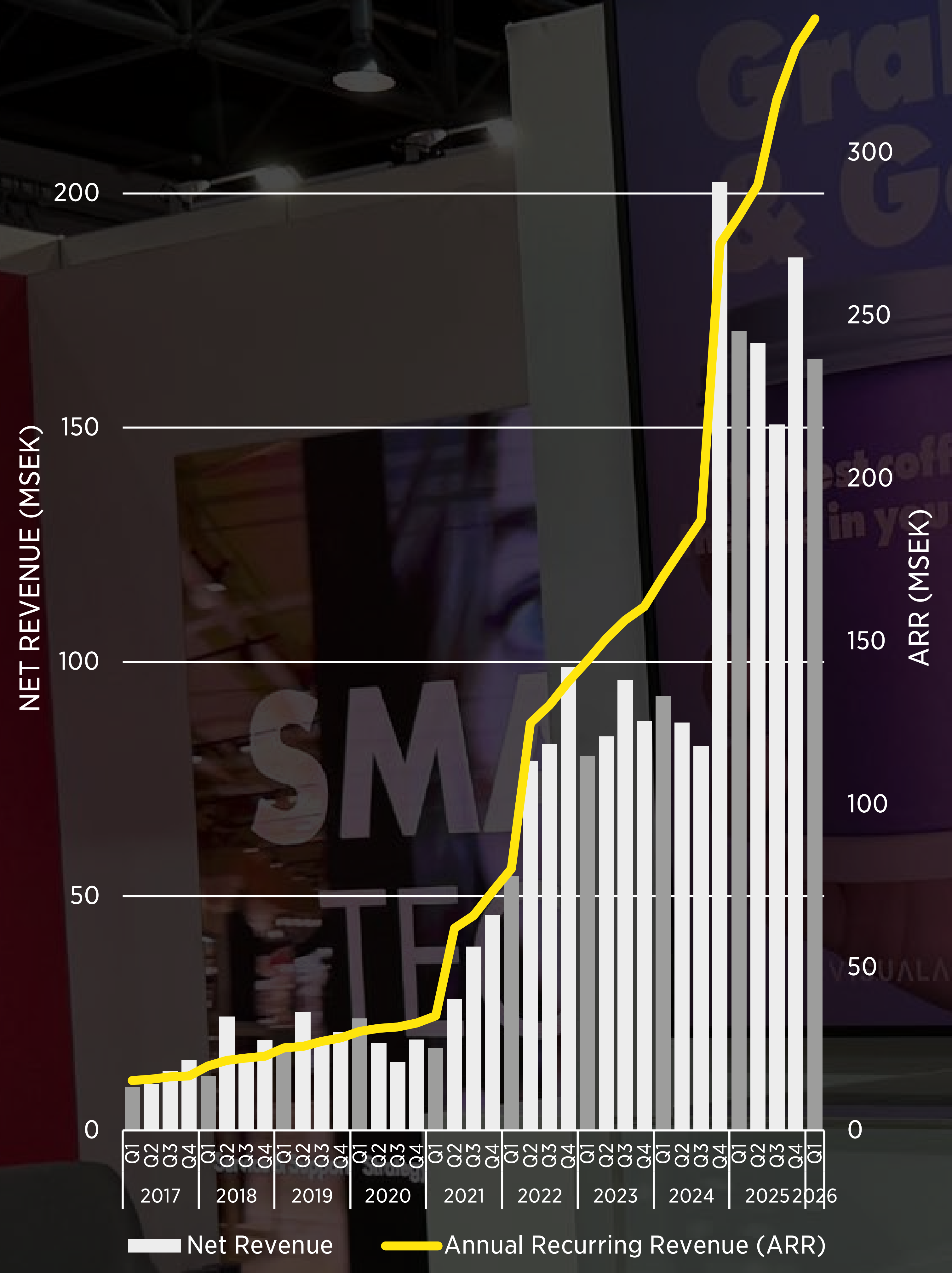
INTERIM REPORT
JANUARY – MARCH 2026



SAAS-LED EXPANSION

ARR
341 MSEK
(281)
ANNUAL RECURRING REVENUE (ARR)
2026-03-31

VERTISEIT

THE FUTURE OF CUSTOMER EXPERIENCES

CONNECTING A WORLD OF RETAIL

Vertiseit is a leading Digital In-store company offering a SaaS platform for In-store Experience Management (IXM) through its subsidiaries Dise, Grassfish and Visual Art.

The company supports global brands and leading retailers strengthen the customer experience by offering seamless customer journeys through connecting the physical and digital meeting.

QUARTERLY OVERVIEW

QUARTERLY OVERVIEW

THE QUARTER JANUARY-MARCH 2026

- At the end of the quarter, Annual Recurring Revenue (ARR) amounted to 341.0 MSEK (280.5). The increase was 24.2 percent compared to the previous year at constant exchange rates. SaaS revenue (Software as a Service) for the quarter increased by 12.9 MSEK to 85.6 MSEK (72.7).
- Sequentially, ARR grew organically by 3.3 percent compared to the previous quarter at constant exchange rates, corresponding to an annual organic growth rate of 13.7 percent.
- Net sales decreased by 3.5 percent to 164.6 MSEK (170.6), driven by a change in revenue mix, in line with the company's strategy.
- Adjusted EBITDA amounted to 27.3 MSEK (20.5), and the adjusted EBITDA margin was 16.6 percent (12.0). During the quarter, adjustments were made for items affecting comparability of 1.4 MSEK related to acquisitions and an ongoing listing transfer process.
- Net income amounted to 1.7 MSEK (5.6).
- Free cash flow for the quarter amounted to 25.3 MSEK (12.6). Available liquidity, including unused credit facilities, amounted to 68.4 MSEK (133.3) at the end of the period.
- Earnings per share, before and after dilution, amounted to 0.06 SEK and 0.05 SEK, respectively (0.19 and 0.17).

ARR
341 MSEK
(281)
ANNUAL RECURRING REVENUE (ARR)
2026-03-31

EBITDA
17%
(12%)
EBITDA MARGIN
Q1 2026

Group KPI's	Q1 2026	Q1 2025	LTM	FY 2025
KSEK	Jan-Mar	Jan-Mar	Apr-Mar	Jan-Dec
ARR	341 048	280 521	341 048	332 041
Net Revenue	164 613	170 556	669 700	675 643
Of which SaaS Revenue	85 639	72 725	324 718	311 804
Adjusted EBITDA[1]	27 344	20 518	115 191	108 365
Cash EBITDA	20 308	12 741	81 687	74 120
Net Profit	1 692	5 588	2 141	6 037
Gross Margin (%)	69,5	63,2	67,1	65,5
Adjusted EBITDA (%)	16,6	12,0	17,2	16,0
Cash EBITDA (%)	12,3	7,5	12,2	11,0
Net-debt	211 917	140 376	211 917	234 846
Equity Ratio (%)	59,2	59,7	59	58
Earnings per Share (SEK)	0,06	0,19	0,07	0,20
Earnings per Diluted Share (SEK)	0,05	0,17	0,06	0,18
Average number of Shares (pcs)	30 333 143	28 965 271	30 160 960	29 824 776
Average number of Diluted Shares (pcs)	34 131 793	32 731 069	33 969 981	33 625 161

[1] Adjusted EBITDA excludes items extraordinary items. During Q1 2026, extraordinary items amounted to 1.4 MSEK, consisting of costs related to acquisitions and the ongoing evaluation of a listing transfer from Nasdaq First North Growth Market to Nasdaq Main Market.

SAAS-LED EXPANSION

CEO COMMENT

We entered 2026 with strong momentum, reflected in continued growth in Annual Recurring Revenue (ARR), which reached 341 MSEK, representing a solid year-over-year increase of 24 percent. This development confirms that our strategy remains firmly on track, combining a scalable SaaS model with a growing base of global customers. The transformation of the customer experience continues to accelerate through the expanded use of data, AI, and Retail Media and we continue to strengthen our position within In-store Experience Management.

CONTINUED STRONG GROWTH

During the quarter, Annual Recurring Revenue (ARR) amounted to 341 MSEK, corresponding to annual growth of 24 percent, of which 14 percent was organic. Margins are gradually improving as the revenue mix continues to shift towards SaaS. Our focus remains unchanged – to combine sustainable ARR growth with improved profitability and cash flow.

MARKETING ACTIVITIES

During the quarter, we made substantial investments in commercial activities through key industry events such as NRF in New York, ISE in Barcelona, EuroShop in Düsseldorf, and D-Congress in Gothenburg. Across all events, we experienced strong engagement from both customers and partners. These interactions clearly demonstrate that demand is accelerating for solutions that connect digital and physical customer experiences, particularly within Retail Media and data-driven in-store communication. Notably, the relevance of Vertiseit's combined offering continues to stand out and attract increasing attention.

RETAIL MEDIA COLLABORATION

Retail Media continues to develop into an important structural growth area, and the collaboration between Visual Art and Bonnier News marks a significant milestone. By combining our platform capabilities and networks with Bonnier's commercial reach, we are building a scalable Retail Media ecosystem where the physical store becomes an integrated and measurable media channel. This strengthens our position in a rapidly growing market segment and opens new revenue streams for our customers and partners, while also increasing SaaS revenues from our Retail Media platform modules. Demand for Retail Media capabilities and reach is now accelerating deployment among both new and existing customers, including Matas, Salling Group and Stadium.

AI IN PLATFORM AND OPERATIONS

Our initiatives within AI continue to accelerate, with increasing integration across both our product offering and internal operations. This enables more intelligent, automated, and context-aware in-store experiences, while also improving efficiency and scalability across the group. AI is becoming a natural part of our platform – not as a standalone feature, but as a core enabler of enhanced customer experiences. Notably, our investments in Muse and Stoked AI have now started generating add-on sales related to our new AI-enabled In-store Audio offering.

M&A OUTLOOK

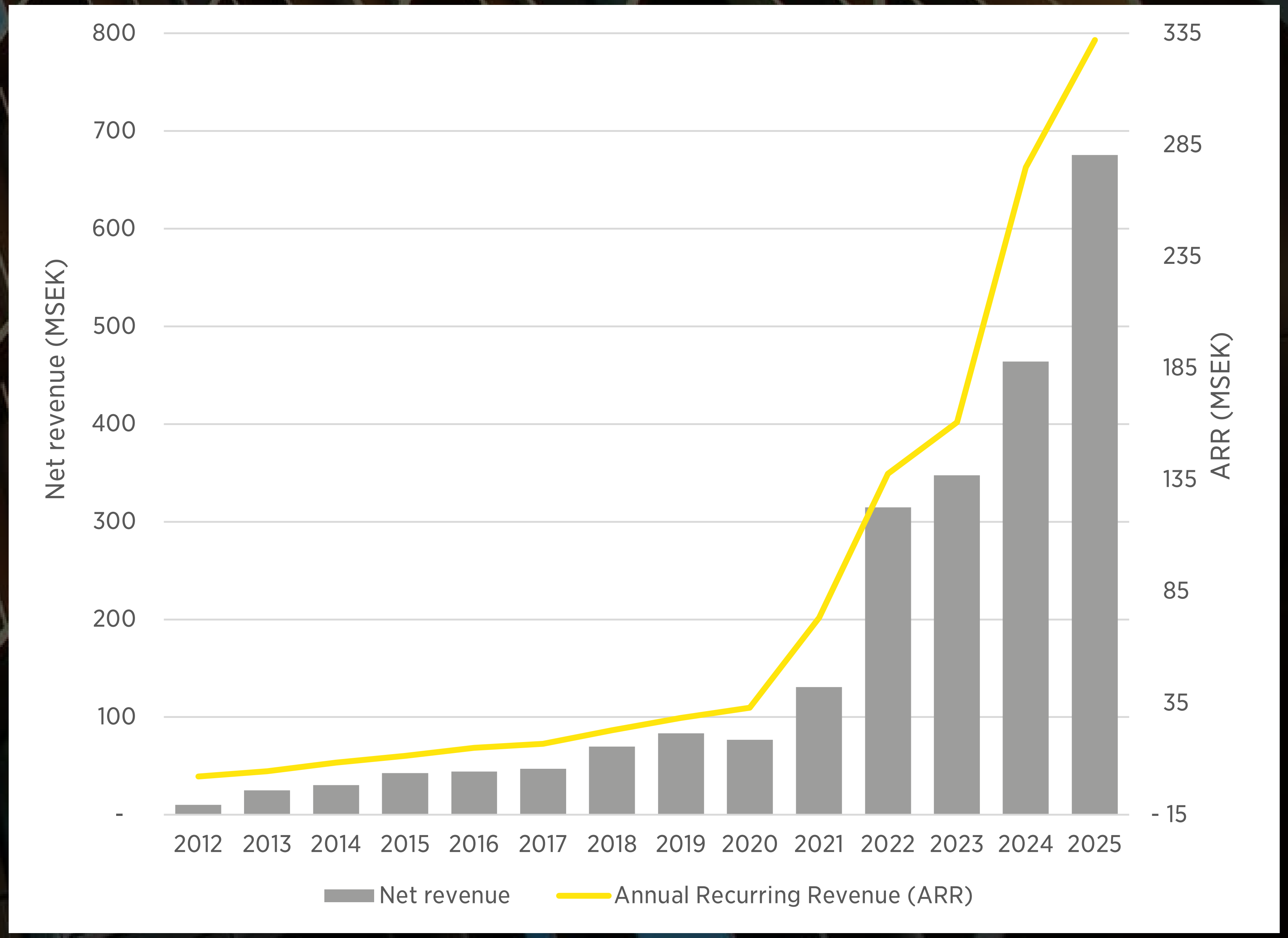
Looking ahead, we maintain a high level of activity and a strong pipeline of potential acquisitions. We remain focused on opportunities that add partners and customers, expand our geographic presence and accelerate our long-term growth ambitions. Our access to strategically valuable M&A opportunities are stronger than ever, and our ambition is to complete at least two acquisitions during the year. These should complement our organic ARR growth and strengthen profitability. Our priorities remain clear – to drive sustainable ARR growth, improve profitability and cash flow, and continue building the category-defining platform for the future of in-store experiences. We will achieve this by further unifying our technology stack, embedding AI capabilities across the platform, and maintaining a disciplined approach to acquisitions and capital allocation.

Altogether, this reinforces our ability to execute on our strategy and successfully reach our long-term goals. Connecting a world of retail.

Johan Lind, CEO

PROFITABLE GROWTH

Revenue development 2012 – 2025



KSEK	Q1 2026	Q4 2025	Q3 2025	Q2 2025	Q1 2025	Q4 2024	Q3 2024	Q2 2024	Q1 2024	Q4 2023	Q3 2023	Q2 2023	Q1 2023	Q4 2022	Q3 2022	Q2 2022
ARR	341 048	332 041	316 449	290 159	280 521	275 052	187 236	178 671	170 101	160 756	156 565	150 873	144 097	137 713	130 385	125 027
Net Revenue	164 613	186 291	150 721	168 075	170 556	202 795	82 111	86 477	92 688	87 409	96 152	84 095	79 968	98 933	82 397	78 940
Of which SaaS revenue	85 639	85 755	80 203	73 121	72 725	70 996	47 407	46 450	44 250	42 851	47 536	44 842	42 464	42 409	39 365	32 371
Adjusted EBITDA	27 344	33 114	33 119	21 614	20 518	32 887	23 171	18 626	23 031	20 535	20 211	7 387	11 325	13 164	15 482	8 449
Cash EBITDA	20 308	22 439	25 458	13 482	12 741	21 481	18 411	13 413	17 617	14 583	12 677	1 118	5 128	5 988	9 754	3 303
Net Profit	1 692	6 683	10 631	-16 864	5 588	11 661	10 893	8 785	9 817	5 688	9 395	-4 576	1 279	8 030	5 984	-7 123
Gross Margin (%)	69,5	65,9	70,9	62,7	63,2	55,6	72,1	70,5	67,9	66,8	62,6	66,4	70,9	57,0	64,8	58,8
Adjusted EBITDA (%)	16,6	17,8	22,0	12,9	12,0	16,2	28,2	21,5	24,8	23,5	21,0	8,8	14,2	13,3	18,8	10,7
Cash EBITDA (%)	12,3	12,0	16,9	8,0	7,5	10,6	22,4	15,5	19,0	16,7	13,2	1,3	6,4	6,1	11,8	4,2
Equity Ratio (%)	59,2	58,2	60,7	63,3	59,7	56,5	72,1	59,2	51,0	50,0	47,4	45,4	42,9	47,7	47,6	45,5
Average Number of Shares (pcs)	30 333 143	30 233 365	30 143 981	29 933 114	28 965 271	27 072 714	22 912 912	21 412 632	20 501 747	20 501 747	20 501 747	20 252 947	20 190 747	20 190 747	20 190 747	19 542 094
Data per Share (SEK)																
ARR per Share	11,24	10,98	10,50	9,69	9,68	10,16	8,17	8,34	8,30	7,84	7,64	7,45	7,14	6,82	6,46	6,40
Adjusted EBITDA per Share	0,90	1,10	1,10	0,72	0,71	1,21	1,01	0,87	1,12	1,00	0,99	0,36	0,56	0,65	0,77	0,43
Cash EBITDA per share	0,67	0,74	0,84	0,45	0,44	0,79	0,80	0,63	0,86	0,71	0,62	0,06	0,25	0,30	0,48	0,17
Earnings per Share	0,06	0,22	0,35	-0,56	0,19	0,43	0,48	0,41	0,48	0,28	0,46	-0,23	0,06	0,40	0,30	-0,36

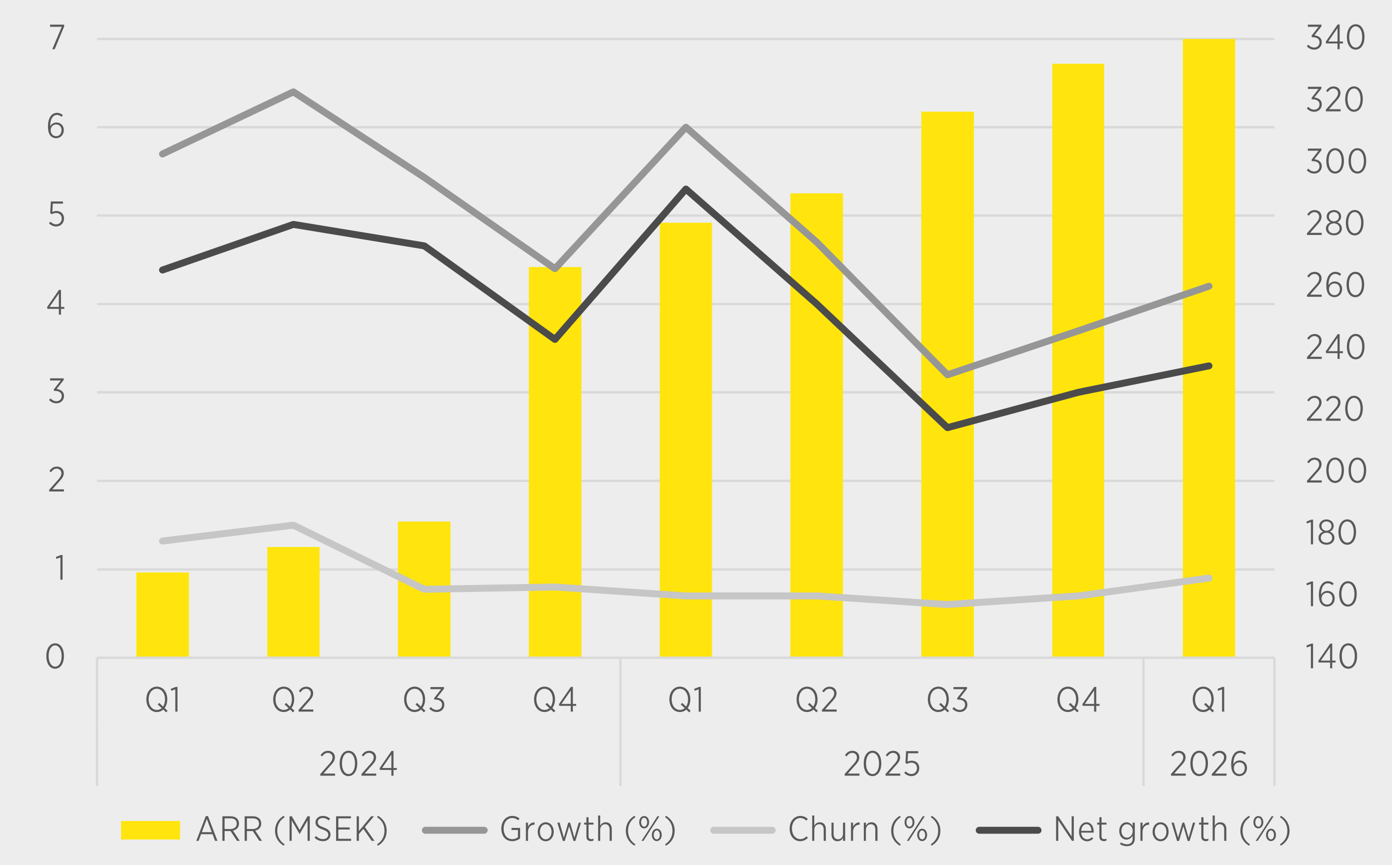
GROUP SAAS METRICS

Vertiseit is a leading Digital In-store company offering SaaS platforms for In-store Experience Management (IXM) through its subsidiaries Dise, Grassfish and Visual Art. For transparency and understanding of Vertiseit's business, selected SaaS metrics are presented.

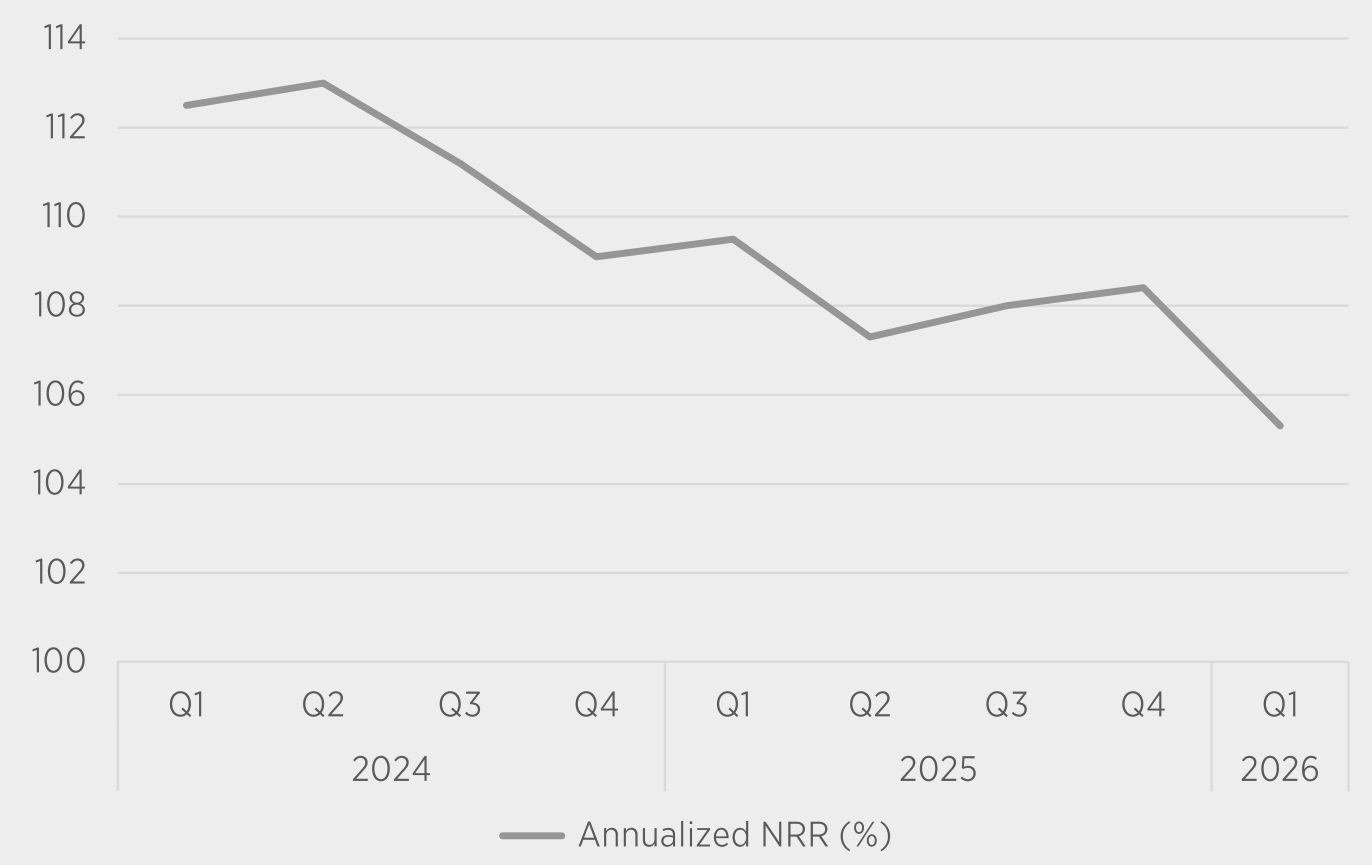
Comparative figures are impacted by the completed acquisitions of Visual Art, MDT and Muse, limiting full period comparability.

		Q1 2026	QoQ	YoY
ARR (MSEK)	Annual Recurring Revenue	341,0	+3,3%	+24,2%
Growth rate (%)	Quarterly growth rate	4,2%	+0,5pp	-1,8pp
Churn rate (%)	Quarterly churn rate	0,9%	+0,2pp	+0,3pp
CAC (KSEK)	License Acquisition Cost	1,4	-1,6%	-0,9%
ARPA (KSEK)	Average Recurring Revenue Per Brand	256,4	-1,1%	-8,3%
ARPL (KSEK)	Average Recurring Revenue Per License	1,1	-5,7%	-9,4%
CAC Ratio (KSEK)	Acquisition Cost per new ARR KSEK	1,1	-1,6%	-1,8%
Months to recover CAC	Months to recover License Acquisition Cost	18,0	+5,5%	+11,5%
LTV (KSEK)	Lifetime value per license	29,8	-27,4%	-35,1%
LTV/CAC	Acquisition cost payback ratio	21,0	-26,3%	-34,6%
SaaS Gross Margin (%)	Profit margin on SaaS revenue	84,0%	-0,9pp	-1,6pp
NRR (%)	Annualized Net Revenue Retention	105,3%	-3,1%	-4,2%

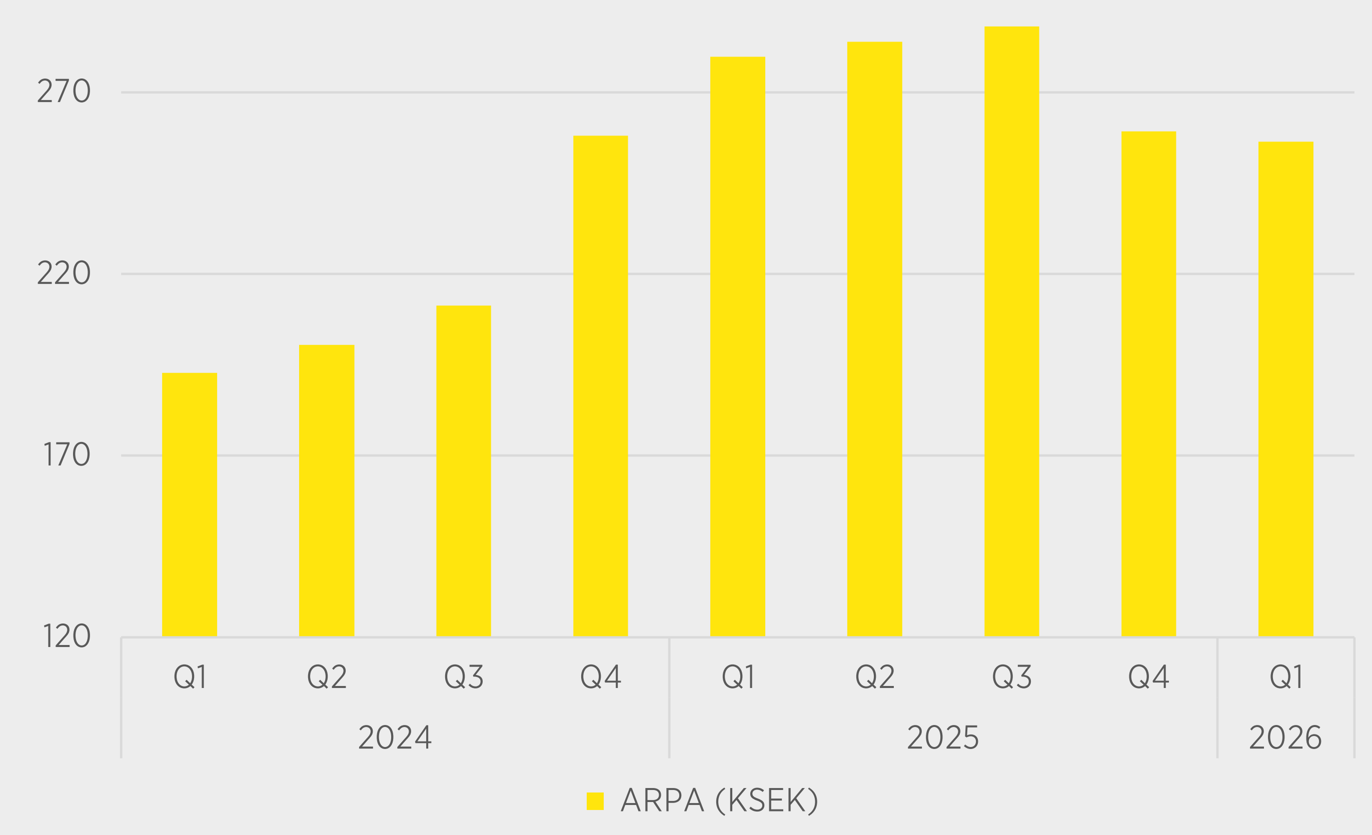
ARR DEVELOPMENT



NET REVENUE RETENTION



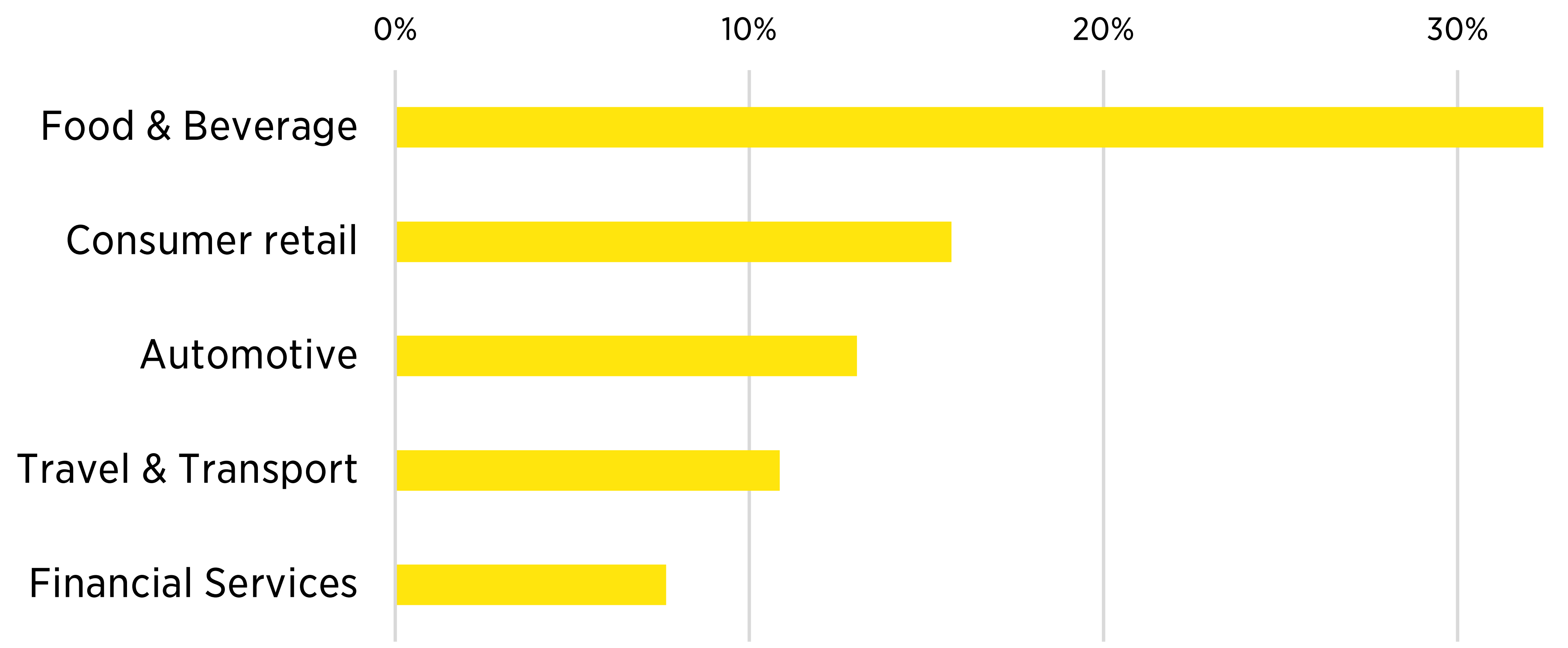
AVERAGE REVENUE PER BRAND



GROUP CUSTOMER METRICS

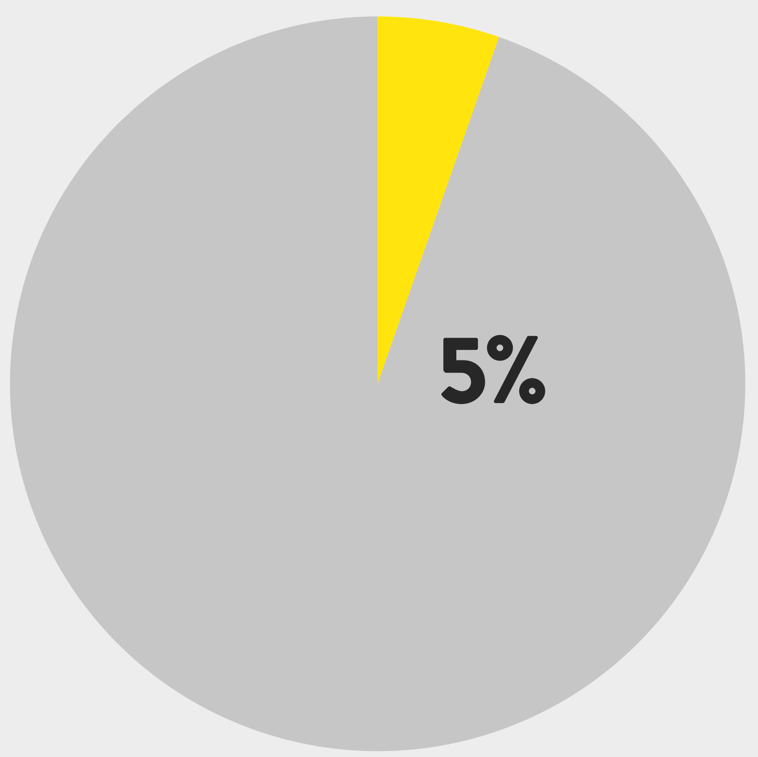
Vertiseit serves a broad range of industries, ensuring balanced revenue distribution and limited dependency on any single customer. No single customer in the group accounts for a significant share of the group's revenue.

SHARE OF ARR PER CUSTOMER SEGMENT - Q1 2026

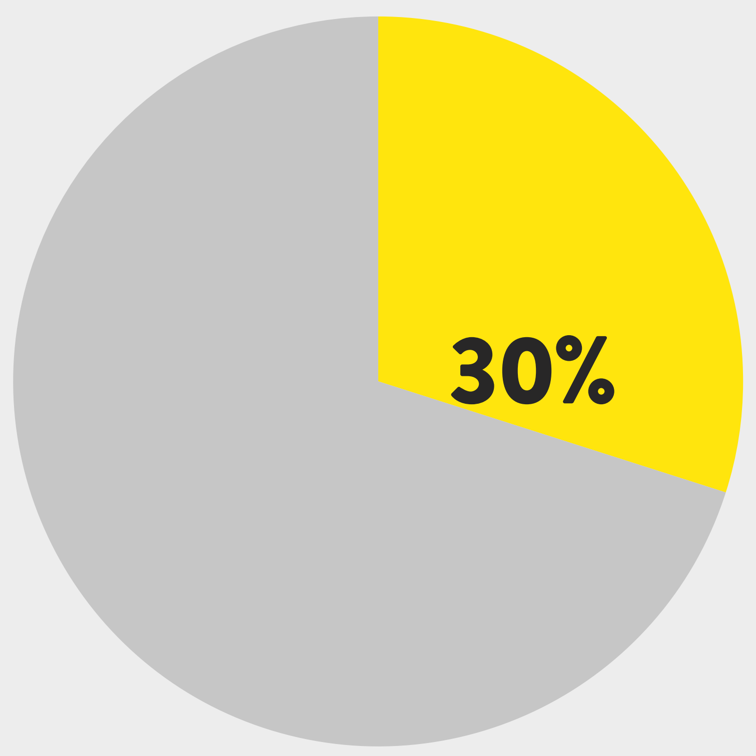


Share of total ARR for Vertiseit's top 5 segment

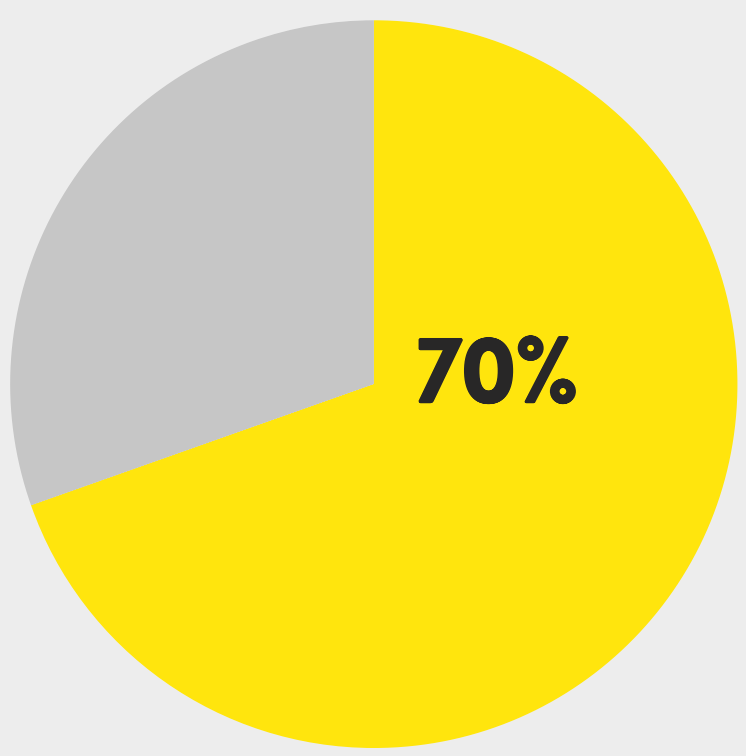
CUSTOMER CONCENTRATION



Largest customer's share of ARR



10 largest customers' share of ARR



100 largest customers' share of ARR

FINANCIAL OVERVIEW

VERTISEIT GROUP

The Quarter January-March 2026

REVENUE AND EARNINGS
At the end of the first quarter of 2026, ARR (Annual Recurring Revenue) amounted to 341.0 MSEK (280.5). Compared to the corresponding quarter of the previous year, the increase was 24.2 percent at constant exchange rates. Compared to the previous quarter, sequential organic ARR growth was 3.3 percent at constant exchange rates, corresponding to an annualized organic growth rate of 13.7 percent. SaaS revenue increased by 12.9 MSEK to 85.6 MSEK (72.7) compared to the corresponding period of the previous year. During the first quarter of 2026, net sales decreased by 3.5 percent to 164.6 MSEK (170.6) compared to the corresponding period of the previous year, driven by a change in revenue mix with a larger share of Systems sales via partners, in line with the company's strategy. The gross margin improved to 69.5 percent (63.2).

Adjusted EBITDA and Cash EBITDA include adjustments for costs of 1.4 MSEK related to acquisitions and the ongoing evaluation of a re-listing from Nasdaq First North Growth Market to Nasdaq Main Market.

Adjusted EBITDA for the quarter amounted to 27.3 MSEK (20.5), and the adjusted EBITDA margin was 16.6 percent (12.0). In the company's long-term financial targets for the period 2025–2032, the profitability metric is Cash EBITDA, defined as adjusted EBITDA after investments in product development (EBITDA–Capex). Cash EBITDA for the first quarter of 2026 amounted to 20.3 MSEK (12.7), and the Cash EBITDA margin was 12.0 percent (7.5).

Net income for the quarter amounted to 1.7 MSEK (5.6). Earnings per share, before and after dilution, amounted to 0.06 SEK and 0.05 SEK, respectively (0.19 and 0.17).

FINANCIAL POSITION
The Group's total assets as of March 31, 2026 amounted to 1,238.7 MSEK (1,161.7), consisting of non-current assets of 1,058.8 MSEK (915.2) and current assets of 179.9 MSEK (246.5). Of total assets, 80.7 percent (74.8) consisted of intangible assets.

The Group's current liabilities as of March 31, 2026 amounted to 250.3 MSEK (246.0), and non-current liabilities to 255.2 MSEK (221.8). Non-current and current interest-bearing liabilities amounted to 190.3 MSEK (173.6) and 55.1 MSEK (56.9), respectively, at the end of the quarter.

Equity amounted to 733.2 MSEK (693.9) at the end of the quarter, and the equity ratio was 59.2 percent (59.7). At the end of the quarter, the company's net debt, excluding leases, amounted to 211.9 MSEK (140.4).

CASH FLOW AND LIQUIDITY
KCash flow from operating activities before changes in working capital amounted to 19.4 MSEK (21.1) during the quarter. Changes in working capital amounted to 14.3 MSEK (-0.5).

Cash flow from investments in intangible non-current assets refers to investments in the company's SaaS platform and internal IT infrastructure and amounted to -7.0 MSEK (-7.8) during the quarter. Total cash flow from investing activities amounted to -8.4 MSEK (-8.0) during the quarter.

Free cash flow, including investments in tangible and intangible non-current assets and before financing activities, amounted to 25.3 MSEK (12.6) during the quarter. Cash flow from financing activities amounted to -21.1 MSEK (42.5).

Total cash flow for the first quarter of 2026 amounted to 4.2 MSEK (55.1). Available liquidity, including unused credit facilities, amounted to 68.4 MSEK (133.3) as of March 31, 2026.

OTHER INFORMATION

ACCOUNTING PRINCIPLES
The interim report has been prepared in accordance with IAS 34 and the Annual Accounts Act (“årsredovisningslagen”). Vertiseit only holds financial instruments valued at accrued acquisition cost. The interim report for the parent company has been prepared in accordance with the Annual Accounts Act. The accounting principles are unchanged compared to the annual report for 2025. Material information can be found throughout the document and not only in the formal financial reports.

ADDITIONAL INFORMATION
This interim report has not been subject to review by the company’s auditors.

ORGANISATION OCH EMPLOYEES
The average number of full-time employees (FTE) in the group during the quarter was 282 (277), of which 191 were men (185) and 91 were women (92). FTE by the end of the quarter, adjusted for employees under notice period, amounted to 283.

ANNUAL GENERAL MEETING
Vertiseit’s Annual General Meeting will be held at Vertiseit’s headquarters, Kyrkogatan 7, Varberg, on April 22, 2026. The minutes of the meeting and the annual report are available on the company’s website, vertiseit.com.

SIGNIFICANT RISKS AND UNCERTAINTIES
The risks in the group’s operations can generally be divided into risks related to the market, financial risks and risks related to the operations. Significant risks and uncertainty factors relevant for the time until the end of the current year mainly consist of uncertainty about the general economic development in the markets in which the group operates. These risks are mainly managed by continuously adapting the group’s costs according to the assessed demand.

Except for the above, no material change in significant risks or uncertainty factors has occurred during the period. A detailed description of risks, uncertainty factors and how they are managed can be found in Vertiseit’s annual report for 2025. Significant risks and uncertainty factors described for the group are also applicable to the parent company.

RELATED PARTY TRANSACTIONS
During the period, no significant transactions with related parties took place in the group or in the parent company, with the exception of transactions related to the group’s incentive program and ordinary business transactions.

FINANCIAL REPORTS
Vertiseit’s financial reports can be found on the company’s website vertiseit.com/financial-reports

FINANCIAL CALENDAR

22 APRIL 2026	ANNUAL GENERAL MEETING 2026
16 JULY 2026	INTERIM REPORT Q2 2026
21 OCTOBER 2026	INTERIM REPORT Q3 2026

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Certified Adviser

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SIGNING OF THE REPORT

The Board of Directors and the Chief Executive Officer (CEO) assure that the interim report provides a correct overview of the group's and parent company's operations, financial position and results.

Varberg on April 22, 2026

Ann Öberg
Board Chair

Mikael Olsson
Board Member

Vilhelm Schottenius
Board Member

Johanna Schottenius
Board Member

Carl Backman
Board Member

Jon Lindén
Board Member

Johan Lind
CEO

FINANCIALS

FINANCIAL REPORTS

THE GROUP'S REPORT ON COMPREHENSIVE INCOME

KSEK	Q1 2026 Jan-Mar	Q1 2025 Jan-Mar	LTM Apr-Mar	FY 2025 Jan-Dec
Net revenue	164 613	170 556	669 700	675 643
Other Operating Income	862	1 555	2 669	3 362
Total Operating Revenue	**165 475**	**172 111**	**672 369**	**679 005**
Cost of Goods and Services	-50 254	-62 840	-220 178	-232 764
Other External Costs	-29 271	-27 885	-119 273	-117 887
Cost of Staff	-60 003	-60 965	-242 727	-243 690
Operating Profit Before Depreciation and Amortisation (EBITDA)	**25 947**	**20 421**	**90 190**	**84 664**
Depreciation of Tangible and Intangible Assets	-18 789	-13 107	-68 080	-62 398
Operating Profit (EBIT)	**7 158**	**7 314**	**22 110**	**22 266**
Financial Income	143	68	854	779
Financial Costs	-3 321	-3 363	-15 587	-15 629
Exchange Rate Differences	-1 210	365	-3 484	-1 909
Net Financial Income	**-4 388**	**-2 930**	**-18 217**	**-16 759**
Profit Before Tax	**2 770**	**4 384**	**3 893**	**5 507**
Tax	-1 078	1 205	-1 753	530
Net Profit	**1 692**	**5 588**	**2 141**	**6 037**
Other Comprehensive Income[1]				
Translation Differences from Translation of Foreign Operations	7 733	-17 806	-25 164	-25 164
Total Comprehensive Income for the Period	**9 425**	**-12 217**	**-23 023**	**-19 127**
Profit for the Period Attributable to:				
Shareholders of the Parent Company	1 692	5 588	2 141	6 037
Non-controlling Interests	-	-	-	-
Profit for the Period	**1 692**	**5 588**	**2 141**	**6 037**
Total Comprehensive Income for the Period Attributable to:				
Shareholders of the Parent Company	9 425	-12 217	2 515	-19 127
Non-controlling Interests	-	-	-	-
Total Comprehensive Income for the Period	**9 425**	**-12 217**	**2 515**	**-19 127**
Earnings per Share for the Period				
Before Dilution (SEK)	0,06	0,19	0,07	0,20
Diluted (SEK)	0,05	0,17	0,06	0,18
Number of Shares at End of Period (pcs)	30 333 143	29 702 631	30 333 143	30 333 143
Number of Diluted Shares at End of Period (pcs)	34 131 793	33 281 631	34 131 793	34 131 793
Average Number of Shares (pcs)	30 333 143	28 965 271	30 160 960	29 824 776
Average Number of Diluted Shares (pcs)	34 131 793	32 731 069	33 969 981	33 625 161

[1] items that have been or can be transferred to the Profit for the Period

REPORT ON FINANCIAL POSITION FOR THE GROUP

KSEK	Q1 2026 2026-03-31	Q1 2025 2025-03-31	FY 2025 2025-12-31
Assets			
Intangible Fixed Assets	999 359	869 080	1 000 251
Tangible Fixed Assets	6 122	2 621	4 851
Leasing Assets	48 018	39 128	49 124
Deferred Tax Assets	1 399	2 487	1 336
Financial Fixed Assets	3 866	1 890	2 492
Total Fixed Assets	**1 058 764**	**915 207**	**1 058 054**
Inventory	6 606	7 925	4 358
Accounts Receivable	93 903	104 779	117 208
Contract Assets	21 730	19 641	15 418
Prepaid Expenses and Accrued Revenues	13 484	15 323	11 854
Other Receivables	10 631	8 721	8 852
Cash and Cash Equivalents	33 538	90 131	28 949
Total Current Assets	**179 892**	**246 521**	**186 639**
Total Assets	**1 238 656**	**1 161 728**	**1 244 693**
Equity and Liabilities			
Equity			
Share Capital	1 516	1 485	1 516
Other Contributed Capital	626 451	591 082	626 495
Reserves	7 446	7 071	-287
Retained Earnings, Including Current Year's Result	97 784	94 234	96 092
Equity Attributable to the Parent Company's Owners	733 197	693 872	723 816
Non-controlling Interests	-	-	-
Total Equity	**733 197**	**693 872**	**723 816**
Liabilities			
Long-term Interest-bearing Liabilities	190 323	173 632	202 789
Long-term Leasing Liabilities	34 511	28 073	35 559
Other Liabilities	-	-	-
Provisions	5 379	287	6 420
Deferred Tax Liabilities	24 991	19 839	26 309
Total Long-term Liabilities	**255 204**	**221 831**	**271 077**
Short-term Interest-bearing Liabilities	55 132	56 876	61 006
Short-term Leasing Liabilities	14 626	10 543	14 436
Accounts Payable	34 828	36 775	46 164
Contract Liabilities	73 665	70 605	59 515
Current Tax Liabilities	3 541	877	1 376
Other Liabilities	35 174	24 889	33 402
Accrued Expenses and Deferred Revenues	33 289	45 460	33 901
Total Short-term Liabilities	**250 255**	**246 025**	**249 800**
Total Liabilities	**505 459**	**467 855**	**520 877**
Total Equity and Liabilities	**1 238 656**	**1 161 728**	**1 244 693**

REPORT ON CHANGES IN EQUITY FOR THE GROUP

KSEK	Share capital	Other contributed capital	Translation reserve	Retained Earnings, Including Period's Result	Total	Non-controlling Interests	Total Equity
Opening Equity as of January 1, 2026	**1 516**	**626 495**	**-287**	**96 092**	**723 816**	**-**	**723 816**
Total Comprehensive Income for the Period							
Total Comprehensive Income for the Period	-	-	7 733	1 692	**9 425**	-	**9 425**
Transactions with the Group's Shareholders							
Share Issuance	-	-	-	-	**-**	-	**-**
Issuance Costs	-	-44	-	-	**-44**	-	**-44**
Warrants	-	-	-	-	**-**	-	**-**
Change in Ownership Interest in Subsidiaries							
Acquisition of Partially Owned Subsidiaries	-	-	-	-	**-**	-	**-**
Closing Equity as of March 31, 2026	**1 516**	**626 451**	**7 446**	**97 784**	**733 197**	**-**	**733 197**

KSEK	Share capital	Other contributed capital	Translation reserve	Retained Earnings, Including Period's Result	Total	Non-controlling Interests	Total Equity
Opening Equity as of January 1, 2025	**1 441**	**537 603**	**24 877**	**88 646**	**652 568**	**-**	**652 568**
Total Comprehensive Income for the Period							
Total Comprehensive Income for the Period	-	-	-17 806	5 588	**-12 217**	-	**-12 217**
Transactions with the Group's Shareholders							
Share Issuance	44	55 956	-	-	**56 000**	-	**56 000**
Issuance Costs	-	-2 478	-	-	**-2 478**	-	**-2 478**
Warrants	-	-	-	-	**-**	-	**-**
Change in Ownership Interest in Subsidiaries							
Acquisition of Partially Owned Subsidiaries	-	-	-	-	**-**	-	**-**
Closing Equity as of March 31, 2025	**1 485**	**591 081**	**7 072**	**94 235**	**693 872**	**-**	**693 872**

REPORT ON CASH FLOWS FOR THE GROUP

	Q1 2026	Q1 2025	LTM	FY 2025
KSEK	**Jan-Mar**	**Jan-Mar**	**Apr-Mar**	**Jan-Dec**
Operating Activities				
Operating Profit (EBIT)	7 159	7 314	22 111	22 266
Adjustment for Depreciation and Amortisation	18 789	13 107	68 080	62 398
Other Non-Cash Items	-2 864	3 456	-6 302	18
Interest Received	143	68	854	779
Interest Paid	-3 321	-3 363	-14 586	-14 628
Income Tax Paid	-498	542	-3 689	-2 649
Cash Flow before changes in working capital	**19 408**	**21 124**	**66 468**	**68 184**
Increase (-)/Decrease (+) in Inventory	-2 248	2 841	3 163	8 252
Increase (-)/Decrease (+) in Trade Receivables	12 522	17 555	16 157	21 190
Increase (+)/Decrease (-) in Trade Payables	3 977	-20 926	-32 275	-57 178
Cash Flow from Operating Activities	**33 659**	**20 594**	**53 513**	**40 448**
Investing Activities				
Acquisition of Intangible Fixed Assets	-7 036	-7 776	-33 505	-34 245
Acquisition of Tangible Fixed Assets	-1 329	-181	-3 947	-2 799
Acquisition of Subsidiaries/Businesses, Net Cash Impact	-	-	-97 932	-97 932
Disposal of Subsidiaries/Businesses, Net Cash Impact	-	-	-	-
Acquisition of Financial Fixed Assets	-	-	-1 699	-1 699
Disposal of Financial Fixed Assets	-	-	1 097	1 097
Cash Flow from Investing Activities	**-8 365**	**-7 957**	**-135 986**	**-135 578**
Financing Activities				
Share Issuance	-	56 000	23 475	79 475
Costs of Share Issuance	-44	-2 478	-472	-2 906
Cash from Warrants Premiums	-	-	-	-
Net change in overdraft facilities	-5 874	3 627	-6 743	2 758
Borrowings	-	-	310 000	310 000
Repayment of Loans	-12 528	-11 250	-288 778	-287 500
Repayment of Lease Liabilities	-2 632	-3 450	-11 626	-12 444
Cash Flow from Financing Activities	**-21 078**	**42 450**	**25 855**	**89 383**
Net Cash Flow for the Year	**4 216**	**55 087**	**-56 618**	**-5 747**
Cash and Cash Equivalents at the Beginning of the Year	**28 949**	**36 051**	**90 131**	**36 051**
Exchange Rate Differences in Cash and Cash Equivalents	373	-1 007	25	-1 355
Cash and Cash Equivalents at the End of the Year	**33 538**	**90 131**	**33 538**	**28 949**

INCOME STATEMENT OF THE PARENT COMPANY

	Q1 2026	Q1 2025	LTM	FY 2025
KSEK	**Jan-Mar**	**Jan-Mar**	**Apr-Mar**	**Jan-Dec**
Net Revenue	2 728	18 015	-4 367	10 920
Other Operating Income	16 301	2	93 618	77 319
Total Revenue	**19 029**	**18 017**	**89 251**	**88 239**
Cost of Goods and Services	-2 073	-	-2 839	-766
Other External Costs	-10 155	-9 258	-51 690	-50 793
Cost of Staff	-9 796	-10 688	-46 652	-47 544
Profit Before Depreciation and Amortisation (EBITDA)	**-2 995**	**-1 929**	**-11 930**	**-10 864**
Depreciation of Tangible and Intangible Fixed Assets	-2 404	-1 022	-7 503	-6 121
Operating Profit (EBIT)	**-5 399**	**-2 951**	**-19 433**	**-16 985**
Financial Income	113	24	568	479
Financial Costs	-2 561	-2 821	-10 231	-10 491
Exchange Rate Changes	-241	-319	1 867	1 789
Profit after Financial Items	**-8 088**	**-6 067**	**-27 229**	**-25 208**
Year-end allocations	-	-	25 668	25 668
Profit Before Tax	**-8 088**	**-6 067**	**-1 561**	**460**
Tax	-	1 274	-3 404	-2 130
Net Profit	**-8 088**	**-4 793**	**-4 965**	**-1 670**

In the parent company, there are no items reported as Other comprehensive income, which is why Total comprehensive income corresponds to the period's Net profit.

THE PARENT COMPANY'S BALANCE SHEET

	Q1 2026	Q1 2025	Helår 2025
KSEK	**2026-03-31**	**2025-03-31**	**2025-12-31**
Assets			
Intangible Fixed Assets	36 407	17 879	35 812
Tangible Fixed Assets	2 157	142	1 059
Shares in Subsidiary Companies	130 015	806 134	130 015
Financial Fixed Assets	19	1 131	19
Total Fixed Assets	**168 598**	**825 286**	**166 905**
Inventory	1 435	14 038	1 412
Accounts Receivable	812 324	7 962	815 802
Receivables from Group Companies	7 329	3 821	3 765
Other Receivables	26	27	64
Current Tax Asset	1 147	1 666	499
Cash and cash equivalents	-	56 006	-
Total Current Assets	822 262	83 520	821 542
Total Assets	**990 860**	**908 806**	**988 447**
Equity and Liabilities			
Equity			
Share Capital	1 517	1 485	1 517
Fund for Development Expenses	27 319	14 364	27 319
Share Premium Reserve	621 343	581 179	621 387
Retained Earnings	2 267	20 276	3 937
Profit for the Period	-8 088	-4 793	-1 670
Total Equity	**644 358**	**612 511**	**652 490**
Provisions			
Provisions	2 375	-	2 714
Total provisions	**2 375**	**-**	**2 714**
Untaxed reserves			
Untaxed reserves	4 840	3 240	4 840
Total untaxed reserves	**4 840**	**3 240**	**4 840**
Liabilities			
Long-term Liabilities to Credit Institutions	185 000	168 750	197 500
Total Long-term Liabilities	**185 000**	**168 750**	**197 500**
Short-term Liabilities to Credit Institutions	50 000	56 876	50 000
Overdraft Facility	5 132	-	11 006
Accounts Payable	5 873	6 600	6 709
Other Liabilities	2 891	-	7 059
Liabilities to Group Companies	83 490	52 314	52 926
Accrued Expenses and Deferred Revenues	6 901	8 515	3 203
Total Current Liabilities	**154 287**	**124 305**	**130 903**
Total Liabilities	**344 127**	**296 295**	**328 403**
Total Equity and Liabilities	**990 860**	**908 806**	**988 447**

Operating segments and distribution of income

Segment Reporting - Quarter	Revenue segment							
January 1 - March 31	SaaS		Consulting		Systems		Total	
KSEK	Q1 2026	Q1 2025	Q1 2026	Q1 2025	Q1 2026	Q1 2025	Q1 2026	Q1 2025
Net revenue	85 639	72 725	19 306	20 277	59 668	77 554	164 613	170 556
Cost of goods and services	-7 640	-3 878	-1 970	-1 099	-41 207	-57 864	-50 817	-62 841
Gross profit	**77 999**	**68 847**	**17 336**	**19 178**	**18 461**	**19 690**	**113 796**	**107 715**
Gross margin	91%	95%	90%	95%	31%	25%	69%	63%
Other operating income							862	1 555
Other external costs							-29 271	-27 885
Cost of staff							-60 003	-60 965
EBITDA							**25 384**	**20 419**
Depreciation of tangible and intangible fixed assets							-18 789	-13 107
EBIT							**6 595**	**7 313**
Financial income							143	68
Financial costs							-3 321	-3 363
Currency exchange rate fluctuations							-1 210	365
Profit before tax							**2 207**	**4 382**

Distribution of Revenues - Quarter	Revenue segment							
January 1 - March 31	SaaS		Consulting		Systems		Total	
KSEK	Q1 2026	Q1 2025	Q1 2026	Q1 2025	Q1 2026	Q1 2025	Q1 2026	Q1 2025
Recognition Timing								
Revenues recognised at a specific point in time	-	-	-	-	59 668	77 554	59 668	77 554
Revenues recognised over time	85 639	72 725	19 306	20 277	-	-	104 945	93 002
Total revenues from customer contracts	**85 639**	**72 725**	**19 306**	**20 277**	**59 668**	**77 554**	**164 613**	**170 556**

The group's operating segments correspond to the revenue streams that are followed up by the company's executive management. The segments consist of Recurring License Revenue ("SaaS"), Consulting Services ("Consulting") and Hardware Sales ("Systems"). Directly attributable items as well as items that can be allocated to the segments in a reasonable and reliable manner have been included in the operating segments' results, assets and liabilities. The reported items in the operating segments' results, assets and liabilities are valued in accordance with the results, assets and liabilities that the company's executive management follows up.

Long-term incentive program

Following a resolution at the 2025 Annual General Meeting, Vertiseit introduced a new incentive program (TO 7) with subscription warrants for employees and senior executives within the Group. Upon full subscription, up to 661,000 new Class B shares may be issued, corresponding to a dilution of approximately 2.1 percent (based on the number of outstanding shares at the end of Q4 2025). The program runs until May 2028 with an exercise price of 95.00 SEK per B share.

Two previous warrant-based incentive programs targeted at employees and senior executives remain active, running until May 2026 and May 2027 with exercise prices of 50.00 SEK and 53.00 SEK per B share, respectively. A maximum of 1,376,000 new B shares may be issued under these two programs. Out of the total 2,037,000 subscription warrants authorized across all three programs, 514,950 had been transferred to employees as of the end of the quarter. All warrants were acquired for consideration corresponding to fair market value at the time, calculated using the Black & Scholes model.

The purpose of these incentive programs is to promote broad employee share ownership, attract and retain skilled and talented staff, and align employee and company objectives. More information is available at vertiseit.com.

In connection with the acquisition of Visual Art during 2024, 1,000,000 subscription warrants were issued to the selling shareholders. Upon full subscription, this could result in the issuance of 1,000,000 new Class B shares, corresponding to a dilution of approximately 3.2 percent (based on the number of outstanding shares at the end of Q4 2025). These warrants run until October 2027 with an exercise price of 65.00 SEK per B share.

ALTERNATIVE KEY METRICS

The Vertiseit Group's reporting contains several key metrics, which are used to describe the business and increase comparability between periods. These key metrics are not defined based on IFRS regulations, but are consistent with how group management and the Board measure and follow up the company's performance.

Key Metric	Definition	Motivation
Annual Recurring Revenue (ARR)	Annualised value of the period's last month's recurring SaaS revenue	The ratio indicates expected recurring SaaS revenue over the next 12 months and is a key metric for industry comparison
Recurring Revenue (SaaS)	Revenue of recurring nature from license and support of software (Software as a Service)	Relevant key metric as the revenue derives from the business segment that is paramount in the company's strategy
Profit before depreciation (EBITDA)	Profit before interest, taxes, depreciation and amortisation	Relevant key metric for evaluating the result from the ongoing operations
Adjusted EBITDA	Operating profit before depreciation, amortisation and impairments of other non-current assets.	Relevant key metric for evaluating the result from ongoing operations, excluding extraordinary items
Cash EBITDA	Adjusted EBITDA-Capex. Adjusted EBITDA reduced by investments in product development	Relevant key metric for evaluating the performance of ongoing operations, as it also takes investments in product development into account
Operating profit (EBIT)	Comprehensive income before net financial items and income tax	Relevant key metric for evaluating the company's profitability, regardless of how the business was financed
EBITDA margin	EBITDA in relation to net revenue	Relevant key metric for evaluating the profit margin in the business
EBIT margin	EBIT in relation to net revenue	Relevant key metric for evaluating the margin in the business, regardless of how it was financed
Adjusted EBITDA margin	Adjusted EBITDA in relation to net revenue	Relevant key metric for evaluating the result from ongoing operations, excluding extraordinary items
Gross margin	Net revenue deducted by cost of goods and services in relation to net revenue	Relevant key metric for evaluating the gross profit in the business
Equity ratio	Equity in relation to total assets	Relevant key metric to assess the company's ability to fulfill its financial commitments, as well as the possibilities for investments and dividends
Net-debt	Long-term and short-term interest-bearing liabilities reduced by cash and cash equivalents	Relevant key metric for evaluating the company's financial strength and stability
Free Cashflow	Cashflow from operating activities, reduced with investments in tangible and intangible fixed assets	Relevant key metric for evaluating the company's cashflow, excluding business acquisitions and financing activities

SaaS Key Figures		
Churn Rate	Share of licenses discontinued during the period in relation to licenses at start of period	Relevant key metric to assess the business's opportunities for growth
Growth Rate	New licenses during the period in relation to licenses at start of period	The key metric is considered relevant to the company's prformance as it reflects it's ability to grow the license base
Customer Acquisition Cost (CAC)	Sales and marketing expenses (rolling 12 months) per new license	The key metric makes it easier to assess the cost of growing the company's license base
CAC Ratio	Sales and marketing expenses (rolling 12 months) in relation to new ARR revenue	The key metric is relevant for assessing the possibilities for license growth
Lifetime Value per license (LTV)	Average revenue per license multiplied by its' expected lifetime	The key metric is deemed relevant to assess the company's future revenue potential
LTV/CAC	Expected LTV per license in relation to CAC	The key ratio facilitates comparison with other companies with SaaS revenue
Months to recover CAC	Number of months to recover CAC	Relevant key metric to assess the company's growth opportunities
Average Revenue per Brand (ARPA)	Average ARR per end customer	The key metric is deemed relevant to assess how license revenue per customer changes
Net Revenue Retention (NRR)	Net change in ARR from existing end customers	The key figure helps to evaluate how license revenue develops from existing customers, without regard to newly added customers
SaaS Gross Margin	SaaS revenue reduced by related cost of goods and services in relation to SaaS revenue	Relevant key figure for evaluating the gross profit from the company's SaaS revenue

ABOUT VERTISEIT

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TOGETHER WITH OUR CUSTOMERS WE CREATE THE FUTURE OF RETAIL

VERTISEIT’S AMBITION IS TO BECOME THE WORLD’S LEADING PLATFORM COMPANY WITHIN IN-STORE EXPERIENCE MANAGEMENT

Through the subsidiaries Dise, Grassfish and Visual Art, Vertiseit offers IXM platforms (In-store Experience Management) for the digital customer experience in retail. The company’s products and services enable a unified brand experience and cohesive customer journey by bridging the customer meeting between online and in-person.

LEADER WITHIN DIGITAL IN-STORE

New consumer behaviours and expectations place increasingly high demands on the customer experience. Leading brands and retailers turn to Vertiseit to enable a unified customer journey between digital channels and the physical customer meeting. The role of the store is changing rapidly, from being a place of transaction to an arena for experience, inspiration and service. This creates space for an actor with a focus on digital solutions for a strengthened customer meeting. The retail industry as we know it is fundamentally changing and it is happening right now.

The Vertiseit group has around 270 employees and more than 1,000 customer brands. Vertiseit was founded in 2008 and is headquartered in Varberg, with offices in Sweden, Norway, Denmark, Finland, Austria, Germany, Spain, the UK and the USA. Since 2019, the company’s series B share has been listed on Nasdaq First North Growth Market.

ABOUT GRASSFISH

Grassfish is a leading platform company within Digital In-store. The company offers platform and expertise to global brands and leading retailers. The company was founded in 2005 and has more than 100 employees in Sweden, Norway, Denmark, Austria, Germany and UK. Direct sales to end customers, together with selected partners.

ABOUT DISE

Dise is a global software supplier within Digital In-store founded in 2003. The company’s products are tailored for the digital customer experience in-store and offered as SaaS (Software as a Service). Sales through carefully selected full-service partners in each market.

ABOUT VISUAL ART

Visual Art is a leading provider of SaaS platforms and concepts for Digital In-store and Retail Media, and a pioneer in the industry. The company was founded in 1997 and has approximately 120 employees across the Nordics, Germany, Spain, the UK, and the USA. Direct sales to end customers, together with carefully selected full-service partners in each market..

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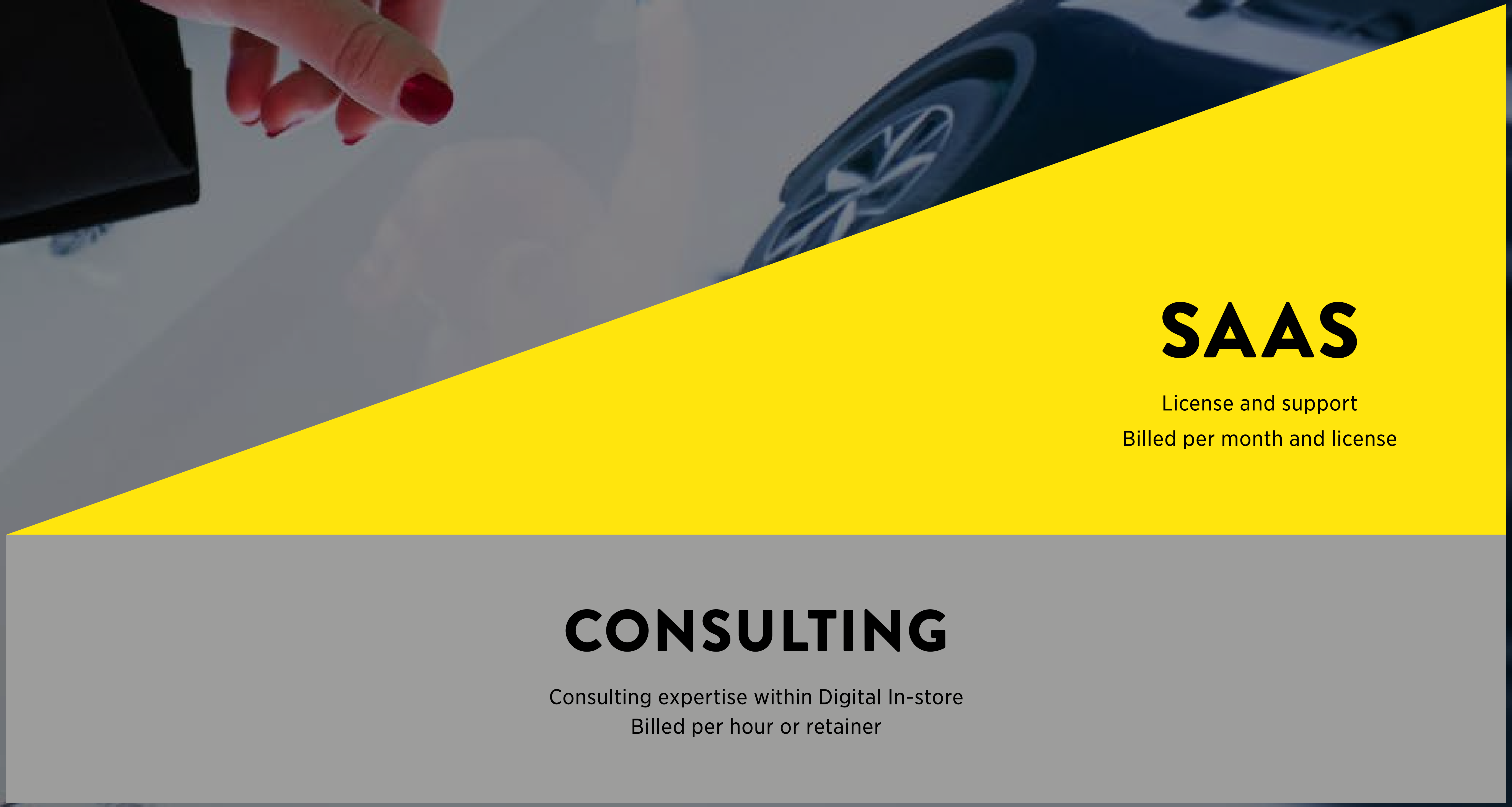
BUSINESS MODEL

Paramount in Vertiseit’s strategy is the growth of recurring revenue (SaaS). SaaS revenue is generated from licensing and support of the company’s software platforms.

SAAS
Licensing of Dise’s, Grassfish’s and Visual Art’s IXM platforms. Billing per license and month. The SaaS delivery also includes support and proactive monitoring. The growth of SaaS revenue enables stable, predictable revenue streams that grow in line with increased customer usage..

CONSULTING
Consulting ensures long-term value creation for the company’s customers through strategy, concept development and management of in-store solutions. Efforts are performed by cross-functional teams with an wide composition of people and skills. Billed by the hour as ongoing projects or through fixed retainers.



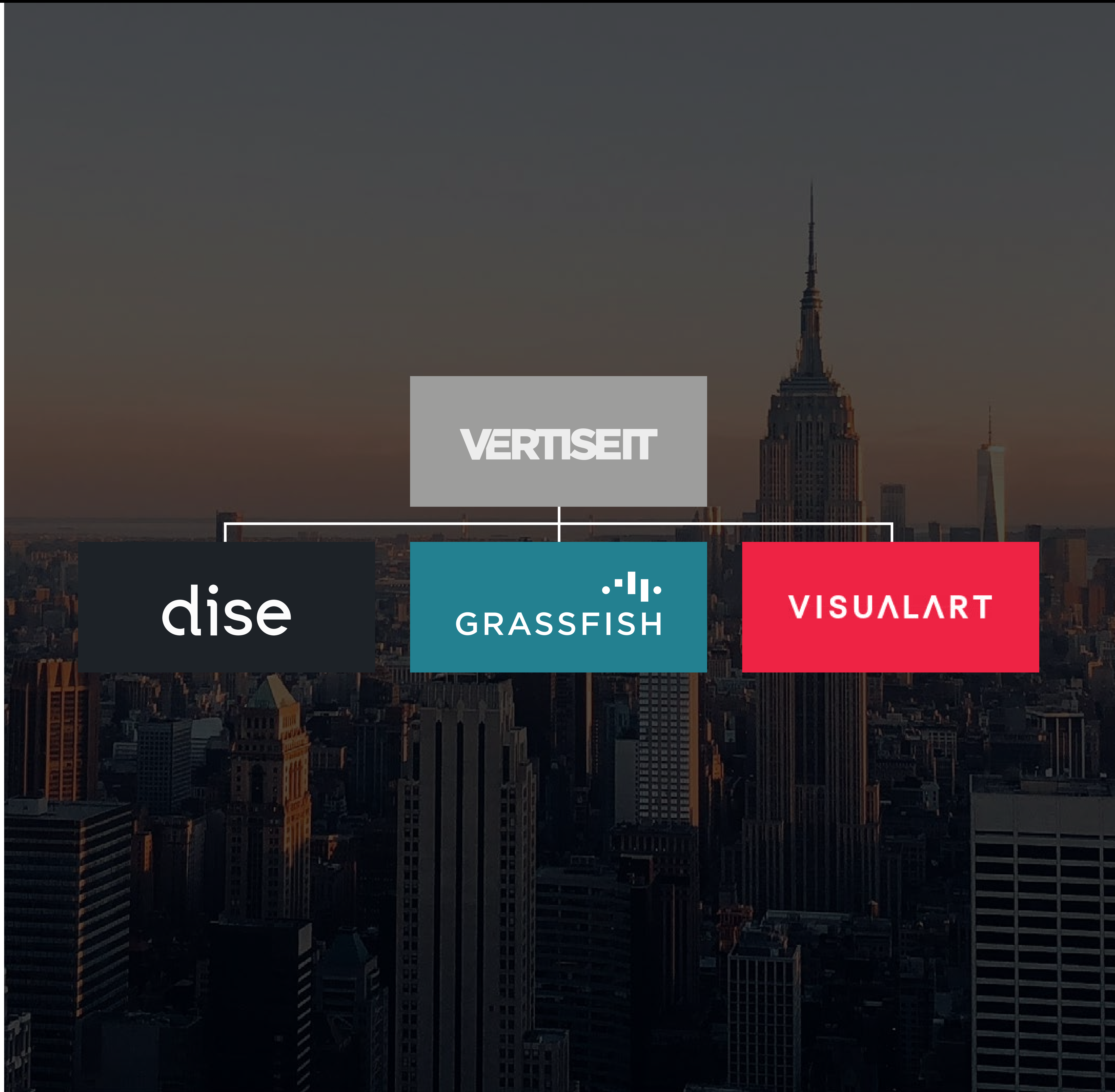
GROUP STRUCTURE

Vertiseit AB is the parent company of the Group, where operations are primarily conducted through the independent business brands Dise, Grassfish, and Visual Art. The parent company is responsible for overall strategies, the development of the group-wide core platform IXM Grid, and provides supporting group functions within Marketing, IT, HR, and Finance. This structure enables a high acquisition pace of complementary acquisitions for the subsidiaries.

GROWTH STRATEGY
Since 2012, Vertiseit has successfully acquired and integrated several companies, while also performing significant organic growth. The group's strategy includes an accelerated acquisition agenda, indicating that a significant portion of future growth is expected to be generated through acquisitions.

ACQUIRED GROWTH
Vertiseit will continue to perform selected acquisitions. These can be both complementary, i.e., adding customers and market shares to Dise, Grassfish and Visual Art, as well as strategic acquisitions that add standalone operations which complement the group's offerings.

ORGANIC GROWTH
The group aims to grow organically while maintaining profitability. For existing customers, growth is achieved by adding more applications and ensuring full-scale deployment of concepts within the customers' operations. Regarding new customers, the primary focus is on global brands and leading national retailers with a potential exceeding 1,000 systems.



LONG-TERM GOALS 2025-2032

VISION

CONNECTING A WORLD OF RETAIL

AMBITION

GLOBAL #1 IXM PLATFORM COMPANY

2032

1 BILLION ARR

Annual Recurring Revenue (ARR) exceeding 1,000 MSEK by end of 2032

2032

35% PROFITABILITY

Cash EBITDA margin exceeding 35% by end of 2032

FINANCIAL TARGETS

>20%
GROWTH

Annual ARR growth (CAGR)

>25%
PROFIT GROWH

Cash EBITDA per share growth Y/Y (CAGR)

>100%
REVENUE RETENTION

Annual Net Revenue Retention (NRR)

STRATEGY FOR GLOBAL EXPANSION

The market for Digital In-store and In-store Experience Management (IXM) is experiencing strong growth, driven by the digital transformation of retail. Similar to other maturing industries, there is increasing consolidation and specialization in the value chain. Vertiseit's goal is to become the world's leading platform company in Digital In-store.

RECURRING REVENUE INCREASE WITH SPECIALISATION IN THE VALUE CHAIN
The Digital Signage market has historically been dominated by national and regional full-service providers. As Digital In-store becomes more business critical, and a part of customers' digital ecosystems, this is changing. Global brands and retailers are now experiencing a clear shift and strategic transition. The Digital In-store platform is now a vital part of the digital ecosystem, just as platforms for product information (PIM), digital addet management (DAM), customer relations (CRM), and e-commerce are. With a Digital In-store platform as a global resource, conditions are created for digital teams and agencies to collaboratively design, develop, and manage applications. The same logic and economies of scale are achieved in the relationship to integrators in each geographic market, who are responsible for the installation and operation of the physical infrastructure in the form of displays and technology.

PLATFORM WINNER
Similar to other industries that have undergone comparable transformation, also within the Digital In-store sector, clear platform winners will emerge. An example of this can be seen in the e-commerce platform market, which today is dominated by a few players. The former full-service providers in this industry are now increasingly acting as consultants and integrators of the dominant platforms. The reason for this is that integrators and full-service providers generally struggle to keep pace with pure platform companies, which can allocate more resources and their entire focus on product development.

PERSONALISED AND DATA DRIVEN
Customers' changing behaviors and expectations on the customer experience are setting new requirements. For brands and retailers, the need for a unified brand experience and a unified customer journey between online and in-person channels becomes central. The era when Digital Signage was a closed system for scheduling content on digital displays is over. To meet today's needs and challenges, the Digital In-store platform needs to be an integrated part of the digital ecosystem to share data, content, and capabilities across channels. This is all in order to create more personalised and relevant experiences.

PLATFORM OVER APPLICATIONS
The market is developing from a scenario where the concept and customer experience dictated the choice of platform for each individual solution, resulting in limited scalability, to now selecting the platform as a central resource. By utilising a unified platform to deploy concepts and applications, significant economies of scale are accomplished, along with entirely new possibilities for creating, further developing, and managing solutions over time.

SCALABILITY

PARTNERSHIPS
Scalable growth through partners

IXM GRID
One group platform backend

ONE ERP
IT infrastructure supporting global expansion

GLOBAL REACH

PARTNER COMMUNITY
Expand with:

- Consulting Partners
- Integration Partners
- Technology Partners

TOP-TIER CUSTOMERS
Grow with:

- Global Brands
- Leading Retailers

SELECTED ACQUISITIONS
Acquire:

- Customers & Partners
- Market Reach
- Tech

SUSTAINABLE AT HEART

At Vertiseit, sustainability is our natural approach to strategic as well as to everyday decisions. A sustainable business is a prerequisite and a key success factor for the company's development. Ultimately, it is about the world being able to accomodate the needs of today without compromising the possibilities for future generations. Vertiseit's ambition is to contribute positively to an economic, social and environmental development. In reality, it is often the small everyday choices that together make a big difference.

282
Number of full-time employees (FTE)[1]
2026-03-31

3/9
Women/men in group management
2026-03-31

37
Average age of employees
Q1 2026

2/4
Women/men in Board of Directors
2026-03-31

ECONOMIC SUSTAINABILITY

Long-term value creation for Vertiseit's customers is the prerequisite for the company's long-term development and profitability. Vertiseit works actively to balance economic growth with social and environmental sustainability. With economic development and stability, the company can contribute to positive change and meet the expectations set by the market, employees and society at large.

ENVIRONMENTAL SUSTAINABILITY

Vertiseit's solutions have a large positive impact by reducing the customers' use of resources. When e-commerce and the physical stores are connected, the rate of returns and transport can decreases. With extended digital assortments, stores can be downsized and overproduction reduced. Vertiseit's interactive solutions create possibilities for more extensive product information and increased transparency.

In the company's operations, all employees are committed and work systematically to identify and evaluate environmental impact. Efforts are focused on areas such as transport, energy efficiency and procurement. The company's management system is certified according to ISO 9001 (Quality), ISO 14001 (Environment), ISO 27001 (Information Security) and compliant with SOC 2.

SOCIAL SUSTAINABILITY

At Vertiseit, diversity of people and skills is a prerequisite for the company's current and future development. Therefore, the company has chosen to engage in the network Open Companies, which works to create competitiveness through openness. Openness is about welcoming ideas, initiatives, and diverse thinking. Openness means taking responsibility for creating a positive work environment without violations, and where differences in age, orientation, culture, and ethnicity are considered as strenths. Openness provides confidence and courage to raise ideas that drive development in the company, and ultimately, a better society. In the local community, Vertiseit contributes through collaborations with local associations, schools, young entrepreneurs, and by being an attractive employer.

ORGANISATION AND EMPLOYEES

Vertiseit is an innovative company with vast technical competence which, together with great knowledge and experience from retail and its challenges, drives development in the industry. The company consists of a team of around 270 employees with specialist skills in various disciplines.

The corporate culture is Vertiseit's most important asset and it characterises how we act towards each other and in relation to customers, suppliers and partners. The culture rests on the core values: Think like a customer, Make it simple, Dare to challenge and Trust in diversity. Vertiseit works closely with its customers and builds trust by creating business value, caring for, and understanding their business. An approach that gives customers comfort in their digital transformation.

HOW WE ACT TOWARDS OUR CUSTOMERS

- We care for our customers and dare to challenge them
- We are uncomplicated and prestigeless
- We have an entrepreneurial approach the challenges we meet

HOW WE ACT TOWARDS EACH OTHER

- We think big and believe in innovation and diversity
- We show trust and respect for each other and have fun together
- We go from words to action and create results

A GOOD EMPLOYER

For more than fifteen years, Vertiseit has recruited and developed a fantastic team of employees with various skills. Together, we have created a unique culture where everyone is equally involved in the company's development and success. Competence is ultimately about developing and making use of each employee's potential. Altogether, this has resulted in that more and more talents seek to join Vertiseit.

HISTORIC MILESTONES

2025	Acquisition: Muse Content GmbH and Stoked AI
2025	Acquisition: mdt Medientechnik GmbH
2024	Acquisition: Visual Art Sweden AB
2022	Acquisition: MultiQ International AB
2021	Acquisition: Grassfish Marketing Technologies GmbH
2020	Acquisition: InStoreMedia (UK) Ltd.
2019	Vertiseit's series B share listed on Nasdaq First NorthGrowth Market Acquisition: Digital Signage Solutions Sweden AB
2018	Acquisition: Display 4 AB
2017	Acquisition: Dise International AB
2016	Award: National Champion European Business Awards Acquisition: Högberg & Westling AB ("UCUS")
2014	Award: Deloitte Technology Fast 50
2013	Acquisition: ClearSign AB
2008	Vertiseit grundas

VISION

Connecting a world of retail

MISSION

Empowering brands to create outstanding customer experiences that drive more sustainable retail.

Cultivating a strong global ecosystem of partners, enabling innovation and growth through Digital In-store solutions.

BUSINESS IDEA

Developing the world's leading In-store Experience Management (IXM) SaaS platform for brands and retailers.

Brought to market with strong, independent business and product brands, uniquely positioned to drive value and growth.

CORE VALUES

Our corporate culture is our most important asset. It governs how we interact with each other and our customers. Today and into the future.

THINK LIKE A CUSTOMER

We know the value we create for our customers is the only path to long-term success. That's why we think like a customer.

MAKE IT SIMPLE

We love finding simple solutions to complex challenges. Simplicity colours everything we do, from the way we speak to the work we do.

DARE TO CHALLENGE

We stand up for what we believe and dare to challenge ourselves and our customers. Moving from words to actions, creating extraordinary results.

TRUST IN DIVERSITY

We see people's differences as the foundation of our culture and success. That's what unites us, we trust in diversity.

INVESTMENT CASE

Vertiseit provides a business-critical, vertically integrated SaaS platform for global brands and leading retailers, with the ambition to become the world's leading platform company within In-store Experience Management (IXM).

Integrated into customers in-store infrastructure, data, and workflows, the platform creates structural barriers and a high share of recurring revenue with long-term visibility.

With AI capabilities embedded across the entire technology stack, Vertiseit enables data-driven customer experiences, operational efficiency, and monetization of the physical customer interaction. Through data and its installed base, AI enhances the platform's scalability and long-term value creation, positioning Vertiseit to capitalize on the AI-driven transformation of retail.

INVESTMENT HIGHLIGHTS

- Platform leader within IXM
- +10 years of sequential ARR growth
- Scalable high-margin SaaS business model
- AI-powered platform embedded in device infrastructure
- Global expansion through organic growth and M&A
- Strong management ownership

DOTTERBOLAGET

dise

Bringing retail to life by making Digital in-store a living part of the customer journey.

Dise was founded in 2003 with a belief that digital in-store should be intuitive, scalable, and built for long-term retail success.

At a time when digital signage focused on screens and playback, we focused on structure. We believed retail needed infrastructure.

Over two decades later, that belief has evolved into In-Store Experience Management.

Today, Dise IXM platform powers digital in-store ecosystems across more than 40 countries – through certified partner network who bring strategy, integration, and execution to life.

Vision

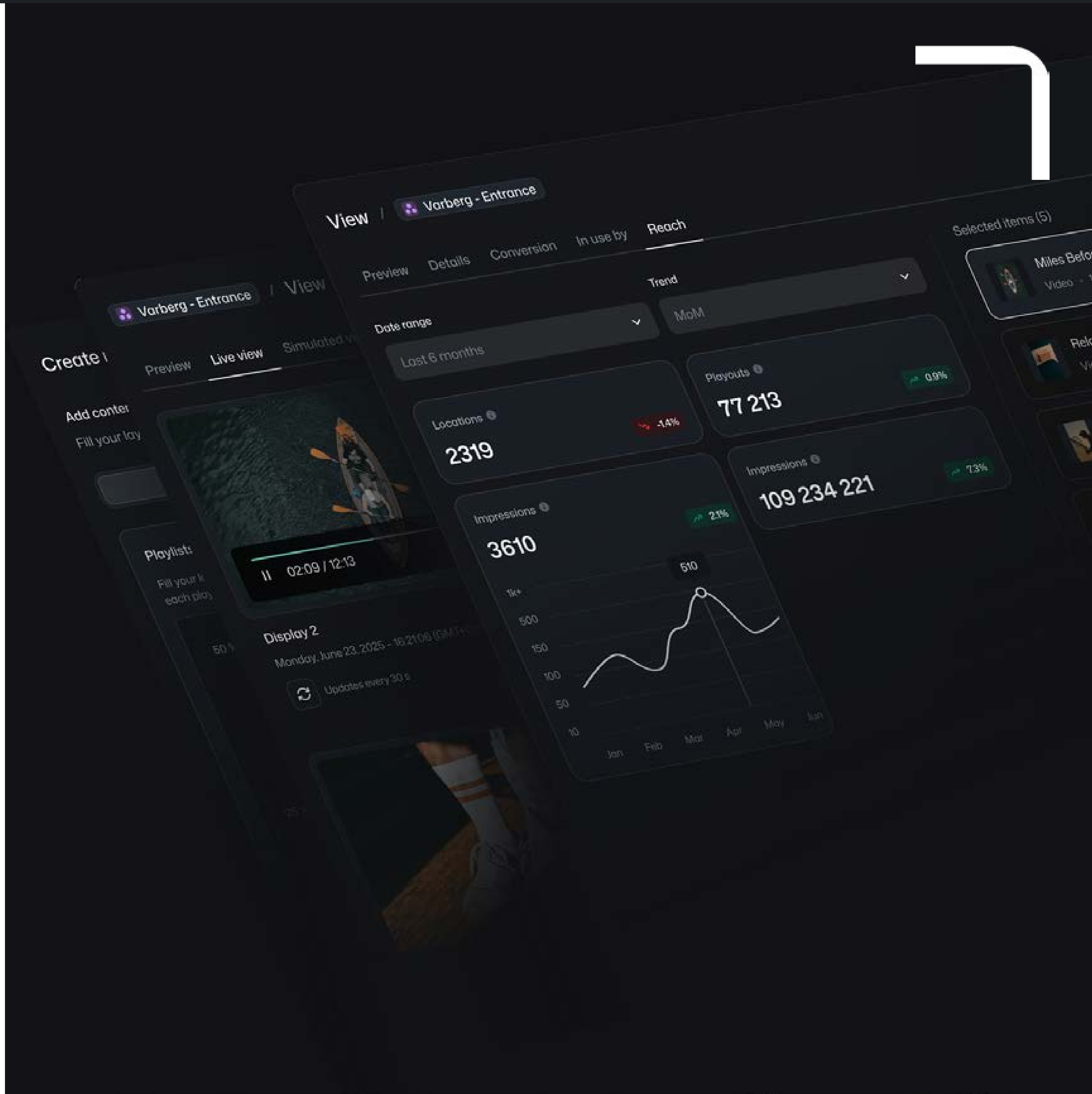
The core of every retail success story.

Mission

To enhance the customer experience in-store.

Business idea

We develop and deliver an intuitive and powerful IXM platform, through a global partner community.



Kundcase

Pixel Inspiration
Shell

Together with Pixel Inspiration, Dise enables a data-driven retail media and brand experience at the pump through real-time content delivery. Content is triggered during fueling, maximising attention during the ~2-minute dwell time. Dise powers automated distribution at scale, increasing relevance, engagement, and commercial impact across Shell's network in the UK and the Netherlands.

pixel INSPIRATION

First Impression
ICI PARIS XL

In collaboration with First Impression, Dise delivers a scalable in-store communication platform across ICI PARIS XL's retail network. Dynamic content is centrally managed and activated in real time, ensuring timely and relevant campaigns. Dise enables efficient rollout and seamless content orchestration, increasing customer attention, enhancing the in-store experience, and strengthening brand consistency across ICI Paris XL's store network.

first impression audiovisual

JLS
Migros

Working alongside JLS, Dise enables a digital signage solution designed to activate key purchase moments across Migros stores. Content is automatically triggered based on national and local offers, ensuring relevance without manual intervention. Dise supports seamless integration and scalable deployment, enhancing customer engagement, improving operational efficiency, and delivering consistent brand communication across all formats.

jls.

DOTTERBOLAGET

GRASSFISH

The global frontrunner in Digital In-store solutions. Powered by our best-in-class platform. Enabled by brilliant people.

Grassfish offering

Grassfish is a Digital In-store company offering the leading platform and expertise to empower brands delivering outstanding customer experiences. Grassfish IXM Platform offers brands and retailers a unified way to manage all Digital Signage touchpoints on a global scale.

We bring category expertise within Digital in-store. Acting as your strategic partner, we bridge the gap between online and in-person. Creating retail experiences that make all the difference.

Experiences make the difference

We believe that outstanding experiences make all the difference. It's how we separate the okay for the wow and the way true brand loyalty is built. Therefore, our mission is to enable extraordinary customer experiences – every day. Grassfish has earned recognition for its powerful In-store Experience Management Platform and dedicated people, helping leading global brands stand out and beat the competition.

Vision

Empower every global brand to create exceptional retail.

Business idea

Platform and expertise to empower brands delivering outstanding Digital In-store experiences.

Mission

Together we enable extraordinary customer experiences every day.

Kundcase

BMW's centralized in-store solution.

BMW provides dealers a powerful channel for displaying the latest information and advertising in their car showrooms. The Grassfish IXM Platform enables users to create and manage content in an intuitive way.

Bosch enriches the customer journey.

Bosch offers customers a comprehensive experience of the product portfolio in-store, whilst facilitating the sales conversation by digitally supporting the marketing, sales, and customer service processes.

SPAR takes a leap into the future

SPAR Switzerland, part of one of the largest retail groups in the world, uses the Grassfish IXM Platform, computer vision technology and an advertisement booking platform, to create a highly personalised shopping experience in its 180+ stores.

Creating an experience to connect and inspire.

The DHL Innovation Centre offers a unique platform of logistics and supply chain innovation where customers, partners and technology enthusiasts can experience the next generation of logistics in an interactive showroom.

Digital touchpoints at their best.

FC Bayern uses advanced digital touchpoints incorporated with the store elements and fan merchandise - as well as customer specific solutions in order to deliver an unforgettable experience.

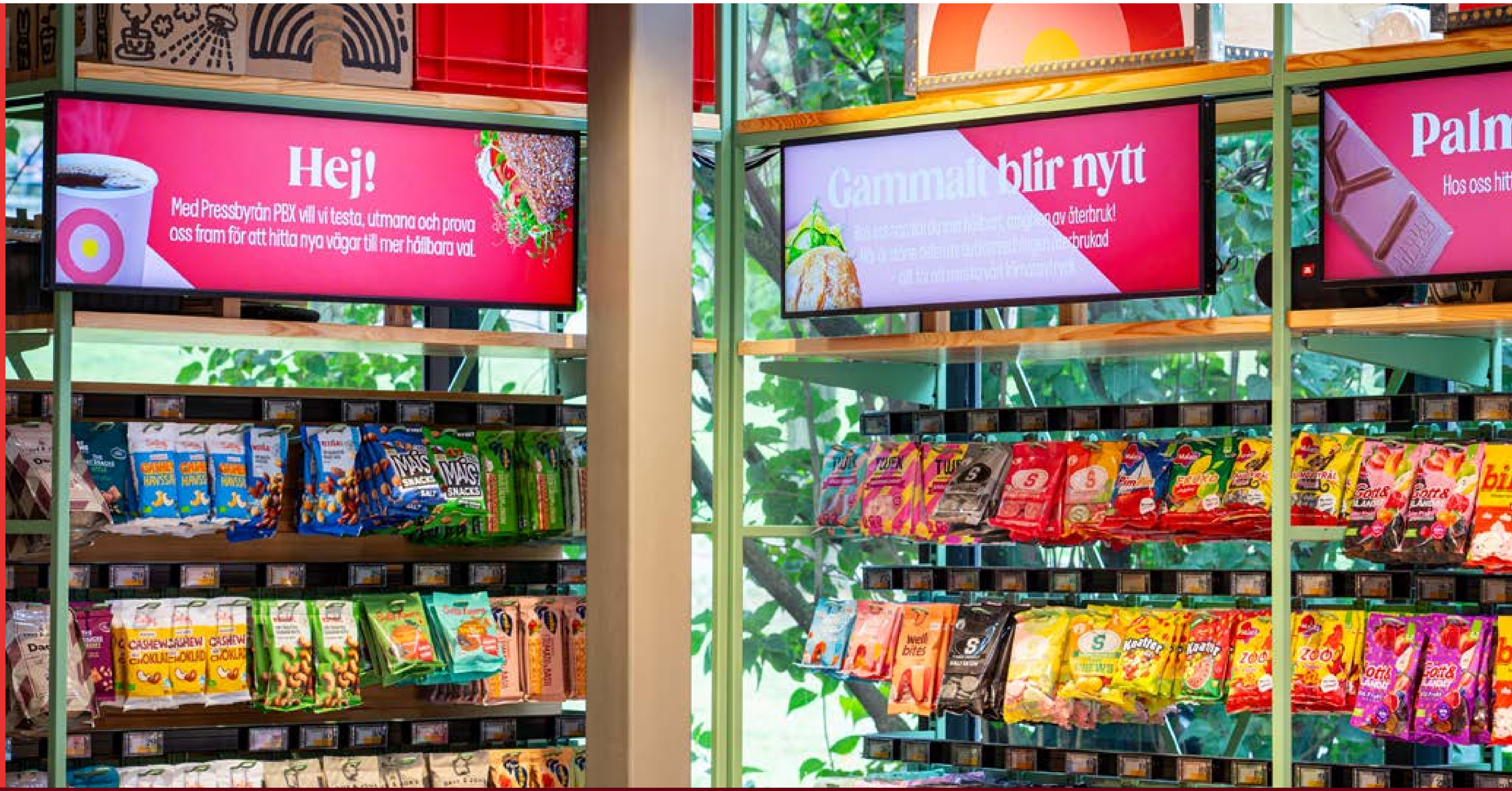
Digital advertising & entertainment.

The Swiss company Schindler AG is opening up a whole new field of business with Digital Signage solutions in their lifts. They use the increased attention in the cabin to enable targeted communication.

DOTTERBOLAGET

VISUALART

Visual Art creates Digital In-Store concepts and communication driving customers business objectives



Engaging in-store communication

Visual Art support retailers and QSR brands to drive their business objectives with exceptional digital signage concepts and communication. Visual Art designs, creates and operates engaging, and efficient Digital in-store communication.

Together with a global partner network Visual Art takes full responsibility for reducing the complexity of implementing and operating large-scale digital signage networks.

Vision

Shaping the future of digital communication

Mission

By combining creativity with tech, we empower brands to communicate with their customers – every day!

Business idea

We help brands achieve their business objectives by designing, creating, and operating effective digital signage concepts and communication.

Kundcase

McDonald's
A Global Leader in Digital In-Store Communication

As one of the world's most recognized brands, McDonald's operates over 40,000 restaurants in more than 100 countries. With a strong focus on guest experience, innovation, and operational efficiency, McDonald's leverages cutting-edge digital signage to enhance engagement, streamline ordering, and reinforce its brand presence. Visual Art helps McDonald's in key markets in Europe create seamless, data-driven digital experiences that connect online and in-person, ensuring consistency and impact on a global scale.

Joe & the Juice
Elevating In-store Experiences at scale

Joe & the Juice is a globally expanding QSR brand, known for its strong identity, high - energy environments, and focus on speed and customer experience. With locations across Europe, the US, and key urban markets, the brand combines consistency with a distinctive in-store atmosphere. Joe & the Juice leverages digital in-store communication to enhance menu navigation, drive upsell, and reinforce its brand identity. Visual Art supports Joe & the Juice throughout its global expansion with scalable digital menu boards, craving-driven content from our Film Studio, and integrated in-store communication powered by our IXM platform — ensuring consistent, high-impact experiences that drive engagement and operational efficiency.

Circle K
Driving Digital Engagement

As one of the world's leading gas station and convenience store brands, Circle K, owned by Alimentation Couche-Tard, operates in over 20 countries with thousands of locations worldwide. Focused on speed, convenience, and customer experience, Circle K leverages digital signage to enhance in-store communication, promote offers in real-time, and create a seamless customer journey. Visual Art empowers Circle K in Europe and the US with dynamic Digital in-store solutions that connect customers with the brand, driving engagement and operational efficiency.

CONNECTING A WORLD OF RETAIL

Vertiseit är ett ledande SaaS-bolag inom Digital In-store och erbjuder In-store Experience Management (IXM)-plattformarna Dise, Grassfish och Visual Art.

Plattformarna hjälper globala varumärken och ledande retailers att stärka kundupplevelsen och möjliggöra en sömlös kundresa genom att sammankoppla det fysiska och digitala kundmötet.

www.vertiseit.com

VERTISEIT