

VERTISEIT'S SUBSIDIARY DISE SIGNS GLOBAL AGREEMENT WITH SCIENTIFIC GAMES

Dise International AB, a subsidiary of Vertiseit, has signed a global license agreement for Digital In-store with its partner, Scientific Games LLC. The agreement strengthens Dise's presence in the US market. It refers to the Dise IXM (In-Store Experience Management) platform and will run for an initial period of five years. The minimum contractual SaaS (Software as a Service) revenue for this period will amount to approximately SEK 20.5 million.

Dise is a retail tech company aiming to provide the best in-store experiences for end customers through a global partner community. The company's IXM platform is used by global brands and leading retailers to enhance the customer experience in-store.

Scientific Games is a global leader in government-sponsored lottery and sports betting programs. In addition to retail and digital lottery games, analytics and services, the company offers enterprise gaming platforms through retail and digital channels. Scientific Games has more than 3,000 employees and serves customers in more than 50 countries worldwide.

"We are happy to strengthen our long-standing partnership with Scientific Games. With this new global agreement we take a major step in expanding Dise's presence in the US market," says Sebastian Kryh, CEO Dise.

"Scientific Games is a pioneer in the global lottery industry, innovating across the past 50 years to support our lottery customers and their players. This partnership with Dise enables us to continue modernizing the lottery retail environment by enhancing the player experience at retail," says Michael Martin, VP Retail Solutions, Scientific Games.

The agreement has an initial duration of five years and includes licenses to the Dise platform, delivered as SaaS (Software as a Service). The minimum contractual SaaS revenue during the initial contract period amounts to approximately SEK 20.5 million. The platform will be used by Scientific Games to further modernize the lottery player experience in retail for Scientific Games' customers. Delivery under the new agreement starts 2024, and will not have any material impact on Vertiseit's revenue or profit for 2023.

About Scientific Games

Scientific Games is a global leader in retail and digital games, technology, analytics and services that drive profits for government-sponsored lottery and sports betting programs. From enterprise gaming platforms to exciting entertainment experiences and trailblazing retail and digital solutions, Scientific Games elevate play every day. Scientific Games are industry pioneers in instant games, data analytics, retail solutions and iLottery. Built on a foundation of trusted partnerships since 1973, Scientific Games combines relentless innovation, performance and unwavering security to responsibly propel the industry forward. For more information, visit scientificgames.com. Media Inquiries: media@scientificgames.com

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ABOUT VERTISEIT

Vertiseit is a leading platform company within Retail Digital Signage in Europe. Through its' subsidiaries Grassfish and Dise the group offers software for Digital In-store and related consulting services. The company's customers consist of global brands and retailers, using its' products and services to enable a seamless customer journey by bridging the digital and physical customer meeting. The company has around 150 employees in Sweden, Norway, Denmark, Austria, Germany and UK. During the period 2012-2022, Vertiseit performed an average profitable growth of recurring SaaS revenue of 52 percent (CAGR). For the full year of 2022, the group's net revenue amounted to SEK 315 million, with an adjusted EBITDA margin of 13 percent. Since 2019, Vertiseit's B-share is listed on Nasdaq First North Growth Market.

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ATTACHMENTS[Vertiseit's subsidiary Dise signs global agreement with Scientific Games](#)