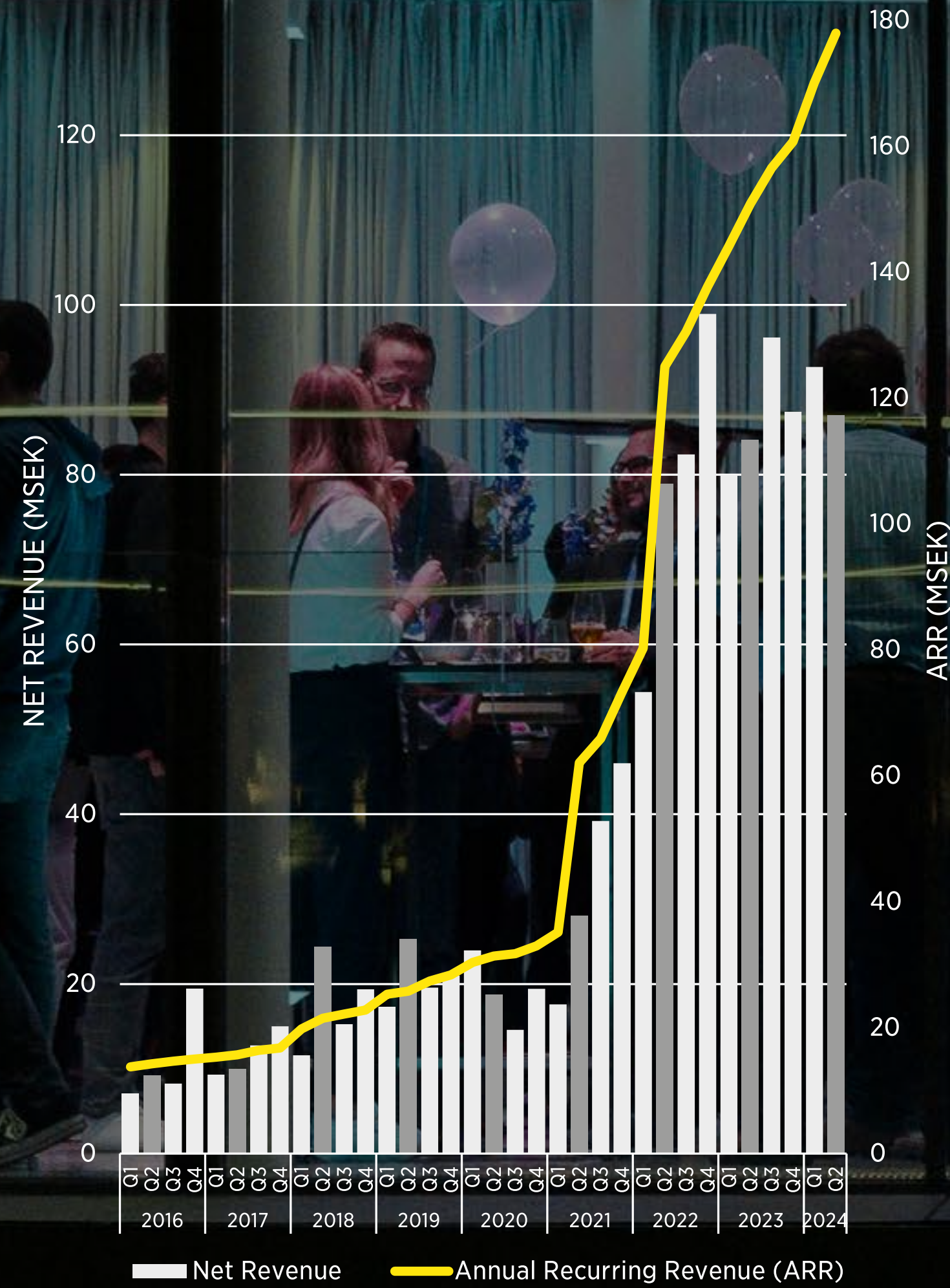


**INTERIM REPORT  
JANUARY – JUNE 2024**

# STRONG ARR GROWTH



**ARR  
179 MSEK  
(151)**  
 ANNUAL RECURRING  
 REVENUE (ARR)  
 2024-06-30



# THE FUTURE OF CUSTOMER EXPERIENCES

## CONNECTING A WORLD OF RETAIL

Vertiseit is a leading Digital In-store company offering the In-store Experience Management (IXM) SaaS platforms Grassfish and Dise.

The platforms help 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 JANUARY - MARCH 2024

- At the end of the quarter, annual recurring revenue (ARR) amounted to 178.7 MSEK (150.9), an increase of 21.2 percent compared to the previous year at constant exchange rates. SaaS revenue (Software as a Service) for the quarter increased by 6.6 MSEK to 46.5 MSEK (39.9), adjusted for divested operations.
- Sequentially, ARR grew by 4.9 percent compared to the previous quarter at constant exchange rates, corresponding to an annual organic growth rate of 21.1 percent.
- Net revenue increased by 2.8 percent to 86.5 MSEK (84.1).
- Profit before depreciation (EBITDA) amounted to 18.6 MSEK (7.1) and the EBITDA margin to 21.5 percent (8.4). During the quarter, there were no adjustments for extraordinary items impacting EBITDA during the quarter.
- Profit after tax amounted to 8.8 MSEK (-4.6).
- Free cash flow during the quarter amounted to 12.4 MSEK (-15.9). Available liquidity at the end of the period amounted to 141.4 MSEK (21.9).
- Earnings per share, before and after dilution, amounted to 0.41 SEK and 0.36 SEK (-0.23 and -0.20), respectively.

## EVENTS DURING THE QUARTER

- Recruitment of a new CEO for the subsidiary Grassfish has commenced, following Ann Hjelte's decision to pursue another external assignment at her own request.
- During the quarter, Vertiseit carried out a directed new share issue, which, together with the exercise of warrants, provided the company with approximately 86.6 MSEK before transaction costs. After the transactions, the number of outstanding shares amounted to 22,912,912.
- In April, Vertiseit held a capital markets day where the company presented new long-term and financial goals for the period 2025-2032. Current goals remain in force until the end of 2024.



Group KPI's	Q2 2024	Q2 2023	Acc 2024	Acc 2023	12 months	FY 2023
KSEK	Apr-Jun	Apr-Jun	Jan-Jun	Jan-Jun	Jul-Jun	Jan-Dec
ARR	178 671	150 873	178 671	150 873	178 671	160 756
Net Revenue	86 477	84 095	179 165	164 063	362 726	347 623
Of which SaaS Revenue	46 450	44 842	90 700	87 306	181 086	177 693
Adjusted EBITDA <sup>1</sup>	18 626	7 387	41 657	18 712	82 403	59 457
Cash EBITDA	13 413	1 118	31 030	6 246	58 290	33 505
EBITDA	18 626	7 092	41 657	18 315	78 612	55 270
Net Profit	8 785	-4 576	18 602	-3 230	33 685	11 853
Gross Margin (%)	70,5	66,4	69,2	68,6	66,9	66,5
Adjusted EBITDA Margin (%)	21,5	8,8	23,3	11,4	22,7	17,1
Cash EBITDA margin (%)	15,5	1,3	17,3	3,8	16,1	9,6
EBITDA Margin (%)	21,5	8,4	23,3	11,2	21,7	15,9
Net-debt	-1 343	160 830	-1 343	160 830	-1 343	113 618
Equity Ratio (%)	59,9	45,4	59,9	45,4	59,9	50,0
Earnings per Share (SEK)	0,41	-0,23	0,89	-0,16	1,63	0,58
Earnings per Diluted Share (SEK)	0,36	-0,20	0,79	-0,14	1,44	0,52
Average number of Shares (pcs)	21 412 632	20 252 947	20 954 673	20 221 847	20 726 349	20 316 519
Average number of Diluted Shares (pcs)	24 169 409	23 123 236	23 622 071	22 884 491	23 349 184	22 983 698

<sup>1</sup> Adjusted EBITDA excludes extraordinary items. During Q1-Q2 2024, there were no adjustments for extraordinary items to report

# STRONG ARR GROWTH

## CEO COMMENT

During the second quarter of 2024, Vertiseit implemented several important strategic initiatives. At our capital markets day in April, new long-term goals were presented, and during the quarter, we carried out a directed new share issue to several new and existing strategic investors. In parallel, both Grassfish and Dise continue to deliver strong results, with an ARR growth exceeding 20 percent.

### ANOTHER STRONG QUARTER

We deliver another strong quarter with ARR growth exceeding 20 percent and significantly improved profitability and cash flow compared to the previous year. EBITDA increased by 13 percentage points compared to the same quarter last year. This is further proof that investments and streamlining efforts have achieved the desired effect, along with continued strong demand. We are seeing increased focus among our customers on investing in the customer experience and the cohesive customer journey. As the digitalization of the physical customer meeting progresses, the need for a professional platform for In-store Experience

Management (IXM), well-integrated into customers' digital ecosystems, increases. This was particularly evident from insights at this year's Grassfish Summit, which gathered over 200 customers and partners over three days in Vienna.

### NEW LONG-TERM GOALS

On April 15, Vertiseit held its second capital markets day as a listed company, as the company's current target period ends at the close of 2024. During the day, new long-term and financial goals were presented, to apply for the period 2025-2032. The new long-term goals entail that Vertiseit

will reach SEK 1 billion in ARR, along with profitability exceeding 35 percent by the end of the period. This has been well received by the market, and we look forward to continuing to deliver profitable growth, with the ambition to become the world's leading platform company within Digital In-store.

### STRENGTHENED PLATFORM FOR GROWTH

During the quarter, a directed new share issue was carried out, bringing several new strategic investors to the company's shareholder list. We are very pleased with the outcome of the transaction and the positive interest shown in Vertiseit. It is particularly gratifying that both

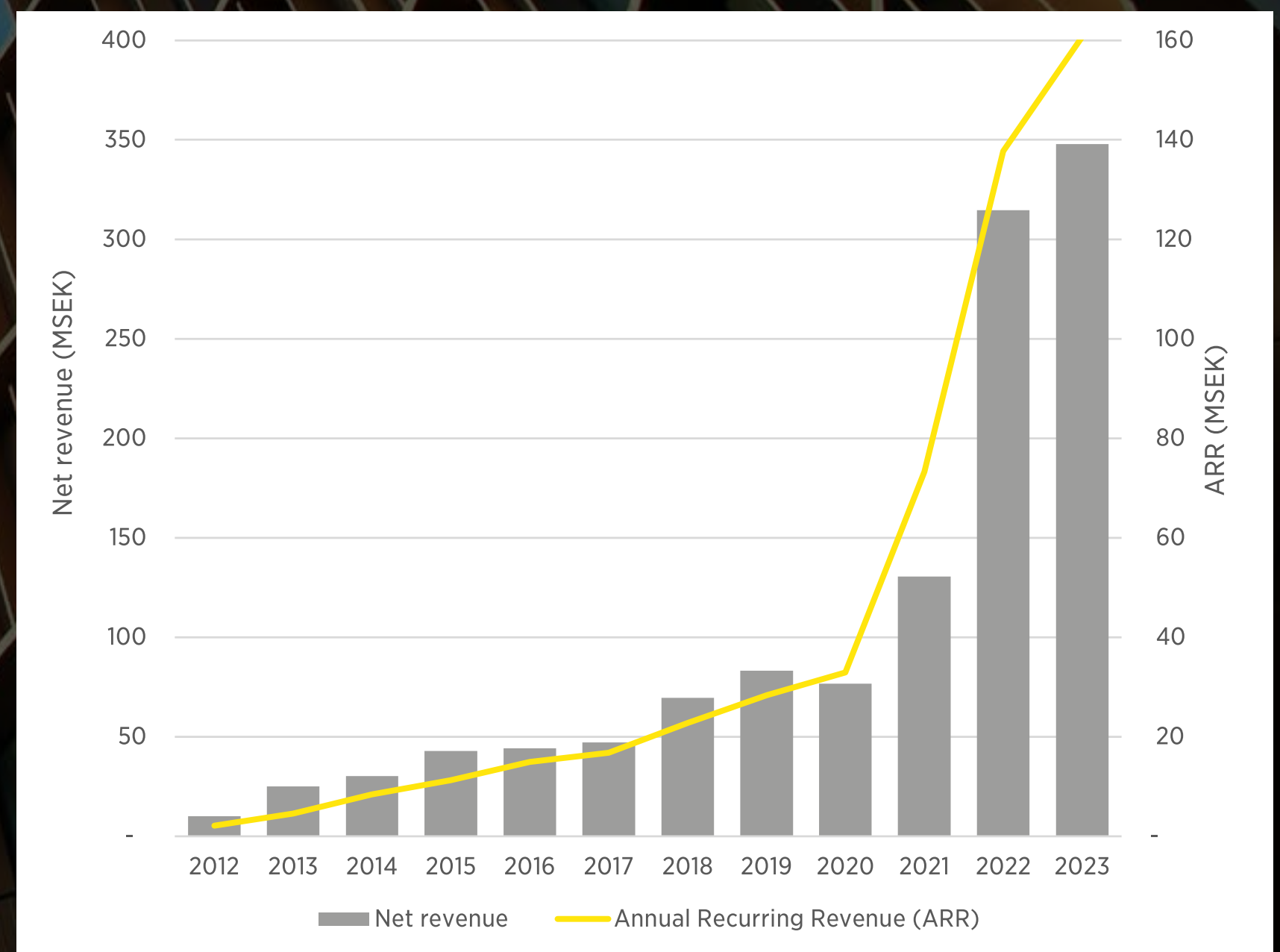
existing owners and new strategically important partners want to join us on Vertiseit's continued journey. A total of approximately SEK 87 million was added to the company, bringing us to a net cash position during the quarter. Overall, Vertiseit is now better positioned than ever to take advantage of the acquisition and growth opportunities available in the market.

Johan Lind, CEO



# PROFITABLE GROWTH

Revenue development 2012 – 2023



KSEK	Q2 2024	Q1 2024	Q4 2023	Q3 2023	Q2 2023	Q1 2023	Q4 2022	Q3 2022	Q2 2022	Q1 2022	Q4 2021	Q3 2021	Q2 2021	Q1 2021	Q4 2020	Q3 2020
Annual Recurring Revenue (ARR)	178 671	170 101	160 756	156 565	150 873	144 097	137 713	130 385	125 027	80 297	73 262	65 942	62 081	35 161	32 967	31 760
Net Revenue	86 477	92 688	87 409	96 152	84 095	79 968	98 933	82 397	78 940	54 391	45 762	39 198	28 030	17 595	19 409	14 598
Of which recurring revenue (SaaS)	46 450	44 250	42 851	47 536	44 842	42 464	42 409	39 365	32 371	22 227	21 676	18 990	12 912	8 715	8 063	7 661
Adjusted EBITDA	18 626	23 031	20 535	20 211	7 387	11 325	13 164	15 482	8 449	10 560	8 873	4 359	4 025	2 516	2 760	3 247
EBITDA-Capex (Cash EBITDA)	13 413	17 617	14 583	12 677	1 118	5 128	5 988	9 754	3 303	4 879	2 856	3 586	3 677	1 862	2 176	2 710
Earnings Before Depreciation (EBITDA)	18 626	23 031	20 535	16 420	7 092	11 223	12 130	15 315	-938	8 855	8 453	4 095	2 025	2 516	2 060	3 247
Net Profit	8 785	9 817	5 688	9 395	-4 576	1 279	8 030	5 984	-7 123	2 454	929	221	112	1 193	160	1 519
Gross Margin (%)	70,5	67,9	66,8	62,6	66,4	70,9	57,0	64,8	58,8	65,0	71,0	66,2	69,7	66,5	61,9	67,5
Adjusted EBITDA Margin (%)	21,5	24,8	23,5	21,0	8,8	14,2	13,3	18,8	10,7	19,4	19,4	11,1	14,4	14,3	14,2	22,2
Cash EBITDA margin (%)	15,5	19,0	16,7	13,2	1,3	6,4	6,1	11,8	4,2	9,0	6,2	9,1	13,1	10,6	11,2	18,6
EBITDA Margin (%)	21,5	24,8	23,5	17,1	8,4	14,0	12,3	18,6	-1,2	16,3	18,5	10,4	7,2	14,3	10,6	22,2
Equity Ratio (%)	59,2	51,0	50,0	47,4	45,4	42,9	47,7	47,6	45,5	52,1	52,1	34,2	32,9	53,6	41,7	51,4
Average Number of Shares (pcs)	21 412 632	20 501 747	20 501 747	20 501 747	20 252 947	20 190 747	20 190 747	20 190 747	19 542 094	18 553 539	17 637 788	14 386 872	13 372 817	12 757 140	12 757 140	12 757 140
<b>Data per Share (SEK)</b>																
Annual Recurring Revenue (ARR) per Share	8,34	8,30	7,84	7,64	7,45	7,14	6,82	6,46	6,40	4,33	4,15	4,58	4,64	2,76	2,58	2,49
Adjusted EBITDA per Share	0,87	1,12	1,00	0,99	0,36	0,56	0,65	0,77	0,43	0,57	0,50	0,30	0,30	0,20	0,22	0,25
Cash EBITDA per share	0,63	0,86	0,71	0,62	0,06	0,25	0,30	0,48	0,17	0,26	0,16	0,25	0,27	0,15	0,17	0,21
EBITDA per Share	0,87	1,12	1,00	0,80	0,35	0,56	0,60	0,76	-0,05	0,48	0,48	0,28	0,15	0,20	0,16	0,25
Earnings per Share	0,41	0,48	0,28	0,46	-0,23	0,06	0,40	0,30	-0,36	0,13	0,05	0,02	0,01	0,09	0,01	0,12

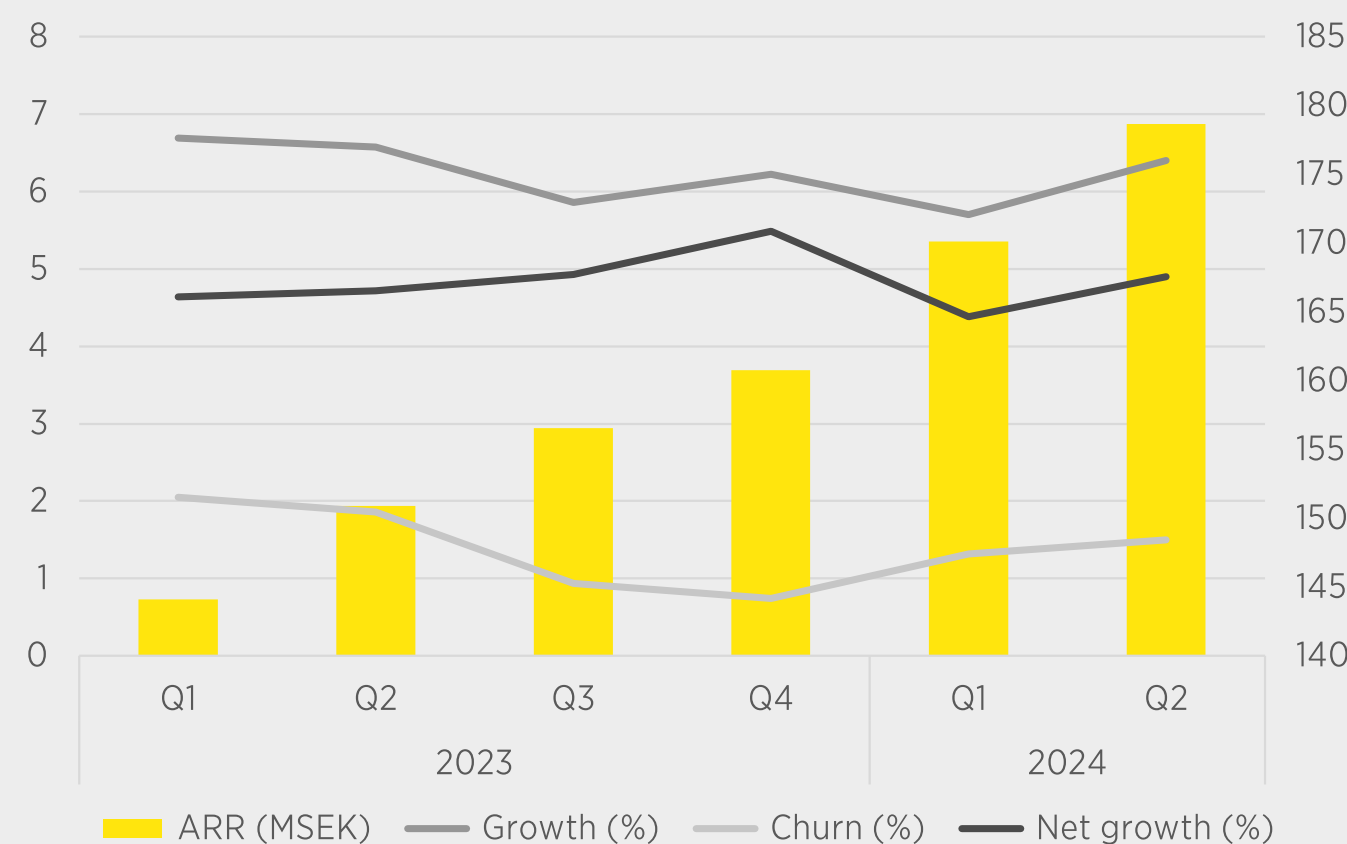
# GROUP SAAS METRICS

Vertiseit is a leading Digital In-store company offering the In-store Experience Management (IXM) SaaS platforms Grassfish and Dise.

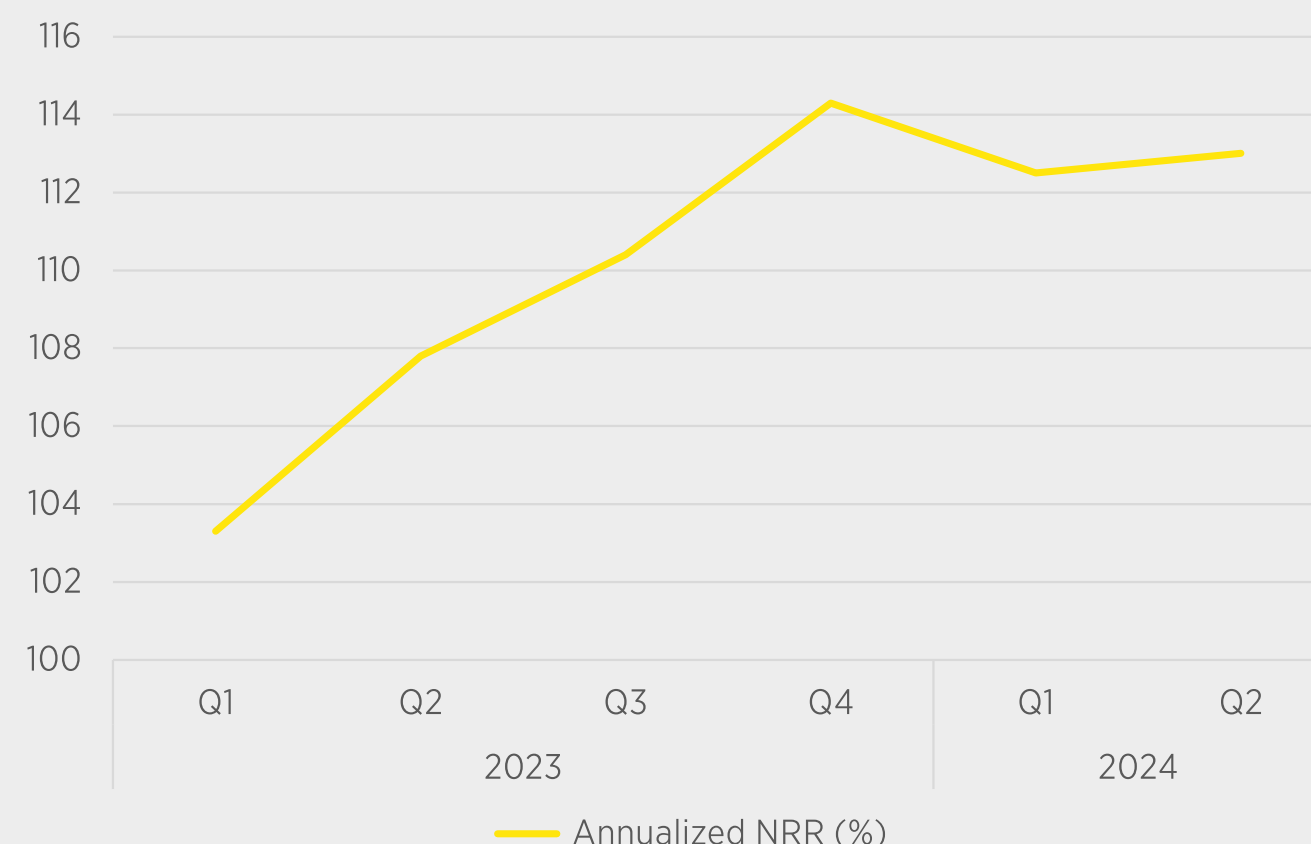
For increased transparency and understanding of Vertiseit's business, selected SaaS metrics are presented here.

		Q2 2024	Q/Q	YoY
<b>ARR (MSEK)</b>	Annual Recurring Revenue	178,7	4,9% <span style="color: green;">●</span>	21,2% <span style="color: green;">●</span>
<b>Growth rate (%)</b>	Quarterly growth rate	6,4%	0,7pp <span style="color: green;">●</span>	-0,2pp <span style="color: orange;">●</span>
<b>Churn rate (%)</b>	Quarterly churn rate	1,5%	0,2pp <span style="color: orange;">●</span>	-0,4pp <span style="color: green;">●</span>
<b>CAC (KSEK)</b>	License Acquisition Cost	1,0	23,7% <span style="color: orange;">●</span>	-8,0% <span style="color: green;">●</span>
<b>ARPA (KSEK)</b>	Average Recurring Revenue Per Brand	100,4	3,3% <span style="color: green;">●</span>	9,1% <span style="color: green;">●</span>
<b>ARPL (KSEK)</b>	Average Recurring Revenue Per License	1,1	4,2% <span style="color: green;">●</span>	4,3% <span style="color: green;">●</span>
<b>CAC Ratio (KSEK)</b>	Acquisition Cost per new ARR KSEK	0,7	-8,6% <span style="color: green;">●</span>	-20,9% <span style="color: green;">●</span>
<b>Months to recover CAC</b>	Months to recover License Acquisition Cost	12,9	20,6% <span style="color: orange;">●</span>	65,8% <span style="color: orange;">●</span>
<b>LTV (KSEK)</b>	Lifetime value per license	19,0	-8,5% <span style="color: orange;">●</span>	29,0% <span style="color: green;">●</span>
<b>LTV/CAC (x)</b>	Acquisition cost payback ratio	19,0	-26,0% <span style="color: orange;">●</span>	40,2% <span style="color: green;">●</span>
<b>SaaS Gross Margin (%)</b>	Profit margin on SaaS revenue	81,6%	-1,6pp <span style="color: orange;">●</span>	4,8pp <span style="color: green;">●</span>
<b>NRR (%)</b>	Annualized Net Revenue Retention	113,0%	0,5pp <span style="color: green;">●</span>	5,2pp <span style="color: green;">●</span>

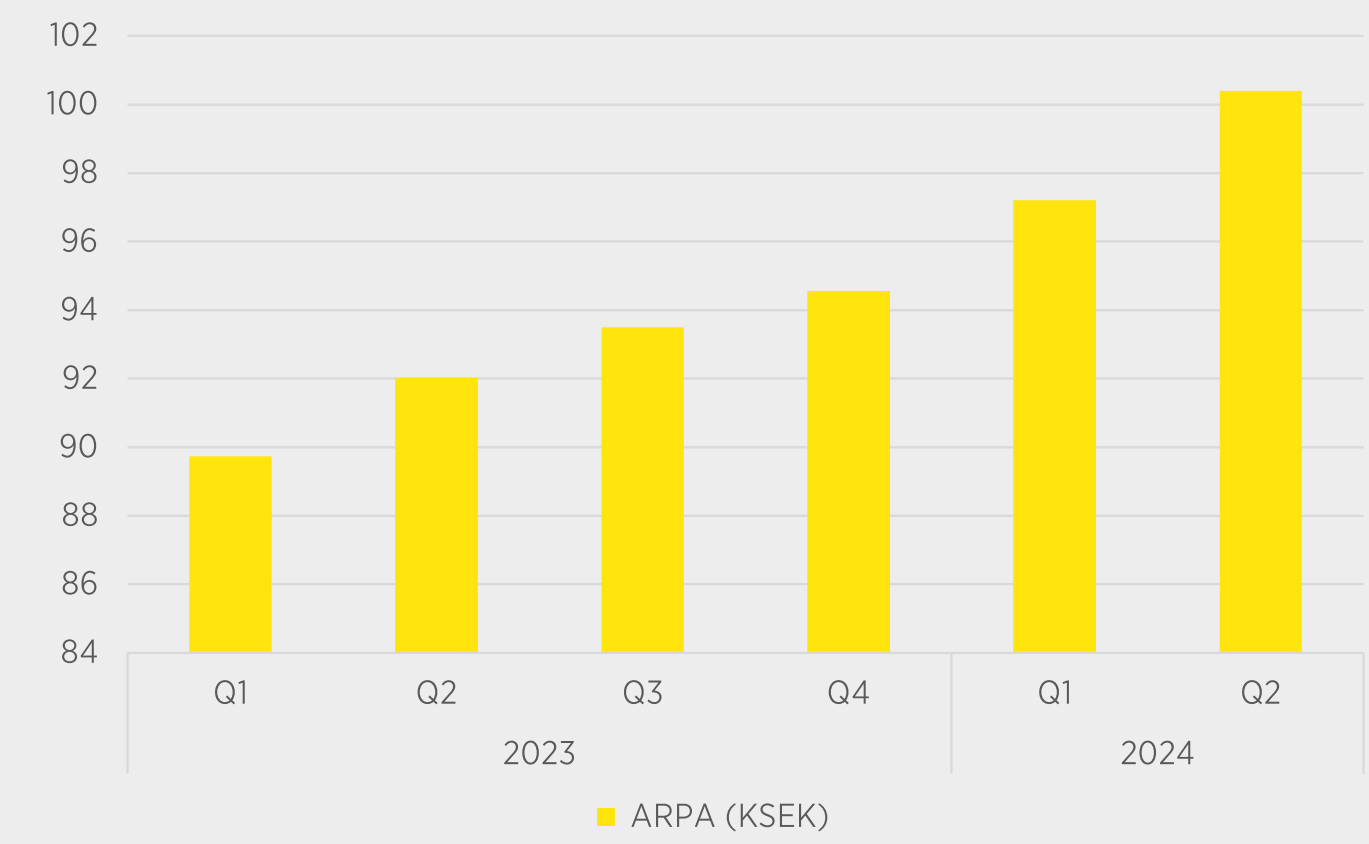
ARR DEVELOPMENT



NET REVENUE RETENTION



AVERAGE REVENUE PER BRAND



# FINANCIAL OVERVIEW

## VERTISEIT GROUP

### The quarter April - June 2024

#### REVENUE AND PROFIT

At the end of the second quarter of 2024, ARR (Annual Recurring Revenue) amounted to 178.7 MSEK (150.9). Compared to the previous year, the increase was 21.2 percent at fixed exchange rates. Compared to the previous quarter, the sequential ARR growth was 4.9 percent at fixed exchange rates, corresponding to an annualized growth rate of 21.1 percent. Both the annual and sequential ARR growth during the period have been organic. Adjusted for the ITS business divested in the third quarter of 2023, SaaS revenue increased by 6.6 MSEK compared to the corresponding period last year to 46.5 MSEK (39.9).

During the second quarter of 2024, net revenue increased by 2.8 percent compared to the corresponding period last year. The gross margin increased to 70.5 percent (66.4) due to stronger margins in all revenue segments during the quarter. Adjusted earnings before depreciation (EBITDA) for the quarter amounted to 18.6 MSEK (7.4) and the adjusted EBITDA margin to 21.5 percent (8.8). During the quarter, no non-recurring items were reported, and thus no EBITDA adjustments were made. This means that unadjusted EBITDA also amounted to 18.6 MSEK (7.1) and the EBITDA margin to 21.5 percent (8.4). In the company's new long-term and financial goals for the period 2025-2032, the profitability measure will be Cash EBITDA, meaning adjusted EBITDA after investments in product development (EBITDA-Capex). This key figure will henceforth be included in the company's reporting. Cash EBITDA for the second quarter of 2024 amounted to 13.4 MSEK (1.1) and the Cash EBITDA margin to 15.5 percent (1.3).

The period's result after tax amounted to

8.8 MSEK (-4.6). Earnings per share before and after dilution amounted to 0.41 SEK and 0.36 SEK (-0.23 and -0.20), respectively.

#### FINANCIAL POSITION

The group's total assets amounted to 630.8 MSEK (587.7) as of June 30, 2024, consisting of fixed assets of 432.6 MSEK (440.8) and current assets of 198.2 MSEK (146.9). Of the total assets, 59.9 percent (65.3) consisted of intangible assets.

The group's short-term liabilities amounted to 138.3 MSEK (167.8) as of June 30, 2024, and long-term liabilities to 114.5 MSEK (153.2). Long-term and short-term interest-bearing liabilities amounted to 69.2 MSEK (107.3) and 38.0 MSEK (75.4), respectively.

During the quarter, the company carried out a directed new share issue, which, together with the exercise of warrants, positively affected both liquidity and equity. After the transaction, equity amounted to 377.9 MSEK (266.7) and the equity ratio to 59.9 percent (45.4). At the end of the quarter, the company reported a negative net debt of -1.3 MSEK, meaning that cash exceeded interest-bearing liabilities. At the same time last year, net debt amounted to 160.8 MSEK.

#### CASHFLOW AND LIQUIDITY

Cashflow from operating activities before changes in working capital amounted to 18.8 MSEK (-9.8) during the quarter.

Cashflow from investments in the group's SaaS platform and internal IT infrastructure amounted to -5.2 MSEK (-6.3) during the quarter. Total cashflow from investing activities during the quarter amounted to -6.4 MSEK (-6.1).

Free cashflow during the quarter amounted to 12.4 MSEK (-15.9). Cashflow from financing activities amounted to 71.5 MSEK (-2.3), of which -10.8 MSEK (-8.8) was from reduced interest-bearing liabilities and 86.6 MSEK from capital contributions through a directed new share issue and the exercise of warrants.

Total cashflow for the second quarter of 2024 amounted to 84.0 MSEK (-18.2). Available liquidity, including credit facilities, amounted to 141.4 MSEK (21.9) as of June 30, 2024.

### The period January - June 2024

#### REVENUE AND PROFIT

During the first half of 2024, SaaS revenues, adjusted for the divested ITS business, increased by 12.9 MSEK compared to the previous year, amounting to 90.7 MSEK (77.8) for the period. Net revenue increased by 9.2 percent compared to the same period last year. The gross margin was 70.5 percent (66.4). EBITDA, both adjusted and unadjusted, amounted to 41.7 MSEK (18.7) for the period, with an EBITDA margin of 23.3 percent (11.4). Cash EBITDA amounted to 31.0 MSEK (6.2) with a Cash EBITDA margin of 17.3 percent (3.8). The result for the period was 18.6 MSEK (-3.2).

#### CASHFLOW

Cashflow from operating activities before changes in working capital amounted to 46.7 MSEK (-13.0) during the first half of 2024.

Cashflow from investments in the group's SaaS platform and internal IT infrastructure amounted to -10.6 MSEK (-12.5). Total cashflow from investing activities during the period amounted to -11.8 MSEK (-21.5).

Freecash flow during the period amounted to 34.9 MSEK (-34.4). Cashflow from financing activities amounted to 48.8 MSEK (21.3).

Total cashflow for the first half of 2024 amounted to 83.7 MSEK (-13.1).



# 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 2023. 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 OCH EMPLOYEES

The average number of full-time employees (FTE) in the group during the quarter was 153 (172), of which 103 were men (129) and 50 were women (43).

## ANNUAL GENERAL MEETING

Vertiseit's Annual General Meeting was held at Vertiseit's head office, Kyrkogatan 7, Varberg, on May 2, 2024. Minutes of the meeting and annual report is available on the company's website [vertiseit.com](https://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 2023. Significant risks and uncertainty factors described for the group are also applicable to the parent company.

## EVENTS AFTER THE END OF THE PERIOD

No events have occurred after the end of the period, in the group or in the parent company, which in material respects affect the assessment of the financial information in this report.

## 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](https://vertiseit.com/financial-reports)



# FINANCIAL CALENDAR

# 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 18, 2024

<b>30</b> OCTOBER 2024	INTERIM REPORT Q3 2024	<b>24</b> APRIL 2025	INTERIM REPORT Q1 2025
<b>12</b> FEBRUARY 2025	YEAR-END REPORT 2024	<b>24</b> APRIL 2025	ANNUAL GENERAL MEETING 2025

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## Certified Adviser

The company's Certified Adviser on Nasdaq First North Growth Market is Redeye AB  
phone +46 (0)8 121 57 690  
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**Ann Öberg**  
Board Chair

**Mikael Olsson**  
Board Member

**Vilhelm Schottenius**  
Board Member

**Johanna Schottenius**  
Board Member

**Adrian Nelje**  
Board Member

**Jon Lindén**  
Board Member

**Johan Lind**  
CEO

# FINANCIAL OVERVIEW

# FINANCIAL REPORTS

## THE GROUP'S REPORT ON COMPREHENSIVE INCOME

	Q2 2024	Q2 2023	Acc 2024	Acc 2023	12 months	FY 2023
KSEK	Apr-Jun	Apr-Jun	Jan-Jun	Jan-Jun	Jul-Jun	Jan-Dec
Net revenue	86 477	84 095	179 165	164 063	362 726	347 623
Other Operating Income	1 342	1 518	2 831	2 652	14 304	14 125
<b>Total Operating Revenue</b>	<b>87 819</b>	<b>85 612</b>	<b>181 996</b>	<b>166 715</b>	<b>377 029</b>	<b>361 748</b>
Cost of Goods and Services	-25 470	-28 264	-55 257	-51 510	-120 197	-116 450
Other External Costs	-13 484	-16 273	-26 894	-29 971	-59 236	-62 314
Cost of Staff	-30 239	-33 984	-58 188	-66 919	-118 983	-127 714
<b>Operating Profit Before Depreciation and Amortisation (EBITDA)</b>	<b>18 626</b>	<b>7 092</b>	<b>41 657</b>	<b>18 315</b>	<b>78 612</b>	<b>55 270</b>
Depreciation of Tangible and Intangible Assets	-6 904	-7 173	-13 781	-13 880	-27 102	-27 201
<b>Operating Profit (EBIT)</b>	<b>11 722</b>	<b>-81</b>	<b>27 876</b>	<b>4 434</b>	<b>51 510</b>	<b>28 069</b>
Financial Income	47	2	145	9	268	132
Financial Costs	-2 070	-2 357	-4 377	-4 420	-10 603	-10 647
Exchange Rate Differences	-182	-1 438	-899	-2 413	1 315	-199
<b>Net Financial Income</b>	<b>-2 205</b>	<b>-3 793</b>	<b>-5 131</b>	<b>-6 824</b>	<b>-9 020</b>	<b>-10 713</b>
<b>Profit Before Tax</b>	<b>9 516</b>	<b>-3 874</b>	<b>22 745</b>	<b>-2 390</b>	<b>42 490</b>	<b>17 356</b>
Tax	-731	-702	-4 143	-841	-8 805	-5 503
<b>Net Profit</b>	<b>8 785</b>	<b>-4 576</b>	<b>18 602</b>	<b>-3 230</b>	<b>33 685</b>	<b>11 853</b>
<b>Other Comprehensive Income <sup>1</sup></b>						
Translation Differences from Translation of Foreign Operations	-2 421	15 632	4 662	11 081	-6 985	-565
<b>Total Comprehensive Income for the Period</b>	<b>6 363</b>	<b>11 056</b>	<b>23 264</b>	<b>7 851</b>	<b>26 700</b>	<b>11 287</b>
<b>Profit for the Period Attributable to:</b>						
Shareholders of the Parent Company	8 785	-4 576	18 602	-3 230	33 685	11 853
Non-controlling Interests	-	-	-	-	-	-
<b>Profit for the Period</b>	<b>8 785</b>	<b>-4 576</b>	<b>18 602</b>	<b>-3 230</b>	<b>33 685</b>	<b>11 853</b>
<b>Total Comprehensive Income for the Period Attributable to:</b>						
Shareholders of the Parent Company	6 363	11 056	23 264	7 851	26 700	11 287
Non-controlling Interests	-	-	-	-	-	-
<b>Total Comprehensive Income for the Period</b>	<b>6 363</b>	<b>11 056</b>	<b>23 264</b>	<b>7 851</b>	<b>26 700</b>	<b>11 287</b>
<b>Earnings per Share for the Period</b>						
Before Dilution (SEK)	0,41	-0,23	0,89	-0,16	1,63	0,58
Diluted (SEK)	0,36	-0,20	0,79	-0,14	1,44	0,52
Number of Shares at the End of the Period (pcs)	22 912 912	20 501 747	22 912 912	20 501 747	22 912 912	20 501 747
Number of Diluted Shares at the End of the Period (pcs)	25 491 912	23 080 747	25 491 912	23 080 747	25 491 912	23 080 747
Average Number of Shares (pcs)	21 412 632	20 252 947	20 954 673	20 221 847	20 726 349	20 363 335
Average Number of Diluted Shares (pcs)	24 169 409	23 123 236	23 622 071	22 884 491	23 349 184	22 983 698

<sup>1</sup> items that have been or can be transferred to the Profit for the Period

## REPORT ON FINANCIAL POSITION FOR THE GROUP

	Q2 2024	Q2 2023	Full Year 2023
KSEK	2024-06-30	2023-06-30	2023-12-31
<b>Assets</b>			
Intangible Fixed Assets	377 710	383 649	371 010
Tangible Fixed Assets	1 442	2 369	1 852
Leasing Assets	45 918	45 619	50 478
Deferred Tax Assets	4 509	8 563	1 996
Financial Fixed Assets	3 002	616	2 852
<b>Total Fixed Assets</b>	<b>432 581</b>	<b>440 817</b>	<b>428 188</b>
Inventory	13 810	25 039	16 455
Accounts Receivable	50 061	70 041	57 801
Contract Assets	10 090	18 629	1 363
Prepaid Expenses and Accrued Revenues	4 024	2 186	3 429
Other Receivables	11 695	9 104	9 045
Cash and Cash Equivalents	108 521	21 921	24 641
<b>Total Current Assets</b>	<b>198 201</b>	<b>146 919</b>	<b>112 733</b>
<b>Total Assets</b>	<b>630 782</b>	<b>587 737</b>	<b>540 921</b>
<b>Equity and Liabilities</b>			
<b>Equity</b>			
Share Capital	1 146	1 025	1 025
Other Contributed Capital	296 926	213 862	214 246
Reserves	20 998	27 983	16 337
Retained Earnings, Including Current Year's Result	58 877	23 832	38 663
Equity Attributable to the Parent Company's Owners	377 947	266 702	270 271
Non-controlling Interests	-	-	-
<b>Total Equity</b>	<b>377 947</b>	<b>266 702</b>	<b>270 271</b>
<b>Liabilities</b>			
Long-term Interest-bearing Liabilities	69 197	107 310	95 409
Long-term Leasing Liabilities	40 511	39 146	44 246
Other Liabilities	-	-	-
Provisions	1 028	1 271	3 077
Deferred Tax Liabilities	3 778	5 463	3 928
<b>Total Long-term Liabilities</b>	<b>114 514</b>	<b>153 190</b>	<b>146 660</b>
Short-term Interest-bearing Liabilities	37 981	75 441	41 999
Short-term Leasing Liabilities	8 054	8 237	8 388
Accounts Payable	23 036	11 138	16 641
Contract Liabilities	18 323	28 686	25 553
Current Tax Liabilities	2 077	-	960
Other Liabilities	14 236	15 212	11 981
Accrued Expenses and Deferred Revenues	34 614	29 129	18 469
<b>Total Short-term Liabilities</b>	<b>138 321</b>	<b>167 844</b>	<b>123 989</b>
<b>Total Liabilities</b>	<b>252 835</b>	<b>321 034</b>	<b>270 649</b>
<b>Total Equity and Liabilities</b>	<b>630 782</b>	<b>587 736</b>	<b>540 921</b>

REPORT ON CHANGES IN EQUITY FOR THE GROUP

KSEK	Share capital	Other contributed capital	Translation reserve	Retained Earnings, Including Current Period's Result	Total	Non-controlling Interests	Total Equity
<b>Opening Equity as of January 1, 2024</b>	1 025	214 246	16 337	38 664	270 271	-	270 271
<b>Total Comprehensive Income for the Period</b>							
Total Comprehensive Income for the Period	-	-	4 662	18 602	23 264	-	23 264
<b>Transactions with the Group's Shareholders</b>							
Share Issuance	121	86 486	-	-	86 607	-	86 607
Issuance Costs	-	-3 806	-	-	-3 806	-	-3 806
Warrants	-	-	-	1 611	1 611	-	1 611
<b>Change in Ownership Interest in Subsidiaries</b>							
Acquisition of Partially Owned Subsidiaries	-	-	-	-	-	-	-
<b>Closing Equity as of June 30, 2024</b>	1 146	296 926	20 998	58 877	377 947	-	377 947

KSEK	Share capital	Other contributed capital	Translation reserve	Retained Earnings, Including Current Period's Result	Total	Non-controlling Interests	Total Equity
<b>Opening Equity as of January 1, 2023</b>	1 009	207 658	16 902	26 811	252 380	9 485	261 865
<b>Total Comprehensive Income for the Period</b>							
Total Comprehensive Income for the Period	-	-	11 081	-3 230	7 851	-	7 851
<b>Transactions with the Group's Shareholders</b>							
Share Issuance	16	6 204	-	-	6 220	-	6 220
Warrants	-	-	-	251	251	-	251
<b>Change in Ownership Interest in Subsidiaries</b>							
Acquisition of Partially Owned Subsidiaries	-	-	-	-	-	-9 485	-9 485
<b>Closing Equity as of June 30, 2023</b>	1 025	213 862	27 983	23 832	266 702	-	266 702

REPORT ON CASH FLOWS FOR THE GROUP

	Q2 2024	Q2 2023	Acc 2024	Acc 2023	12 months	FY 2023
KSEK	Apr-Jun	Apr-Jun	Jan-Jun	Jan-Jun	Jul-Jun	Jan-Dec
<b>Operating Activities</b>						
Operating Profit (EBIT)	11 722	-81	27 876	4 434	51 510	28 069
Adjustment for Depreciation and Amortisation	6 904	7 173	13 781	13 880	27 103	27 202
Other Non-Cash Items	-1 800	7 546	-1 835	-1 669	-7 651	-7 485
Interest Received	47	2	145	9	268	132
Interest Paid	-2 070	-2 357	-4 377	-4 420	-10 603	-10 647
Income Tax Paid	-1 703	-1 909	-2 944	-2 494	-2 778	-2 328
Increase (-)/Decrease (+) in Inventory	-2 226	-1 989	2 645	-3 203	2 314	-3 534
Increase (-)/Decrease (+) in Trade Receivables	15 603	10 813	-6 976	-10 325	5 973	2 624
Increase (+)/Decrease (-) in Trade Payables	-7 685	-28 967	18 416	-9 165	36 277	8 696
<b>Cash Flow from Operating Activities</b>	<b>18 791</b>	<b>-9 769</b>	<b>46 731</b>	<b>-12 953</b>	<b>102 411</b>	<b>42 728</b>
<b>Investing Activities</b>						
Acquisition of Intangible Fixed Assets	-5 213	-6 269	-10 627	-12 466	-24 113	-25 952
Acquisition of Tangible Fixed Assets	-119	129	-156	-31	-436	-311
Acquisition of Subsidiaries/Businesses, Net Cash Impact	-899	-	-899	-9 354	-3 453	-11 908
Disposal of Subsidiaries/Businesses, Net Cash Impact	-	-	-	-	13 520	13 520
Acquisition of Financial Fixed Assets	-142	-	-142	-	-160	-18
Disposal of Financial Fixed Assets	-	-	-	388	-0	388
<b>Cash Flow from Investing Activities</b>	<b>-6 373</b>	<b>-6 140</b>	<b>-11 824</b>	<b>-21 463</b>	<b>-14 643</b>	<b>-24 282</b>
<b>Financing Activities</b>						
Share Issuance	86 607	6 220	86 607	6 220	86 607	6 220
Costs of Share Issuance	-3 806	-	-3 806	-	-3 806	-
Cash from Warrants Premiums	1 611	251	1 611	251	1 744	384
Net change in overdraft facilities	-1 781	3 516	-4 418	37 728	-43 074	-928
Borrowings	-	-10 415	-	-19 334	19 334	-
Repayment of Loans	-9 062	-1 892	-27 090	-3 577	-50 306	-26 793
Repayment of Lease Liabilities	-2 025	-	-4 069	-	-11 749	-7 680
<b>Cash Flow from Financing Activities</b>	<b>71 544</b>	<b>-2 320</b>	<b>48 835</b>	<b>21 288</b>	<b>-1 250</b>	<b>-28 797</b>
<b>Net Cash Flow for the Year</b>	<b>83 962</b>	<b>-18 229</b>	<b>83 742</b>	<b>-13 128</b>	<b>86 519</b>	<b>-10 351</b>
Cash and Cash Equivalents at the Beginning of the Year	24 576	40 150	24 641	35 049	21 921	35 048
Exchange Rate Differences in Cash and Cash Equivalents	-17	-	138	-	82	-57
<b>Cash and Cash Equivalents at the End of the Year</b>	<b>108 521</b>	<b>21 921</b>	<b>108 521</b>	<b>21 921</b>	<b>108 522</b>	<b>24 641</b>

INCOME STATEMENT OF THE PARENT COMPANY

	Q2 2024	Q2 2023	Acc 2024	Acc 2023	12 months	FY 2023
KSEK	Apr-Jun	Apr-Jun	Jan-Jun	Jan-Jun	Jul-Jun	Jan-Dec
Net Revenue	10 436	131	21 134	1 250	62 151	42 266
Other Operating Income	75	9 841	464	19 136	-16 304	2 368
<b>Total Revenue</b>	<b>10 512</b>	<b>9 972</b>	<b>21 598</b>	<b>20 386</b>	<b>45 847</b>	<b>44 635</b>
Cost of Goods and Services	-25	-34	-327	-510	-1 269	-1 452
Other External Costs	-5 050	-5 116	-10 293	-8 857	-27 670	-26 234
Cost of Staff	-6 483	-4 274	-12 921	-9 634	-18 207	-14 920
<b>Profit Before Depreciation and Amortisation (EBITDA)</b>	<b>-1 046</b>	<b>548</b>	<b>-1 943</b>	<b>1 385</b>	<b>-1 299</b>	<b>2 029</b>
Depreciation of Tangible and Intangible Fixed Assets	-699	-810	-1 398	-1 275	-3 055	-2 932
<b>Operating Profit (EBIT)</b>	<b>-1 745</b>	<b>-262</b>	<b>-3 341</b>	<b>110</b>	<b>-4 354</b>	<b>-903</b>
Financial Income						
Financial Costs	-1 749	-2 071	-3 675	-3 961	-9 192	-9 479
Exchange Rate Changes	-267	-3 068	-1 002	-3 904	1 968	-934
<b>Profit after Financial Items</b>	<b>-3 719</b>	<b>-5 400</b>	<b>-7 878</b>	<b>-7 754</b>	<b>-11 305</b>	<b>-11 181</b>
Year-end allocations	-	-	-	-	1 312	1 312
<b>Profit Before Tax</b>	<b>-3 719</b>	<b>-5 400</b>	<b>-7 878</b>	<b>-7 754</b>	<b>-9 993</b>	<b>-9 869</b>
Tax	1 549	1 112	2 406	1 597	488	-320
<b>Net Profit</b>	<b>-2 170</b>	<b>-4 288</b>	<b>-5 472</b>	<b>-6 157</b>	<b>-9 504</b>	<b>-10 190</b>

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

KSEK	Q2 2024	Q2 2023	Full Year 2023
	2024-06-30	2023-06-30	2023-12-31
<b>Assets</b>			
Intangible Fixed Assets	12 241	7 259	11 540
Tangible Fixed Assets	158	-	186
Shares in Subsidiary Companies	335 646	335 646	335 646
Financial Fixed Assets	3 537	403	1 131
<b>Total Fixed Assets</b>	<b>351 582</b>	<b>343 307</b>	<b>348 502</b>
Inventory	-	-	-
Accounts Receivable	13	5 736	125
Receivables from Group Companies	12 155	39 922	56 838
Contract Assets	-	1 190	834
Prepaid Expenses and Accrued Revenues	6 540	4 832	1 860
Other Receivables	168	6 320	1 732
Current Tax Asset	3 673	-	2 376
Cash and cash equivalents	78 674	3 064	2 016
<b>Total Current Assets</b>	<b>101 222</b>	<b>61 065</b>	<b>65 781</b>
<b>Total Assets</b>	<b>452 804</b>	<b>404 372</b>	<b>414 283</b>
<b>Equity and Liabilities</b>			
<b>Equity</b>			
Share Capital	1 146	1 025	1 025
Fund for Development Expenses	10 240	4 480	10 240
Share Premium Reserve	291 817	209 137	209 137
Retained Earnings	-11 279	2 036	-2 700
Profit for the Period	-5 472	-6 157	-10 190
<b>Total Equity</b>	<b>286 452</b>	<b>210 521</b>	<b>207 512</b>
<b>Provisions</b>			
Provisions	-	-	544
<b>Total provisions</b>	<b>-</b>	<b>-</b>	<b>544</b>
<b>Liabilities</b>			
Long-term Liabilities to Credit Institutions	68 104	106 680	94 034
<b>Total Long-term Liabilities</b>	<b>68 104</b>	<b>106 680</b>	<b>94 034</b>
Short-term Liabilities to Credit Institutions	33 962	68 936	38 380
Advance Payments from Customers	-	-	-
Accounts Payable	3 528	2 753	2 202
Current Tax Liabilities	-	-	-
Other Liabilities	1 236	1 157	891
Liabilities to Group Companies	54 494	9 266	67 255
Contract Liabilities	-	-	-
Accrued Expenses and Deferred Revenues	5 029	5 059	3 464
<b>Total Current Liabilities</b>	<b>98 249</b>	<b>87 171</b>	<b>112 193</b>
<b>Total Liabilities</b>	<b>166 353</b>	<b>193 851</b>	<b>206 227</b>

## Operating segments and distribution of income

Segment Reporting - Quarter		Revenue segment							
The Quarter April 1 - June 30		SaaS		Consulting		Systems		Total	
KSEK	Q2 2024	Q2 2023	Q2 2024	Q2 2023	Q2 2024	Q2 2023	Q2 2024	Q2 2023	
Net revenue	46 450	44 842	8 367	8 255	31 660	30 998	86 477	84 095	
Cost of goods and services	-2 717	-4 122	-775	-1 221	-21 978	-22 921	-25 470	-28 264	
<b>Gross profit</b>	<b>43 733</b>	<b>40 720</b>	<b>7 592</b>	<b>7 034</b>	<b>9 682</b>	<b>8 077</b>	<b>61 008</b>	<b>55 831</b>	
Gross margin	94%	91%	91%	85%	31%	26%	71%	66%	
Other operating income							1 342	1 518	
Other external costs							-13 484	-16 273	
Cost of staff							-30 239	-33 984	
<b>EBITDA</b>							<b>18 627</b>	<b>7 092</b>	
Depreciation of tangible and intangible fixed assets							-6 904	-7 173	
<b>EBIT</b>							<b>11 723</b>	<b>-81</b>	
Financial income							47	2	
Financial costs							-2 070	-2 357	
Currency exchange rate fluctuations							-182	-1 438	
<b>Profit before tax</b>							<b>9 517</b>	<b>-3 874</b>	

Segment Reporting - Period		Revenue segment							
The Period January 1 - June 30		SaaS		Consulting		Systems		Total	
KSEK	Acc 2024	Acc 2023	Acc 2024	Acc 2023	Acc 2024	Acc 2023	Acc 2024	Acc 2023	
<b>Net revenue</b>	<b>90 700</b>	<b>87 306</b>	<b>18 478</b>	<b>18 429</b>	<b>69 987</b>	<b>58 328</b>	<b>179 165</b>	<b>164 063</b>	
Cost of goods and services	-5 278	-6 143	-1 833	-2 213	-48 146	-43 154	-55 257	-51 510	
<b>Gross profit</b>	<b>85 422</b>	<b>81 162</b>	<b>16 645</b>	<b>16 216</b>	<b>21 841</b>	<b>15 174</b>	<b>123 909</b>	<b>112 553</b>	
Gross margin	94%	93%	90%	88%	31%	26%	69%	69%	
Other operating income							2 831	2 652	
Other external costs							-26 894	-29 971	
Cost of staff							-58 188	-66 919	
<b>EBITDA</b>							<b>41 658</b>	<b>18 315</b>	
Depreciation of tangible and intangible fixed assets							-13 781	-13 880	
<b>EBIT</b>							<b>27 877</b>	<b>4 434</b>	
Financial income							145	9	
Financial costs							-4 377	-4 420	
Currency exchange rate fluctuations							-899	-2 413	
<b>Profit before tax</b>							<b>22 746</b>	<b>-2 390</b>	

Distribution of Revenues - Quarter		Revenue segment							
The Quarter April 1 - June 30		SaaS		Consulting		Systems		Total	
KSEK	Q2 2024	Q2 2023	Q2 2024	Q2 2023	Q2 2024	Q2 2023	Q2 2024	Q2 2023	
<b>Recognition Timing</b>									
Revenues recognised at a specific point in time	-	-	-	-	31 660	30 998	31 660	30 998	
Revenues recognised over time	46 450	44 842	8 367	8 255	-	-	54 817	53 096	
<b>Total revenues from customer contracts</b>	<b>46 450</b>	<b>44 842</b>	<b>8 367</b>	<b>8 255</b>	<b>31 660</b>	<b>30 998</b>	<b>86 477</b>	<b>84 095</b>	

Distribution of Revenues - Period		Revenue segment							
The Period January 1 - June 30		SaaS		Consulting		Systems		Total	
KSEK	Acc 2024	Acc 2023	Acc 2024	Acc 2023	Acc 2024	Acc 2023	Acc 2024	Acc 2023	
<b>Recognition Timing</b>									
Revenues recognised at a specific point in time	-	-	-	-	69 987	58 328	69 987	58 328	
Revenues recognised over time	90 700	87 306	18 478	18 429	-	-	109 178	105 734	
<b>Total revenues from customer contracts</b>	<b>90 700</b>	<b>87 306</b>	<b>18 478</b>	<b>18 429</b>	<b>69 987</b>	<b>58 328</b>	<b>179 165</b>	<b>164 063</b>	

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. Transfer prices between the group's various operating segments are set based on market pricing.

## Long-term incentive program

Following the resolution at the 2024 Annual General Meeting, Vertiseit introduced an incentive program (TO 6) with warrants for employees and senior executives in the group. Upon full subscription, 640,000 new Series B shares can be issued, corresponding to a dilution of approximately 2.7 percent (based on the number of outstanding shares at the end of Q2 2024). A total of 250,950 warrants have been transferred to employees under the TO 6 incentive program, corresponding to a dilution of approximately 1.1 percent. The program runs until May 2027 with an exercise price of 53.00 SEK per Series B share.

Two previous incentive programs with warrants were directed at employees and senior executives of the company. Upon full subscription, a maximum of 1,939,000 new Series B shares can be issued under these two programs. Of the total number of resolved warrants, 2,579,000, 794,950 had been transferred to employees by the end of the quarter. These programs run until May 2025 with an exercise price of 50.00 SEK per Class B share, and until May 2026 with an exercise price of 50.00 SEK per Class B share. All warrants were obtained against consideration, which at the time corresponded to market value calculated according to Black & Scholes.

The purpose of the incentive programs is to encourage broad share ownership among the company's employees, recruit and retain competent and talented employees, and increase the alignment of interests between employees and the company's objectives. More information about the incentive programs can be found on the company's website [vertiseit.com](https://vertiseit.com).

# ALTERNATIVE KEY METRICS

The Vertiseit Group’s reporting contains several key metrics, which are used to describe the business and increase comparability between periods. These key metrics are not defined based on IFRS regulations, but are consistent with how group management and the Board measure and follow up the company’s performance.

Key Metric	Definition	Motivation
<b>Annual Recurring Revenue (ARR)</b>	Annualised value of the period’s last month’s recurring SaaS revenue	The ratio indicates expected recurring SaaS revenue over the next 12 months and is a key metric for industry comparison
<b>Recurring Revenue (SaaS)</b>	Revenue of recurring nature from license and support of software (Software as a Service)	Relevant key metric as the revenue derives from the business segment that is paramount in the company’s strategy
<b>Profit before depreciation (EBITDA)</b>	Profit before interest, taxes, depreciation and amortisation	Relevant key metric for evaluating the result from the ongoing operations
<b>Adjusted EBITDA</b>	Operating profit before depreciation, amortisation and impairments of other non-current assets.	Relevant key metric for evaluating the result from ongoing operations, excluding extraordinary items
<b>Cash EBITDA</b>	Adjusted EBITDA-Capex. Adjusted EBITDA reduced by investments in product development	Relevant key metric for evaluating the performance of ongoing operations, as it also takes investments in product development into account
<b>Operating profit (EBIT)</b>	Comprehensive income before net financial items and income tax	Relevant key metric for evaluating the company’s profitability, regardless of how the business was financed
<b>EBITDA margin</b>	EBITDA in relation to net revenue	Relevant key metric for evaluating the profit margin in the business
<b>EBIT margin</b>	EBIT in relation to net revenue	Relevant key metric for evaluating the margin in the business, regardless of how it was financed
<b>Adjusted EBITDA margin</b>	Adjusted EBITDA in relation to net revenue	Relevant key metric for evaluating the result from ongoing operations, excluding extraordinary items
<b>Gross margin</b>	Net revenue deducted by cost of goods and services in relation to net revenue	Relevant key metric for evaluating the gross profit in the business
<b>Equity ratio</b>	Equity in relation to total assets	Relevant key metric to assess the company’s ability to fulfill its financial commitments, as well as the possibilities for investments and dividends
<b>Net-debt</b>	Long-term and short-term interest-bearing liabilities reduced by cash and cash equivalents	Relevant key metric for evaluating the company’s financial strength and stability
<b>SaaS Key Figures</b>		
<b>Churn Rate</b>	Share of licenses discontinued during the period in relation to licenses at start of period	Relevant key metric to assess the business’s opportunities for growth
<b>Growth Rate</b>	New licenses during the period in relation to licenses at start of period	The key metric is considered relevant to the company’s performance as it reflects its ability to grow the license base
<b>Customer Acquisition Cost (CAC)</b>	Sales and marketing expenses (rolling 12 months) per new license	The key metric makes it easier to assess the cost of growing the company’s license base
<b>CAC Ratio</b>	Sales and marketing expenses (rolling 12 months) in relation to new ARR revenue	The key metric is relevant for assessing the possibilities for license growth
<b>Lifetime Value per license (LTV)</b>	Average revenue per license multiplied by its’ expected lifetime	The key metric is deemed relevant to assess the company’s future revenue potential
<b>LTV/CAC</b>	Expected LTV per license in relation to CAC	The key ratio facilitates comparison with other companies with SaaS revenue
<b>Months to recover CAC</b>	Number of months to recover CAC	Relevant key metric to assess the company’s growth opportunities
<b>Average Revenue per Brand (ARPA)</b>	Average ARR per end customer	The key metric is deemed relevant to assess how license revenue per customer changes
<b>Net Revenue Retention (NRR)</b>	Net change in ARR from existing end customers	The key figure helps to evaluate how license revenue develops from existing customers, without regard to newly added customers
<b>SaaS Gross Margin</b>	SaaS revenue reduced by related cost of goods and services in relation to SaaS revenue	Relevant key figure for evaluating the gross profit from the company’s SaaS revenue



# ABOUT VERTISEIT

# ABOUT VERTISEIT



**TOGETHER** WITH OUR  
CUSTOMERS WE CREATE  
THE FUTURE OF RETAIL

**VERTISEIT IS A RETAIL TECH COMPANY AIMING TO BECOME THE WORLD'S LEADING PLATFORM COMPANY WITHIN DIGITAL IN-STORE BY ACQUIRING AND DEVELOPING LEADING SAAS COMPANIES**

Through the subsidiaries Grassfish and Dise, 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 150 employees and more than 1,500 customer brands. Vertiseit was founded in 2008 and is headquartered in Varberg, with offices in Norway, Denmark, Austria, Germany, and the UK. 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.

# 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 Grassfish’s and Dise’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 services for Digital In-store  
Billed per hour or retainer

# GROUP STRUCTURE

In Vertiseit’s corporate structure, the parent company Vertiseit AB, is a pure holding company within Digital In-store, aiming to develop and acquire SaaS companies within Digital Signage with a focus on Digital In-store. The structure enables an acquisition agenda, including both standalone and complementary acquisitions for its subsidiaries, Grassfish and Dise.

**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 Grassfish and Dise, 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

## FINANSIELLA MÅL

**>20% GROWTH**  
Annual ARR growth (CAGR)

**>30% PROFITABILITY**  
Cash-EBITDA per share growth Y/Y (CAGR)

**>100% REVENUE RETENTION**  
Annual Net Revenue Retention exceeding 100%

# 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 asset 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:

- Partners
- Customers
- Market Reach
- Platforms

# 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 accommodate 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.

## 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 decrease. 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 quality and environmentally certified according to ISO 9001 and ISO 14001.

## 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 strengths. 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 150 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.

150

Number of full-time employees (FTE)<sup>1</sup>  
2024-03-31

2/6

Women/men in group management  
2024-03-31

34

Average age of employees  
2024-03-31

2/4

Women/men in Board of Directors  
2024-03-31

<sup>1</sup> Excluding employees under notice period.

# HISTORIC MILESTONES

- 2022** Acquisition: MultiQ International AB
- 2021** Acquisition: Grassfish Marketing Technologies GmbH
- 2020** Acquisition: InStoreMedia (UK) Ltd.  
Vertiseit's series B share was listed on Nasdaq First North Growth Market
- 2019** 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** Foudation of Vertiseit

## VISION

Connecting a world of retail

## MISSION

We enable outstanding customer experiences for a more sustainable retail

## BUSINESS IDEA

Backing exceptional people, shaping world-leading Digital In-store companies



# 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.

# VERTISEIT AS INVESTMENT

Vertiseit is today well positioned as market leader in Europe, with the ambition to become the world's leading platform company within Digital In-store.

Vertiseit is a SaaS company that has delivered sequential ARR growth every quarter for more than ten years.

The growth has been performed during profitability, combining organic and acquired growth. This has been made possible through high customer satisfaction and long customer relationships.

The company's strategy is focused on global expansion and scalability. This is made possible through a clear partner strategy and software focus, where an increased share of SaaS revenues gradually drives increased profitability and strong cash flows.

Several of the company's senior executives are also among the company's long-term major shareholders.

## INVESTMENT HIGHLIGHTS

- Leading SaaS company within Digital In-store
- Sequential ARR growth every quarter for more than ten years
- Strong growth during profitability
- Focus on global scalability together with partners
- Increasing share of SaaS revenue
- Management among major shareholders
- Professional and institutional investors

THE SUBSIDIARY



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.



## Turning dealership visits into loyal customers.

Volkswagen's digital in-store concept includes around twenty different channels and interactive solutions. The goal is to empower each customer to navigate their journey the way they want.



## 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



# Dise is the *in-store experience platform* for global brands and leading retailers.

## Create powerful in-store experiences

We are a Swedish retail tech company aiming to provide the best in-store experience for end customers and accelerate our partners business goals.

Dise connects the customer journey from online to in-person with digital touchpoints in-store. Offering the one platform designed specifically for retail.

Whether you are a digital agency, a global brand or a leading retailer, Dise supports your Digital In-store solutions, through a global partner network of full-service providers.

### Vision

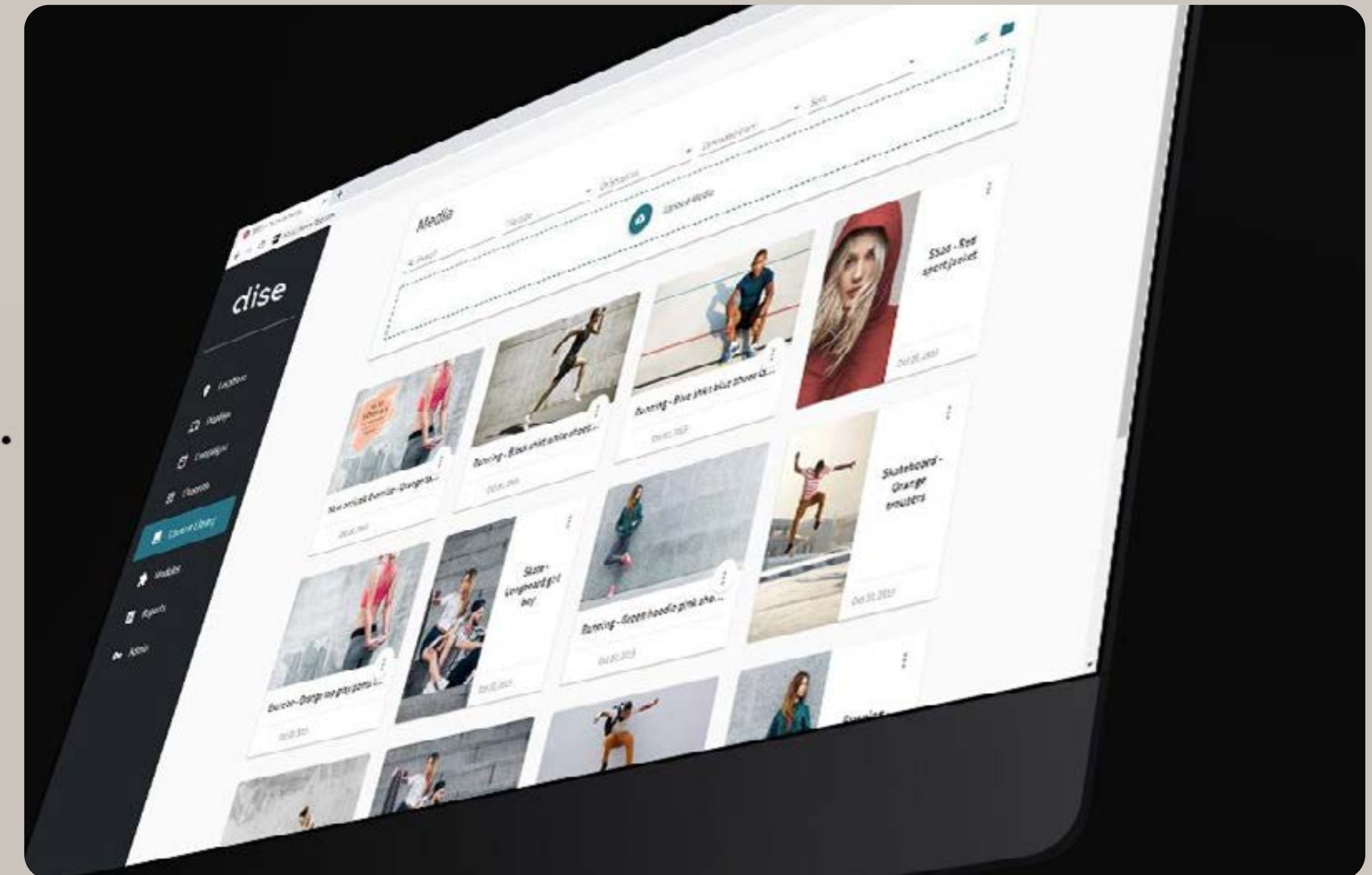
The number one Retail in-store Customer Experience platform.

### Mission

Supporting the brick and mortar transformation to meet the new generation of customers.

### Business idea

Dise develops and delivers a powerful Digital In-store platform; through a global partner network.



# Customer cases



## Lamborghini

### *Performance and design*

Lamborghini are known for pushing the boundaries of what is possible in performance and design. Their solution for Digital Signage is no exception. Lamborghini chose Dise as the platform for their showrooms globally.



## Event Cinemas

### *Increased sales*

Event Cinemas, an Australian cinema chain based in Sydney, Australia, chose the Dise platform when digitising their new interior design concept. The objective of the solution was to facilitate the visitor experience and drive additional sales. The installation includes more than 1,000 systems.



## Marks & Spencer

### *Strengthened customer experience*

With the Dise's platform, M&S has implemented a large number of digital touchpoints in its store concepts. After an extensive procurement process, M&S once again chose Dise as their platform for the digital customer experience in-store.

# CONNECTING A WORLD OF **RETAIL**

Vertiseit is a leading Retail Tech platform company in Europe. Through the subsidiaries Dise and Grass-fish, the group offers SaaS platforms for Digital In-store and related consulting services. The company's customers consist of global brands and retailers who use the company's products and services. This enables a seamless customer journey by connecting the digital and physical meeting for a strengthened customer experience.