

Upsales Technology AB (publ) publishes an information brochure regarding the proposed distribution of shares in Aira

The Board of Directors of Upsales Technology AB (publ) ("Upsales" or the "Company") resolved to propose to the 2026 Annual General Meeting that all shares in the wholly owned subsidiary AI Revenue Assistant Software Stockholm AB (publ) ("Aira") be distributed to shareholders, enabling a separate listing of Aira on a suitable listing venue. Today, an information brochure has been published with information regarding the proposed distribution.

The Board of Directors proposes that the Annual General Meeting resolves that all of the Company's shares in Aira be distributed to the shareholders of Upsales, whereby one (1) share in Upsales entitles the holder to one (1) share in Aira. The Board of Directors further proposes that the Annual General Meeting authorises the Board of Directors to determine the record date for the right to receive shares in Aira. Notice of the Annual General Meeting has been published separately.

The information brochure contains the background and rationale for the proposed distribution of shares in Aira, as well as a description of Aira's operations. The information brochure further contains financial information for both Aira and Upsales excluding Aira. The information brochure constitutes a basis for the shareholders of Upsales to resolve on the Board of Directors' proposal to distribute all shares in Aira. The information brochure and further information regarding the Annual General Meeting are available on the Company's website, www.upsales.com.

Subject to the Annual General Meeting resolving in accordance with the Board of Directors' proposal regarding the distribution, a company description for the admission to trading of Aira's shares on a suitable listing venue is planned to be published at the end of May 2026. The distribution of the shares and the first day of trading for Aira are in such case planned to take place at the end of May 2026.

Further information

All financial reports are available at www.upsales.com

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About Upsales

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

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

Attachments

[Upsales Technology AB \(publ\) publishes an information brochure regarding the proposed distribution of shares in Aira](#)
[Information Brochure – Suggested Distribution Of Shares In Aira \(AGM 2026\)](#)