

VERTISEIT ACQUIRES MDT – STRENGTHENS LEADING IXM POSITION

Vertiseit AB (publ) today announces the acquisition of mdt Medientechnik GmbH (MDT), which develops and sells a CMS for Digital In-store, delivered as SaaS, primarily through partners. The acquisition adds approximately 20 MSEK in Annual Recurring Revenue (ARR) and is expected to have a slightly positive effect on the group's profitability for 2025. The acquisition is made on a cash- and debt-free basis for a purchase price of approximately 87 MSEK, financed through Vertiseit's own generated cash together with existing credit facilities. The acquisition was completed today, on July 7, 2025, and will be consolidated in the group's financial reporting as of Q3 2025. On the same day, Vertiseit will host an investor presentation with more information on the acquisition.

MDT is a well-established player in the Digital In-store market in the DACH region. The acquisition solidifies Vertiseit's leading position within IXM in Europe and adds significant customers in key segments. MDT's largest customers include Deutsche Telekom and McDonald's Germany. MDT will become part of Vertiseit's subsidiary Grassfish and join forces in developing the newly launched next generation AI-enabled platform – Grassfish IXM Aqua.

"MDT is excited to become an integrated part of Grassfish's organization and the Vertiseit group. Together, we will have the scale and resources to accelerate our development and drive innovation in the Digital In-store industry. Over the years we have been approached by multiple investors. Vertiseit's leading position within IXM, together with its long-term strategy and ambitious goals, made them stand out as our preferred buyer." says Jürgen Räsch, Co-founder and Head of Development at MDT.

"Joining the Vertiseit Group marks an exciting new chapter for us and our partners. Vertiseit's clear strategy of partner-led growth and its strong position within customer experience create unique opportunities to strengthen our offering. We are confident that this will empower our partners with even greater innovation, reach, and long-term value." says Alexander Pfeil, Co-founder and Head of Sales at MDT.

"We are proud to welcome MDT into the Vertiseit Group. As a pioneer in the Digital In-store industry and a leading software provider in the German market, MDT brings expertise, a strong partner focus, and an impressive customer portfolio, including brands like Deutsche Telekom and McDonald's. With a shared commitment to partner-led growth and innovation, MDT is a strategic fit that strengthens our position as the European leader in In-store Experience Management. Together, we will accelerate the digital transformation of in-store experiences across Europe," says Johan Lind, CEO of Vertiseit.

About MDT

Founded in 2002, mdt Medientechnik GmbH is a software company specializing in Digital In-store solutions, based in Germany. The company develops and delivers a CMS for Digital In-store that enables

brands and retailers to manage, and automate their in-store digital experiences. With a strong network of partners and a solid presence in the DACH region, MDT serves leading brands such as Deutsche Telekom and McDonald's Germany. The company's platform is delivered as SaaS (Software as a Service), which constitutes approximately 80 percent of the total revenue.

The Transaction

The acquisition adds approximately 20 MSEK in Annual Recurring Revenue (ARR) to the Vertiseit group. With a profitability in-line with Vertiseit's long-term Cash EBITDA target of 35 percent, the acquisition of MDT will have a slightly positive impact on the group's profitability for 2025. The purchase price amounts to approximately 87 MSEK on a cash- and debt-free basis and was paid in full on the closing date through a combination of Vertiseit's own generated cash and existing credit facilities. The acquisition was completed today, on July 7, 2025, and will be consolidated in the group's financial reporting as of Q3 2025. CMS Wistrand acted as legal advisor to Vertiseit in the transaction.

Investor Presentation

Vertiseit invites to an investor presentation where Johan Lind, CEO, and Jonas Lagerqvist, CFO, will present information on the transaction and answer questions. The presentation will be held in English.

Date: Monday 7 July, 2025

Time: 16.00 CEST

Video Conference: [Click here](#) to join the presentation

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ABOUT VERTISEIT

Vertiseit is a leading platform company within In-Store Experience Management (IXM). The company operates through its subsidiaries Dise, Grassfish and Visual Art that enable global brands and leading retailers to strengthen the customer experience by offering a seamless customer journey through connecting the physical and digital meeting. The company has around 270 employees in Sweden, Norway, Denmark, Finland, Austria, Germany, Spain, UK and USA. During the period 2012-2024, Vertiseit performed an average profitable growth of recurring SaaS revenue (ARR) of 50 percent (CAGR). For the full year of 2024, the group's net revenue amounted to SEK 464 million, with an adjusted EBITDA margin of 21 percent. Since 2019, Vertiseit's B-share is listed on Nasdaq First North Growth Market.

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IMAGE ATTACHMENTS[MCD Germany Photo Vertiseit](#)[Telekom Germany Photo Vertiseit](#)**ATTACHMENTS**[Vertiseit acquires MDT – strengthens leading IXM position](#)