

VERTISEIT'S SUBSIDIARY VISUAL ART SIGNS AGREEMENT WITH KFC UK

Vertiseit has, through its recently acquired subsidiary Visual Art, signed an agreement for software and consulting services with Kentucky Fried Chicken (KFC) Great Britain Ltd. The agreement covers all of KFC's more than 1,000 restaurants in the United Kingdom and includes more than 5,000 SaaS (Software as a Service) licenses of Visual Art's platform for In-store Experience Management (IXM). It also includes related consulting services and runs for an initial period of three years. The minimum contractual SaaS revenue amounts to approximately 5 MSEK annually, corresponding to 15 MSEK for the initial period.

Visual Art is a leading provider of Digital In-store and QSR (Quick Service Restaurants) solutions, with customers in more than 40 countries. With a focus driving business value for its customers, Visual Art has earned strong international recognition for its Digital In-store concept development, tech and platform.

KFC is the leading fried chicken brand in the UK&I, famous for its finger lickin' Original Recipe chicken created by Colonel Harland Sanders in 1952. Today KFC operates over 1,000 restaurants across the UK and Ireland with 30,000 team members, and is close to being a £2billion business in the UK and Ireland.

"We're always looking to enhance the digital capabilities in our restaurants across the UK, and Visual Art's understanding of our business needs and software offering will help us to deliver a best-in-class service for both our customers and our teams", says Jatin Chandwani, Chief Digital & Technology Officer, KFC UK&I.

"We are very pleased to welcome KFC as a customer to Visual Art. As KFC is one of the strongest QSR brands in the world, we take pride in the confidence KFC have shown Visual Art throughout this process. The agreement confirms our strong offering and further expands our global footprint within the industry", says Pontus Meijer, CEO, Visual Art.

The agreement has an initial duration of minimum three years and includes licenses to Visual Art's IXM Platform - delivered as SaaS together with Visual Art's partner Pioneer Group - as well as related consultancy services for call-off during the period. The minimum contractual SaaS revenue during the initial contract period amounts to approximately 15 MSEK and will add ARR (Annual Recurring Revenue) of approximately 5 MSEK to Visual Art. The platform will be used to enhance the customer experience throughout KFC's more than 1,000 restaurants in the United Kingdom.

ABOUT KFC UK&I

KFC is the leading fried chicken brand in the UK&I, famous for its finger lickin' Original Recipe chicken created by Colonel Harland Sanders in 1952. The first KFC restaurant in the UK opened in Preston in 1965. KFC's chicken is delivered fresh from farm to restaurant in 48 hours. It's prepared carefully by hand in-restaurant by trained cooks, using the very best quality chicken reared to strict welfare standards. Today KFC operates over 1,000 restaurants across the UK and Ireland with 30,000 team members and is close to being a £2billion business in the UK and Ireland. For more information, please visit: <https://www.kfc.co.uk/about-kfc>

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ABOUT VERTISEIT

Vertiseit is a leading Digital In-store company offering the In-store Experience Management (IXM) SaaS platforms Dise, Grassfish and Visual Art. The platforms enable global brands and leading retailers to strengthen the customer experience by offering seamless customer journeys through connecting the physical and digital meeting. The company has around 270 employees in Sweden, Norway, Denmark, Finland, Austria, Germany, Spain, UK and USA. During the period 2012-2023, Vertiseit performed an average profitable growth of recurring SaaS revenue (ARR) of 53 percent (CAGR). For the full year of 2023, the group's net revenue amounted to SEK 348 million, with an adjusted EBITDA margin of 17 percent. Since 2019, Vertiseit's B-share is listed on Nasdaq First North Growth Market.

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ATTACHMENTS[Vertiseit's subsidiary Visual Art signs agreement with KFC UK](#)