

Aira to host Capital Markets Day on 26 May 2026 following proposed separation from Upsales Technology

AI Revenue Assistant Software Stockholm AB (publ), trading under the brand name Aira ("Aira" or "the Company"), today invites investors, analysts and media to its Capital Markets Day on Tuesday, 26 May 2026, at Hotel At Six in Stockholm.

The event is held in connection with the proposed separation of Aira from Upsales Technology AB (publ) through a distribution of Aira shares to Upsales shareholders, structured as a Lex Asea distribution.

The Capital Markets Day is the first opportunity for investors to meet Aira's management team and hear the Company's strategy first hand. CEO and founder Daniel Wikberg will present Aira's product, market opportunity, business model and financial framework.

"Aira addresses a global market for sales intelligence, with a self-service, mobile-first model that scales without the cost structure of traditional enterprise software," says Daniel Wikberg, CEO and founder of Aira. "The pace of progress in AI is accelerating the value we can deliver to every user, and we believe the opportunity in front of us is significant."

Programme

- Tuesday, 26 May 2026, Hotel At Six, Brunkebergstorg 6, 111 51 Stockholm
- 11:30 to 12:00: Arrivals and registration
 - 12:00 to 13:00: Management presentation
 - 13:00 to 16:00: One-to-one investor meetings (by appointment)

Register by filling out the form here: <https://www.aira.app/event/aira-capital-markets-day-stockholm>

One-to-one meeting slots are limited and offered on request. To request a one-to-one meeting, please contact investors@aira.app.

About Aira

Aira is a sales intelligence platform for entrepreneurs and sales professionals. The Company aggregates company financial data across 14 European markets, real-time news monitoring, website intelligence and email-based relationship signals into a single mobile-first application, priced at €149 per month with no implementation fees or onboarding consulting.

Aira's stated ambition is to build the most comprehensive sales intelligence service in the world, sold directly to professional users on a self-service basis. The Company was incubated within Upsales Technology AB (publ) and commercially launched on 15 April 2026.

The proposed separation

The Board of Upsales Technology AB (publ) has proposed a separation of the Aira business through a distribution of all shares in the Company to Upsales shareholders, structured as a Lex Asea distribution. The separation is subject to approval by Upsales' Annual General Meeting on 15 May 2026.

For more information, please contact

Daniel Wikberg, CEO, Aira

investors@aira.app

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 and strong cash flows. 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 Schrodgers.

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

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