

# VERTISEIT PRESENTS NEW LONG-TERM GOALS 2025-2032

The Board of Vertiseit has updated the Company's strategy for global growth and established new Long-term Goals and Financial Targets for the period 2025-2032. The new goals include that Annual Recurring Revenue (ARR) will amount to at least 1,000 MSEK, with a profitability exceeding 35% measured as EBITDA-Capex, by the end of 2032. Vertiseit's ambition is to become the Global #1 Platform Company within Digital In-Store. Vertiseit's current long-term goals remain in force until year-end 2024.

## LONG-TERM GOALS 2025-2032

- **1 BILLION ARR**  
Annual Recurring Revenue (ARR) exceeding 1,000 MSEK by end of 2032
- **35% PROFITABILITY**  
EBITDA-Capex margin exceeding 35% by end of 2032

## FINANCIAL TARGETS 2025-2032

- **ARR GROWTH >20%**  
ARR Growth exceeding 20% YoY (CAGR) during the period
- **PROFIT GROWTH >25%**  
EBITDA-Capex per share growth exceeding 25% YoY (CAGR)
- **REVENUE RETENTION >100%**  
Annual Net Revenue Retention (NRR) exceeding 100%

## CAPITAL MARKETS DAY ON APRIL 17

Vertiseit has invited to Capital Markets Day on April 17, 2024, 11.00-16.00. The Capital Markets Day will be held at Vertiseit's head office, Kyrkogatan 7, Varberg. The event will be recorded and made available on the company's website [vertiseit.com](https://vertiseit.com).

Sign up here: [Registration](#)

Or follow the event live here: [Livestream](#)

## CONTACTS

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**ABOUT VERTISEIT**

*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. The company has around 150 employees in Sweden, Norway, Denmark, Austria, Germany and UK. 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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*This information is information that Vertiseit is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2024-04-16 18:05 CEST.*

**ATTACHMENTS**

[Vertiseit presents new Long-term Goals 2025-2032](#)