

## Upsales to Launch Fully EU-Hosted AI Agent Workspace, Closing the Sovereignty Gap for Regulated Industries

**Upcoming release will let European B2B companies run AI-driven sales and marketing processes on 100% EU-stored and EU-processed models, eliminating the GDPR and NIS2 exposure created by American platforms.**

Upsales (Nasdaq First North: UPSALE), the Stockholm-based B2B revenue platform, today announced that its AI Agent Workspace is set to launch support for fully EU-hosted model providers. Customers will be able to select the language models, transcription engines and other AI components that power their revenue processes, and run them entirely inside the EU. The move puts Upsales in a category of one for European companies operating in regulated sectors: defence, healthcare, life sciences, public sector, critical infrastructure, financial services, energy and any organisation with strict data residency requirements.

### **The problem with the current AI stack**

Almost every major CRM, marketing automation and sales platform on the market today is built by an American vendor. Even when those vendors offer "EU data centres", European customers remain exposed under the Schrems II ruling, which made transfers of personal data to the United States legally fragile.

The situation has worsened with the AI shift. Virtually every sales and marketing platform now embeds OpenAI or Anthropic models with no option for genuine EU data sovereignty. The result: European companies have been forced to choose between modern AI capability and regulatory compliance. For regulated industries, that is not a choice. They cannot use the tools.

### **What Upsales is doing about it**

The Upsales AI Agent Workspace will give customers full control over which model provider runs their AI workflows. Customers in data-sensitive industries will be able to select EU-hosted, EU-operated providers across every layer of the stack:

- Large language models for agentic workflows
- Speech-to-text and transcription engines
- Embedding and vector search components
- Document analysis and summarisation

All processing will remain inside the EU. All storage will remain inside the EU. No transfers under Schrems II. No US CLOUD Act exposure.

This sits on top of Upsales' existing position: Swedish ownership, Swedish hosting, Nasdaq-listed, GDPR-native from day one.

### **CEO comment**

"Upsales is already positioned on the winning side of AI, and with this we strengthen this position further. For AI use cases in data privacy sensitive industries, the competition is virtually non-existent," says Daniel Wikberg, Founder and CEO of Upsales.

## Further information

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All financial reports are available at [www.upsales.com](http://www.upsales.com)

## Contacts

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## About Upsales

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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, Herald Investment Management, and Schroders.

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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