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PRESS RELEASE

Vertiseit strengthens the management in the subsidiary Grassfish

Vertiseit strengthens the organisation in the subsidiary Grassfish for continued international expansion, by appointing Ann Hjelte as the company's new CEO. By this, Johan Lind can fully focus on his role as Group CEO of Vertiseit, focusing on strategy, business development and M&A as well as working together with the management of the subsidiaries Grassfish and Dise.

Vertiseit's subsidiary Grassfish offers a leading platform for Digital In-store and related consulting services. With 130 employees in Sweden, Norway, Denmark, Austria and Germany, Grassfish is well positioned to contribute to Vertiseit's long-term goal of becoming the world's leading platform company within Digital In-store.

During 2022, several important initiatives were implemented in Grassfish. In parallel with significant investments in the company's SaaS platform "Grassfish IXM Platform", extensive branding and organisational work has been carried out. The company is now entering a new phase with a focus on expansion and international growth.

In order to give Grassfish the right conditions for continued expansion, Ann Hjelte - currently Head of Business Development at Vertiseit - will take over the role as CEO of Grassfish. Ann Hjelte has extensive experience from tech, finance and retail and was previously Head of Business Development at Axfood-owned Mat.se. Ann Hjelte starts her new position on 1 January 2023.

"During my time at Vertiseit, I have been impressed by the drive and high ambitions within the entire organization. The opportunity to lead Grassfish in its continued international growth journey, together with so many dedicated colleagues, feels fantastic. I look forward to developing the collaboration with customers, partners and employees," comments Ann Hjelte, incoming CEO of Grassfish.

Since the acquisition of Grassfish in 2021, Johan Lind, Group CEO of Vertiseit, has also held the position as Acting CEO of Grassfish. Through the appointment of Ann Hjelte as the new CEO of Grassfish, Johan Lind will be able to fully focus on leading the Vertiseit Group towards the goal of becoming the world's leading platform company within Digital In-store.

"Since the acquisition of Grassfish 2021, we have carried out extensive development of the company's offer, branding and organisation. Now is the right time to accelerate the continued international expansion by strengthening the company's management. Since Ann Hjelte joined Vertiseit, I have been impressed by her business skills, strategic approach and inclusive leadership. This, together with her international experience from tech and retail, makes her the right person to lead Grassfish forward. This enables me to

fully focus on leading the Vertiseit Group with a focus on strategy, business development, and M&A as well as working together with the management of the subsidiaries Grassfish and Dise," comments Johan Lind, Group CEO of Vertiseit.

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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 180 employees in Sweden, Norway, Denmark, Austria, Germany and UK. During the period 2012-2021, Vertiseit performed an average profitable growth of 33 percent (CAGR). For the full year of 2021, the group's net revenue amounted to SEK 131 million, with an EBITDA margin of 13 percent. Since 2019, Vertiseit's B-share is listed on Nasdaq First North Growth Market.

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IMAGE ATTACHMENTS

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