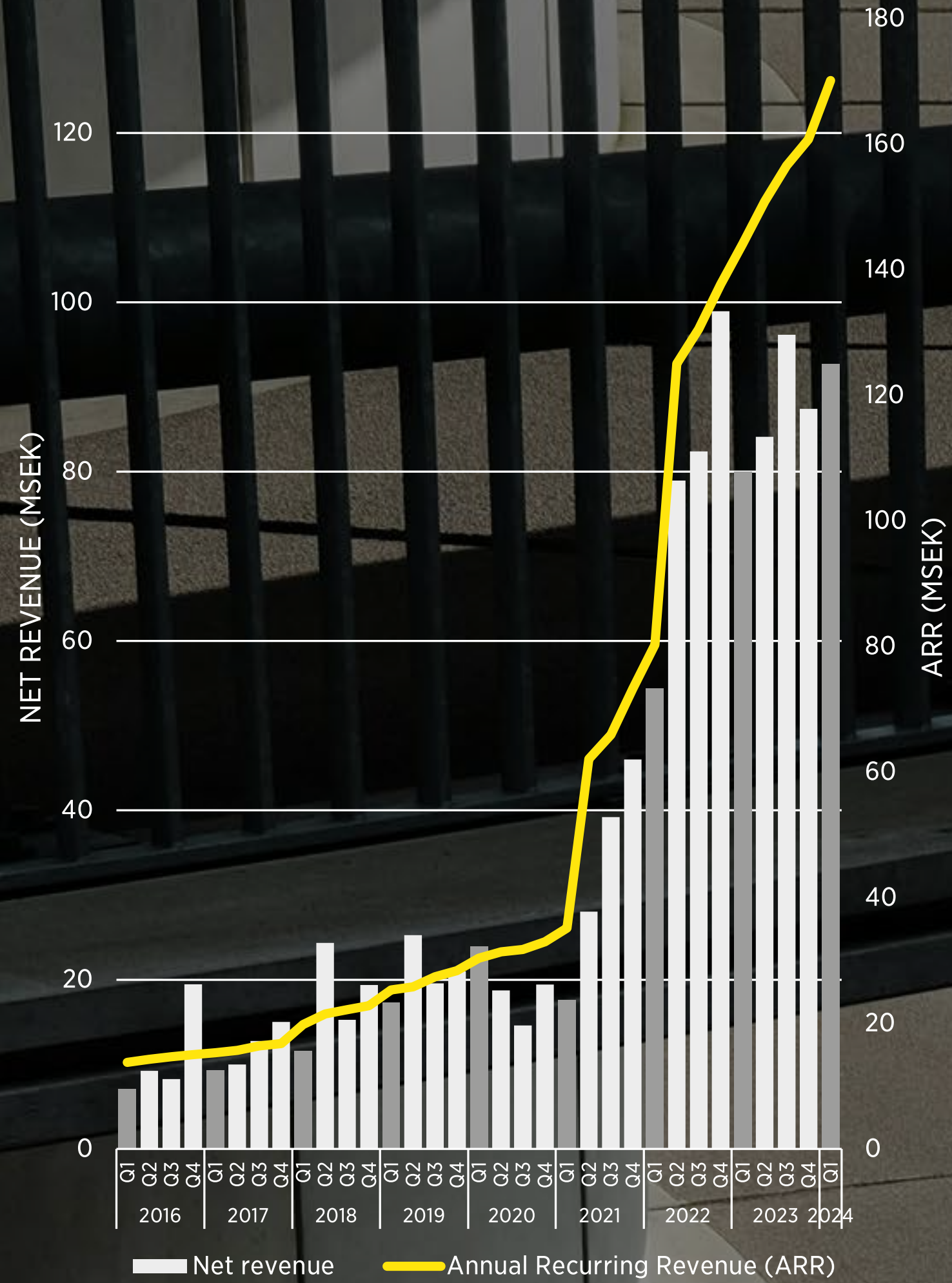


INTERIM REPORT
JANUARY – MARCH 2024

STRONG
MOMENTUM



**ARR
MSEK 170
(144)**

ANNUAL RECURRING
REVENUE (ARR)
2023-03-31



THE FUTURE OF CUSTOMER EXPERIENCES

CONNECTING A WORLD OF RETAIL

Vertiseit is a leading Digital In-store company offering the In-store Experience Management (IXM) SaaS platforms Grassfish and Dise.

The platforms help 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 2024

- At the end of the quarter, annual recurring revenues (ARR) amounted to 170.1 MSEK (144.1), an increase of 17.6 percent compared to the previous year at fixed exchange rates. SaaS revenues (Software as a Service) for the quarter increased by 6.3 MSEK to 44.3 MSEK (38.0), adjusted for divested operations.
- Sequentially, ARR grew by 4.4 percent compared to the previous quarter at fixed exchange rates, corresponding to an annual organic growth rate of 18.7 percent.
- Net sales increased by 15.9 percent to 92.7 MSEK (80.0).
- Profit before depreciation (EBITDA) amounted to 23.0 MSEK (11.3) and the EBITDA margin to 24.8 percent (14.2). There were no adjustments for extraordinary items impacting EBITDA during the quarter.
- The quarter’s profit amounted to 9.8 MSEK (1.3).
- Free cash flow for the quarter amounted to 22.5 MSEK (-18.5). Available liquidity at the end of the period was 55.8 MSEK (40.2).
- Earnings per share, before and after dilution, were 0.48 SEK and 0.43 SEK (0.07 and 0.06 respectively).

ARR
MSEK 170
(144)

ANNUAL RECURRING REVENUE (ARR)
2024-03-31

EBITDA
25%
(14%)

EBITDA-MARGIN
Q1 2024

Group KPI's	Q1 2024	Q1 2023	12 months	FY 2023
KSEK	Jan-Mar	Jan-Mar	Apr-Mar	Jan-Dec
ARR	170 101	144 097	170 101	160 756
Net Revenue	92 688	79 968	360 344	347 623
Of which SaaS Revenue	44 250	42 464	179 478	177 693
Adjusted EBITDA ¹	23 031	11 325	71 164	59 457
EBITDA	23 031	11 223	67 079	55 270
Profit for the Period	9 817	1 345	20 325	11 853
Gross Margin (%)	67,9	70,9	69,9	66,5
Adjusted EBITDA Margin (%)	24,8	14,2	19,7	17,1
EBITDA Margin (%)	24,8	14,0	18,6	15,9
Net-debt	94 096	146 347	94 096	113 618
Equity Ratio (%)	51,0	43,1	51,0	50,0
Earnings per Share (SEK)	0,48	0,07	0,99	0,58
Earnings per Diluted Share (SEK)	0,43	0,06	0,88	0,52
Average number of Shares (pcs)	20 501 747	20 190 747	20 440 399	20 316 519
Average number of Diluted Shares (pcs)	23 080 747	22 645 747	23 091 224	22 983 698

¹ Adjusted EBITDA excludes extraordinary items. During Q1 2024, no adjustments for extraordinary items have been done.

STRONG MOMENTUM

CEO COMMENT

Vertiseit started the year strongly. The annualised ARR growth reached 19 percent during the quarter, primarily driven by expansion among existing customers across all prioritised verticals. In line with previously communicated strategies, implemented efficiency measures had the intended effect, which is evident as operations generated a free cash flow of SEK 22 million. Overall, we summarise a consistently strong first quarter, with continued positive outlook.

INCREASED FOCUS ON SCALABILITY

Performed efficiency measures and investments in IT infrastructure, made during the first quarter have resulted in a tangible improvement in operational efficiency and profitability. Our new scalable structure now has all the conditions in place to facilitate the growth we foresee for many years to come. We are shifting our focus towards scalability in sales, delivery, and the expansion of our global footprint. Continuing to strengthen and expand our partner network is crucial for achieving our goal of becoming the world's leading platform company within Digital In-store. In this context, it is particularly gratifying to see many new projects and initiatives, for example at Tesco, where all growth comes through partners across numerous markets in Europe.

PLATFORM FOR DIGITAL IN-STORE

To meet the increasing need for a seamless customer experience between online and physical customer interactions, leading brands and retailers are investing in digital transformation - which is the underlying demand driving our growth. A central part of this transition is the implementation of an In-store Experience Management (IXM) platform that enables digital touchpoints as an integrated part of the customer journey. This to fully leverage digital capabilities in the physical retail environment.

GRASSFISH

Grassfish continues to successfully execute its strategy focused on global brands and leading retailers. With a strong platform offering and related consulting services, the company works in direct relation with the customer, together with carefully selected partners. A model we call "Side-by-Side". During the first quarter of the year, Grassfish has successfully expanded its business with several new and existing customers. Among these, for example, is Skånetrafiken, where a new agreement has been signed in which all parts - except the platform and concept - will be delivered by Grassfish partners. Another example of expansion during the quarter, side by side with a local partner, is the agreement with Dubai Metro.

DISE

Dise's strategy, with sales through carefully selected partners in each market, has continued to deliver. A successful model where we have the pleasure of working with several nationally leading full-service providers within Digital In-store in Europe. Last year, among other achievements, a new partnership agreement with First Impression, the leading full-service provider in the Benelux, was signed. Dise also took the first important steps towards strengthening the partner network in the North American market. This was highlighted by the agreement with Scientific Games announced in the fourth quarter, a contract with a minimum SaaS charge of about SEK 20 million over the term of the agreement. During the first quarter, deliveries have begun, with about 1,000 systems now in operation.

NEW GOALS FOR THE FUTURE

With a strong start to the year and a large influx of new inquiries, we are optimistic about the market prospects for 2024. On April 17, we are hosting a Capital Markets Day in Varberg where we look forward to delving into the group's operations and strategies for the future.

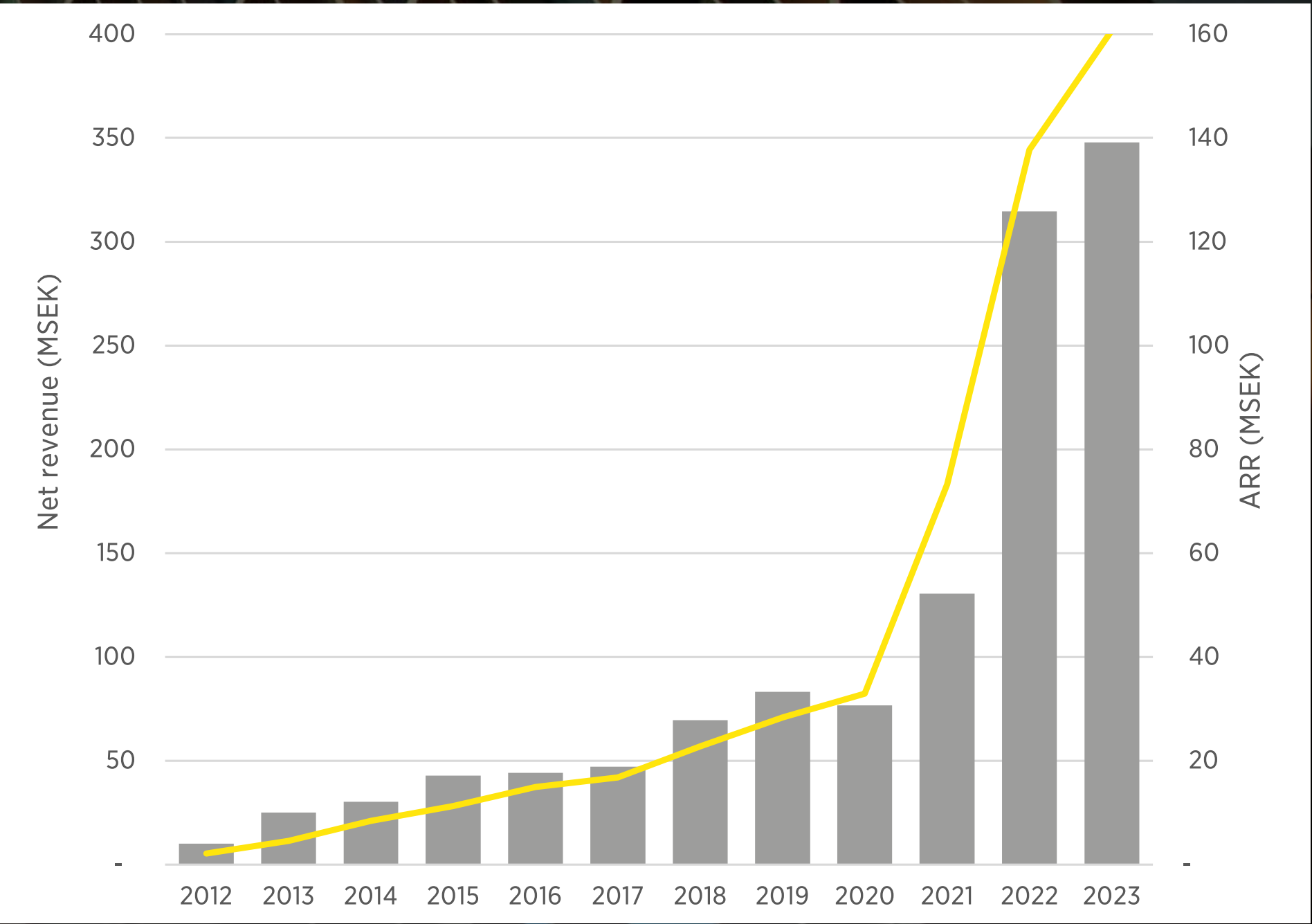
During the Capital Markets Day, we will also present new long-term and financial goals for 2025 and onwards. We look forward to having you join us on this journey!

Johan Lind, CEO



PROFITABLE GROWTH

Revenue development 2012 – 2023



QUARTERLY OVERVIEW

KSEK	Q1 2024	Q4 2023	Q3 2023	Q2 2023	Q1 2023	Q4 2022	Q3 2022	Q2 2022	Q1 2022	Q4 2021	Q3 2021	Q2 2021	Q1 2021	Q4 2020	Q3 2020	Q2 2020
Annual Recurring Revenue (ARR)	170 101	160 756	156 565	150 873	144 097	137 713	130 385	125 027	80 297	73 262	65 942	62 081	35 161	32 967	31 760	31 358
Net Revenue	92 688	87 409	96 152	84 095	79 968	98 933	82 397	78 940	54 391	45 762	39 198	28 030	17 595	19 409	14 598	18 736
Of which recurring revenue (SaaS)	44 250	42 851	47 536	44 842	42 464	42 409	39 365	32 371	22 227	21 676	18 990	12 912	8 715	8 063	7 661	7 581
Adjusted EBITDA	23 031	20 535	20 211	7 387	11 325	13 164	15 482	8 449	10 560	8 873	4 359	4 025	2 516	2 760	3 247	4 206
Profit Before Depreciation (EBITDA)	23 031	20 535	16 420	7 092	11 223	12 130	15 315	-938	8 855	8 453	4 095	2 025	2 516	2 060	3 247	3 706
Profit for the Period	9 817	5 688	9 395	-4 576	1 279	8 030	5 984	-7 123	2 454	929	221	112	1 193	160	1 519	2 534
Gross Margin (%)	67,9	66,8	62,6	66,4	70,9	57,0	64,8	58,8	65,0	71,0	66,2	69,7	66,5	61,9	67,5	61,4
Adjusted EBITDA Margin (%)	24,8	23,5	21,0	8,8	14,2	13,3	18,8	10,7	19,4	19,4	11,1	14,4	14,3	14,2	22,2	22,4
EBITDA Margin (%)	24,8	23,5	17,1	8,4	14,0	12,3	18,6	-1,2	16,3	18,5	10,4	7,2	14,3	10,6	22,2	19,8
Equity Ratio (%)	51,0	50,0	47,4	45,4	42,9	47,7	47,6	45,5	52,1	52,1	34,2	32,9	53,6	41,7	51,4	47,6
Average Number of Shares (pcs)	20 501 747	20 501 747	20 501 747	20 252 947	20 190 747	20 190 747	20 190 747	19 542 094	18 553 539	17 637 788	14 386 872	13 372 817	12 757 140	12 757 140	12 757 140	12 757 140
Data per Share (SEK)																
Annual Recurring Revenue (ARR) per Share	8,30	7,84	7,64	7,45	7,14	6,82	6,46	6,40	4,33	4,15	4,58	4,64	2,76	2,58	2,49	2,46
Adjusted EBITDA per Share	1,12	1,00	0,99	0,36	0,56	0,65	0,77	0,43	0,57	0,50	0,30	0,30	0,20	0,22	0,25	0,33
EBITDA per Share	1,12	1,00	0,80	0,35	0,56	0,60	0,76	-0,05	0,48	0,48	0,28	0,15	0,20	0,16	0,25	0,29
Earnings per Share	0,48	0,28	0,46	-0,23	0,06	0,40	0,30	-0,36	0,13	0,05	0,02	0,01	0,09	0,01	0,12	0,20

GROUP SAAS METRICS

Vertiseit is a leading Digital In-store company offering the In-store Experience Management (IXM) SaaS platforms Grassfish and Dise. For increased transparency and understanding of Vertiseit’s business, selected SaaS metrics are presented here.

		Q1 2024	Q/Q	YoY
ARR (MSEK)	Annual Recurring Revenue	170,1	4,4% 	17,6%
Growth rate (%)	Quarterly growth rate	5,7%	-0,5pp 	-1,0pp
Churn rate (%)	Quarterly churn rate	1,3%	0,6pp 	-0,7pp
CAC (KSEK)	License Acquisition Cost	0,8	20,2% 	28,4%
ARPA (KSEK)	Average Recurring Revenue Per Brand	97,2	2,8% 	8,3%
ARPL (KSEK)	Average Recurring Revenue Per License	1,1	2,6% 	1,5%
CAC Ratio (KSEK)	Acquisition Cost per new ARR KSEK	0,7	9,7% 	-0,1%
Months to recover CAC	Months to recover License Acquisition Cost	10,3	16,9% 	69,5%
LTV (KSEK)	Lifetime value per license	20,8	-42,4% 	35,3%
LTV/CAC (x)	Acquisition cost payback ratio	26,6	-52,1% 	5,3%
SaaS Gross Margin (%)	Profit margin on SaaS revenue	82,9%	0,1pp 	11,0pp
NRR (%)	Net Revenue Retention	103,0%	-0,4pp 	2,2pp

ARR
170 MSEK

NRR
103%

ARPA
97 KSEK

FINANCIAL OVERVIEW

VERTISEIT GROUP

The quarter January - March 2024

REVENUE AND PROFIT

By the end of the first quarter of 2024, Annual Recurring Revenue (ARR) amounted to 170.1 MSEK (144.1 MSEK). Compared to the previous year, the increase was 17.6 percent at fixed exchange rates. The sequential ARR growth compared to the previous quarter was 4.4 percent at fixed exchange rates, implying an annualised growth rate of 18.7 percent. Both the annual and sequential ARR growth during the period were organic. Adjusted for the ITS operations that were divested in the third quarter of 2023, SaaS revenues increased by 6.3 MSEK compared to the same period the previous year, totaling 44.3 MSEK (38.0 MSEK).

In the first quarter of 2024, net revenue increased by 15.9 percent compared to the corresponding period of the previous year. The gross margin decreased to 67.9 percent (70.9 percent) due to a higher proportion of Systems revenues during the quarter. Adjusted Profit before Depreciation (EBITDA) for the quarter amounted to 23.0 MSEK (11.3 MSEK), and the adjusted EBITDA margin was 24.9 percent (14.2 percent). The quarter contained no adjustments for extraordinary items, thus no EBITDA adjustments were made. As a result, unadjusted EBITDA also amounted to 23.0 MSEK (11.2 MSEK), with an EBITDA margin of 24.9 percent (14.0 percent).

The Profit for the period was 9.8 MSEK (1.3 MSEK). Earnings per share, before and after dilution, were 0.48 SEK and 0.43 SEK (0.07 SEK and 0.06 SEK, respectively).

FINANCIAL POSITION

As of March 31, 2024, the Group's total assets amounted to 563.1 MSEK (577.7 MSEK), consisting of fixed assets of 432.8 MSEK (403.7 MSEK) and current assets of 130.3 MSEK (174.0 MSEK). Of the total assets, 67.3 percent (64.7 percent) were intangible assets.

The Group's short-term liabilities as of March 31, 2024, amounted to 149.0 MSEK (190.6 MSEK), and long-term liabilities were 126.9 MSEK (137.9 MSEK). Long-term and short-term interest-bearing liabilities were 77.8 MSEK (115.8 MSEK) and 40.9 MSEK (70.7 MSEK), respectively.

The equity amounted to 287.2 MSEK (249.2 MSEK), and the Equity ratio was 51.0 percent (43.1 percent). Net debt was reported at 94.1 MSEK (146.3 MSEK), corresponding to a leverage of 1.3x adjusted EBITDA.

CASHFLOW AND LIQUIDITY

Cash flow from operating activities before changes in working capital amounted to 27.9 MSEK (-3.2 MSEK) during the quarter.

The majority of changes in operating receivables and liabilities during the quarter stemmed from annual billing of certain customer contracts.

Cash flow from investments in the Group's SaaS platform and internal IT infrastructure amounted to -5.4 MSEK (-6.2 MSEK) during the quarter. The total cash flow from investment activities for the quarter was -5.5 MSEK (-15.3 MSEK).

Free cash flow for the quarter amounted to 22.5 MSEK (-18.5 MSEK). Cash flow from financing activities was -22.7 MSEK (23.6 MSEK), of which -20.7 MSEK was due to reduced interest-bearing debts.

The total cash flow for the first quarter of 2024 was -0.2 MSEK (5.1 MSEK). Available liquidity, including credit facilities, as of March 31, 2024, was 55.8 MSEK (40.2 MSEK).

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 2023. 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 period amounted to 158 employees (174), of which 109 men (131) and 49 women (46). At the end of the period, the number of employees, adjusted for employees under notice period, amounted to 150.

ANNUAL GENERAL MEETING

Vertiseit's Annual General Meeting will be held at Vertiseit's head office, Kyrkogatan 7, Varberg, on May 2, 2024. Minutes of the meeting and annual report will be 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 2023. Significant risks and uncertainty factors described for the group are also applicable to the parent company.

EVENTS AFTER THE END OF THE PERIOD

No events have occurred after the end of the period, in the group or in the parent company, which in material respects affect the assessment of the financial information in this report.

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

17 APRIL 2024	CAPITAL MARKETS DAY 2024	20 OCTOBER 2024	INTERIM REPORT Q3 2024
2 MAY 2024	ANNUAL GENERAL MEETING 2024	12 FEBRUARY 2025	YEAR-END REPORT 2024
12 JULY 2024	INTERIM REPORT Q2 2024		

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SIGNING OF THE REPORT

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

Varberg on April 17, 2024

Vilhelm Schottenius
Chairman of the Board

Mikael Olsson
Member of the Board

Ann Öberg
Member of the Board

Johanna Schottenius
Member of the Board

Adrian Nelje
Member of the Board

Jon Lindén
Member of the Board

Johan Lind
CEO

FINANCIAL OVERVIEW

FINANCIAL REPORTS

THE GROUP’S REPORT ON COMPREHENSIVE INCOME

	Q1 2024	Q1 2023	12 months	FY 2023
KSEK	Jan-Mar	Jan-Mar	Apr-Mar	Jan-Dec
Net revenue	92 688	79 968	360 344	347 623
Other Operating Income	1 489	1 135	14 479	14 125
Total Operating Revenue	94 177	81 102	374 822	361 748
Cost of Goods and Services	-29 787	-23 246	-122 991	-116 450
Other External Costs	-13 410	-13 699	-62 025	-62 314
Cost of Staff	-27 949	-32 935	-122 728	-127 714
Profit Before Depreciation and Amortisation (EBITDA)	23 031	11 223	67 079	55 270
Depreciation of Tangible and Intangible Assets	-6 877	-6 707	-27 371	-27 201
Operating Profit (EBIT)	16 154	4 516	39 707	28 069
Financial Income	98	7	224	132
Financial Costs	-2 307	-2 064	-10 890	-10 647
Exchange Rate Differences	-717	-975	60	-199
Net Financial Income	-2 926	-3 032	-10 607	-10 713
Profit Before Tax	13 229	1 484	29 100	17 356
Tax	-3 412	-139	-8 776	-5 503
Profit for the Period	9 817	1 345	20 324	11 853
Other Comprehensive Income ¹				
Translation Differences from Translation of Foreign Operations	7 083	-4 551	11 069	-565
Total Comprehensive Income for the Period	16 900	-3 206	31 393	11 287
Profit for the Period Attributable to:				
Shareholders of the Parent Company	9 817	1 345	20 325	11 853
Non-controlling Interests	-	-	-	-
Profit for the Period	9 817	1 345	20 325	11 853
Total Comprehensive Income for the Period Attributable to:				
Shareholders of the Parent Company	16 900	-3 206	31 393	11 287
Non-controlling Interests	-	-	-	-
Total Comprehensive Income for the Period	16 900	-3 206	31 393	11 287
Earnings per Share for the Period				
Before Dilution (SEK)	0,48	0,07	0,99	0,58
Diluted (SEK)	0,43	0,06	0,88	0,52
Number of Shares at the End of the Period (pcs)	20 501 747	20 190 747	20 501 747	20 501 747
Number of Diluted Shares at the End of the Period (pcs)	23 080 747	22 645 747	23 080 747	23 080 747
Average Number of Shares (pcs)	20 501 747	20 190 747	20 440 399	20 363 335
Average Number of Diluted Shares (pcs)	23 080 747	22 645 747	23 091 224	22 983 698

¹ items that have been or can be transferred to the Proft for the Period

REPORT ON FINANCIAL POSITION FOR THE GROUP

	Q1 2024	Q1 2023	Full Year 2023
KSEK	2024-03-31	2023-03-31	2023-12-31
Assets			
Intangible Fixed Assets	379 152	373 636	371 010
Tangible Fixed Assets	1 626	2 921	1 852
Leasing Assets	48 182	17 599	50 478
Deferred Tax Assets	935	8 994	1 996
Financial Fixed Assets	2 865	590	2 852
Total Fixed Assets	432 760	403 740	428 188
Inventory	11 584	23 050	16 455
Accounts Receivable	65 115	90 214	57 801
Contract Assets	9 765	12 666	1 363
Prepaid Expenses and Accrued Revenues	2 438	3 168	3 429
Other Receivables	16 848	4 724	9 045
Cash and Cash Equivalents	24 576	40 150	24 641
Total Current Assets	130 326	173 972	112 733
Total Assets	563 085	577 712	540 921
Equity and Liabilities			
Equity			
Share Capital	1 025	1 010	1 025
Other Contributed Capital	214 246	207 658	214 246
Reserves	23 420	12 351	16 337
Retained Earnings, Including Current Year’s Result	48 481	28 156	38 663
Equity Attributable to the Parent Company’s Owners	287 172	249 174	270 271
Non-controlling Interests	-	-	-
Total Equity	287 172	249 174	270 271
Liabilities			
Long-term Interest-bearing Liabilities	77 760	115 845	95 409
Long-term Leasing Liabilities	42 372	14 132	44 246
Other Labilities	-	-	-
Provisions	2 813	2 616	3 077
Deferred Tax Liabilities	3 937	5 349	3 928
Total Long-term Liabilities	126 882	137 943	146 660
Short-term Interest-bearing Liabilities	40 912	70 652	41 999
Short-term Leasing Liabilities	8 217	5 058	8 388
Accounts Payable	22 645	38 510	16 641
Contract Liabilities	38 382	28 554	25 553
Current Tax Liabilities	2 010	1 752	960
Other Liabilities	18 137	19 948	11 981
Accrued Expenses and Deferred Revenues	18 728	26 121	18 469
Total Short-term Liabilities	149 031	190 595	123 989
Total Liabilities	275 913	328 538	270 649
Total Equity and Liabilities	563 086	577 712	540 921

REPORT ON CHANGES IN EQUITY FOR THE GROUP

KSEK	Share capital	Other contributed capital	Translation reserve	Retained Earnings, Including Current Period's Result	Total	Non-controlling Interests	Total Equity
Opening Equity as of January 1, 2024	1 025	214 246	16 337	38 664	270 271	-	270 271
Total Comprehensive Income for the Period							
Total Comprehensive Income for the Period	-	-	7 083	9 817	16 900	-	16 900
Transactions with the Group's Shareholders							
Share Issuance	-	-	-	-	-	-	-
Stock Options	-	-	-	-	-	-	-
Change in Ownership Interest in Subsidiaries							
Acquisition of Partially Owned Subsidiaries	-	-	-	-	-	-	-
Closing Equity as of March 31, 2024	1 025	214 246	23 420	48 481	287 172	-	287 172

KSEK	Share capital	Other contributed capital	Translation reserve	Retained Earnings, Including Current Period's Result	Total	Non-controlling Interests	Total Equity
Opening Equity as of January 1, 2023	1 009	207 658	16 902	26 811	252 380	9 485	261 865
Total Comprehensive Income for the Period							
Total Comprehensive Income for the Period	-	-	-4 551	1 345	-3 206	-	-3 206
Transactions with the Group's Shareholders							
Share Issuance	-	-	-	-	-	-	-
Stock Options	-	-	-	-	-	-	-
Change in Ownership Interest in Subsidiaries							
Acquisition of Partially Owned Subsidiaries	-	-	-	-	-	-9 485	-9 485
Closing Equity as of March 31, 2023	1 009	207 658	12 351	28 156	249 174	-	249 174

REPORT ON CASH FLOWS FOR THE GROUP

	Q1 2024	Q1 2023	12 months	FY 2023
KSEK	Jan-Mar	Jan-Mar	Apr-Mar	Jan-Dec
Operating Activities				
Operating Profit (EBIT)	16 154	4 516	39 707	28 069
Adjustment for Depreciation and Amortisation	6 877	6 707	27 372	27 202
Other Non-Cash Items	-35	-9 215	1 695	-7 485
Interest Received	98	7	223	132
Interest Paid	-2 307	-2 064	-10 890	-10 647
Income Tax Paid	-1 241	-585	-2 984	-2 328
Increase (-)/Decrease (+) in Inventory	4 871	-1 214	2 551	-3 534
Increase (-)/Decrease (+) in Trade Receivables	-22 579	-21 138	1 183	2 624
Increase (+)/Decrease (-) in Trade Payables	26 101	19 802	14 994	8 696
Cash Flow from Operating Activities	27 940	-3 184	73 851	42 728
Investing Activities				
Acquisition of Intangible Fixed Assets	-5 414	-6 197	-25 169	-25 952
Acquisition of Tangible Fixed Assets	-37	-160	-188	-311
Acquisition of Subsidiaries/Businesses, Net Cash Impact	-	-9 354	-2 554	-11 908
Disposal of Subsidiaries/Businesses, Net Cash Impact	-	388	13 132	13 520
Acquisition of Financial Fixed Assets	-	-	-18	-18
Disposal of Financial Fixed Assets	-	-	388	388
Cash Flow from Investing Activities	-5 451	-15 323	-14 410	-24 282
Financing Activities				
Share Issuance	-	-	6 220	6 220
Costs of Share Issuance	-	-	-	-
Cash from Warrants Premiums	-	-	384	384
Net change in overdraft facilities	-2 637	-	-3 565	-928
Borrowings	-	34 212	-34 212	-
Repayment of Loans	-18 028	-8 919	-35 902	-26 793
Repayment of Lease Liabilities	-2 044	-1 685	-8 039	-7 680
Cash Flow from Financing Activities	-22 709	23 608	-75 114	-28 797
Net Cash Flow for the Year	-220	5 101	-15 673	-10 351
Cash and Cash Equivalents at the Beginning of the Year	24 641	35 049	40 150	35 048
Exchange Rate Differences in Cash and Cash Equivalents	155	-	98	-57
Cash and Cash Equivalents at the End of the Year	24 576	40 150	24 576	24 641

INCOME STATEMENT OF THE PARENT COMPANY

	Q1 2024	Q1 2023	12 months	FY 2023
KSEK	Jan-Mar	Jan-Mar	Apr-Mar	Jan-Dec
Net Revenue	10 698	1 119	51 844	42 266
Other Operating Income	389	9 295	-6 538	2 368
Total Revenue	11 086	10 414	45 307	44 635
Cost of Goods and Services	-302	-476	-1 278	-1 452
Other External Costs	-5 243	-3 741	-27 735	-26 234
Cost of Staff	-6 438	-5 360	-15 998	-14 920
Profit Before Depreciation and Amortisation (EBITDA)	-897	837	295	2 029
Depreciation of Tangible and Intangible Fixed Assets	-699	-465	-3 166	-2 932
Operating Profit (EBIT)	-1 596	372	-2 871	-903
Financial Income	98	-	232	134
Financial Costs	-1 926	-1 890	-9 514	-9 479
Exchange Rate Changes	-735	-836	-833	-934
Profit after Financial Items	-4 159	-2 354	-12 986	-11 181
Year-end allocations	-	-	1 312	1 312
Profit Before Tax	-4 159	-2 354	-11 674	-9 869
Tax	857	485	51	-320
Profit for the Period	-3 302	-1 869	-11 623	-10 190

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 2024	Q1 2023	Full Year 2023
KSEK	2024-03-31	2023-03-31	45291
Assets			
Intangible Fixed Assets	11 951	6 955	11 540
Tangible Fixed Assets	172	-	186
Shares in Subsidiary Companies	335 646	334 346	335 646
Financial Fixed Assets	1 988	403	1 131
Total Fixed Assets	349 756	341 703	348 502
Inventory	-	1 838	-
Accounts Receivable	57 253	17 375	125
Receivables from Group Companies	7 135	33 419	56 838
Contract Assets	-	1 190	834
Prepaid Expenses and Accrued Revenues	8 115	3 580	1 860
Other Receivables	3 650	3 919	1 732
Current Tax Asset	2 376	-	2 376
Cash and cash equivalents	103	1 441	2 016
Total Current Assets	78 632	62 762	65 781
Total Assets	428 389	404 465	414 283
Equity and Liabilities			
Equity			
Share Capital	1 025	1 010	1 025
Fund for Development Expenses	-	-	10 240
Share Premium Reserve	209 137	202 932	209 137
Retained Earnings	-2 650	6 516	-2 700
Profit for the Period	-3 302	-1 869	-10 190
Total Equity	204 210	208 589	207 512
Provisions			
Provisions	25	-	544
Total provisions	25	-	544
Liabilities			
Long-term Liabilities to Credit Institutions	76 844	112 730	94 034
Total Long-term Liabilities	76 844	112 730	94 034
Short-term Liabilities to Credit Institutions	35 743	65 276	38 380
Advance Payments from Customers	-	2 042	-
Accounts Payable	4 054	4 912	2 202
Current Tax Liabilities	-	-	-
Other Liabilities	7 814	2 729	891
Liabilities to Group Companies	4 109	1 069	67 255
Contract Liabilities	-	4 509	-
Accrued Expenses and Deferred Revenues	95 589	2 609	3 464
Total Current Liabilities	147 309	83 146	112 193
Total Liabilities	224 154	195 876	206 227

Operating segments and distribution of income

Segment Reporting - Quarter			Revenue segment					
The Quarter October 1 - December 31	SaaS		Consulting		Systems		Total	
KSEK	Q1 2023	Q1 2022	Q1 2023	Q1 2022	Q1 2023	Q1 2022	Q1 2023	Q1 2022
Net revenue	44 250	42 464	10 111	10 174	38 327	27 330	92 688	79 968
Cost of goods and services	-2 561	-2 021	-1 058	-992	-26 168	-20 233	-29 786	-23 246
Gross profit	41 689	40 443	9 053	9 182	12 159	7 097	62 902	56 722
Gross margin	94%	95%	90%	90%	32%	26%	68%	71%
Other operating income							1 489	1 135
Other external costs							-13 410	-13 699
Cost of staff							-27 949	-32 935
EBITDA							23 031	11 223
Depreciation of tangible and intangible fixed assets							-6 877	-6 707
EBIT							16 155	4 516
Financial income							98	7
Financial costs							-2 307	-2 064
Currency exchange rate fluctuations							-717	-975
Profit before tax							13 229	1 485

Group's Distribution of Revenues				Revenue segment					
The Quarter October 1 - December 31		SaaS		Consulting		Systems		Total	
KSEK	2023	2022	2023	2022	2023	2022	2023	2022	
Recognition Timing									
Revenues recognised at a specific point in time	-	-	-	-	38 327	27 330	38 327	27 330	
Revenues recognised over time	44 250	42 464	10 111	10 174	-	-	54 361	52 638	
Total revenues from customer contracts	44 250	42 464	10 111	10 174	38 327	27 330	92 688	79 968	

The group’s operating segments correspond to the parts of operations 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. Transfer prices between the group’s various operating segments are set based on market pricing.

Long-term incentive program

After the decision at the Annual General Meeting in 2023, Vertiseit introduced an incentive program with warrants for employees and senior executives in the group. Upon full exercise, 764,000 new B-shares can be issued, corresponding to a dilution of approximately 3.7 percent. The program runs until May 2026 with an exercise price of 50.00 SEK per B-share. Two previous incentive programs with warrants were in place, targeting employees and senior executives in the company. Upon full exercise, 1,815,000 new B-shares can be issued under these two programs. The programs run until May 2024 with an exercise price of 24.00 SEK per B-share, and May 2025 with an exercise price of 50.00 SEK per B-share, respectively. All warrants have been granted for consideration, which at the time represented market value calculated according to Black & Scholes. The purpose of the incentive programs is to encourage share ownership among the company’s employees, recruit and retain competent and talented employees, and increase alignment of interests between employees and the company’s objectives. More information about the incentive programs is available on the company’s website. [vertiseit.com](https://www.vertiseit.com).

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
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
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)	Costs for acquiring a new license during the period	The key metric makes it easier to assess the cost of growing the company’s license base
CAC Ratio	The cost of acquiring new ARR	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	ARR deducted by SaaS costs in relation to ARR	Relevant key figure for evaluating the gross profit from the company’s SaaS revenue

ABOUT VERTISEIT

ABOUT VERTISEIT



TOGETHER WITH OUR
CUSTOMERS WE CREATE
THE FUTURE OF RETAIL

**VERTISEIT IS A RETAIL TECH COMPANY
AIMING TO BECOME THE WORLD'S
LEADING PLATFORM COMPANY WITHIN
DIGITAL IN-STORE BY ACQUIRING AND
DEVELOPING LEADING SAAS COMPANIES**

Through the subsidiaries Grassfish and Dise, 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 150 employees and more than 1,500 customer brands. Vertiseit was founded in 2008 and is headquartered in Varberg, with offices in Norway, Denmark, Austria, Germany, and the UK. 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.

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 Grassfish’s and Dise’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.

SAAS

License and support
Billed per month and license

CONSULTING

Consulting services for Digital In-store
Billed per hour or retainer

GROUP STRUCTURE

In Vertiseit's corporate structure, the parent company Vertiseit AB, is a pure holding company within Digital In-store, aiming to develop and acquire SaaS companies within Digital Signage with a focus on Digital In-store. The structure enables an acquisition agenda, including both standalone and complementary acquisitions for its subsidiaries, Grassfish and Dise.

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 Grassfish and Dise, 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.



STRATEGY FOR GLOBAL EXPANSION

The market for Digital In-store is experiencing strong growth and undergoing major changes. Similar to other maturing industries, there is an increasing consolidation and specialisation within the sector. Vertiseit’s goal is to become the leading platform company within Digital In-store, and the strategy is designed to excute in achieveing this objective.

RECURRING REVENUE INCREASE WITH SPECIALISATION IN THE VALUE CHAIN
Until today, the Digital Signage market has 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.

LONG-TERM GOALS

2024
MISSION 200
Recurring SaaS revenue to exceed MSEK 200 (ARR) by the end of 2024

2026
GLOBAL #1
#1 Global Digital In-store platform company by the end of 2026, measured as number of active SaaS licenses

FINANCIAL TARGETS

GROWTH
>25%
Average yearly ARR growth (CAGR) exceeding 25 percent during 2022-2024

PROFITABILITY
>30%
Profitability (EBITDA) to exceed 30 percent by the end of 2024

REVENUE RETENTION
>100%
Recurring SaaS revenue from existing customers at the end of each year to exceed 100 percent of recurring SaaS revenue from the same customers at the start the same year

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.

ECONOMIC SUSTAIALBILITY

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 decrease. 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 quality and environmentally certified according to ISO 9001 and ISO 14001.

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 150 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.

150

Number of full-time employees (FTE)¹
2024-03-31

2/6

Women/men in group management
2024-03-31

34

Average age of employees
2024-03-31

2/4

Women/men in Board of Directors
2024-03-31

¹ Excluding employees under notice period.

HISTORIC MILESTONES

2022	Acquisition: MultiQ International AB
2021	Acquisition: Grassfish Marketing Technologies GmbH
2020	Acquisition: InStoreMedia (UK) Ltd. Vertiseit's series B share was listed on Nasdaq First North Growth Market
2019	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	Foudation of Vertiseit

VISION

Connecting a world
of retail

MISSION

We enable outstanding
customer experiences for
a more sustainable retail

BUSINESS IDEA

Backing exceptional
people, shaping
world-leading Digital
In-store companies

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.

VERTISEIT AS INVESTMENT

Vertiseit is today well positioned as market leader in Europe, with the ambition to become the world's leading platform company within Digital In-store.

Vertiseit is a SaaS company that has delivered sequential ARR growth every quarter for more than ten years.

The growth has been performed during profitability, combining organic and acquired growth. This has been made possible through high customer satisfaction and long customer relationships.

The company's strategy is focused on global expansion and scalability. This is made possible through a clear partner strategy and software focus, where an increased share of SaaS revenues gradually drives increased profitability and strong cash flows.

Several of the company's senior executives are also among the company's long-term major shareholders.

INVESTMENT HIGHLIGHTS

- Leading SaaS company within Digital In-store
- Sequential ARR growth every quarter for more than ten years
- Strong growth during profitability
- Focus on global scalability together with partners
- Increasing share of SaaS revenue
- Management among major shareholders
- Professional and institutional investors

THE SUBSIDIARY



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.

Customer Cases



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.



Turning dealership visits into loyal customers.

Volkswagen's digital in-store concept includes around twenty different channels and interactive solutions. The goal is to empower each customer to navigate their journey the way they want.



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.



THE SUBSIDIARY



Dise is the *in-store experience platform* for global brands and leading retailers.

Create powerful in-store experiences

We are a Swedish retail tech company aiming to provide the best in-store experience for end customers and accelerate our partners business goals.

Dise connects the customer journey from online to in-person with digital touchpoints in-store. Offering the one platform designed specifically for retail.

Whether you are a digital agency, a global brand or a leading retailer, Dise supports your Digital In-store solutions, through a global partner network of full-service providers.

Vision

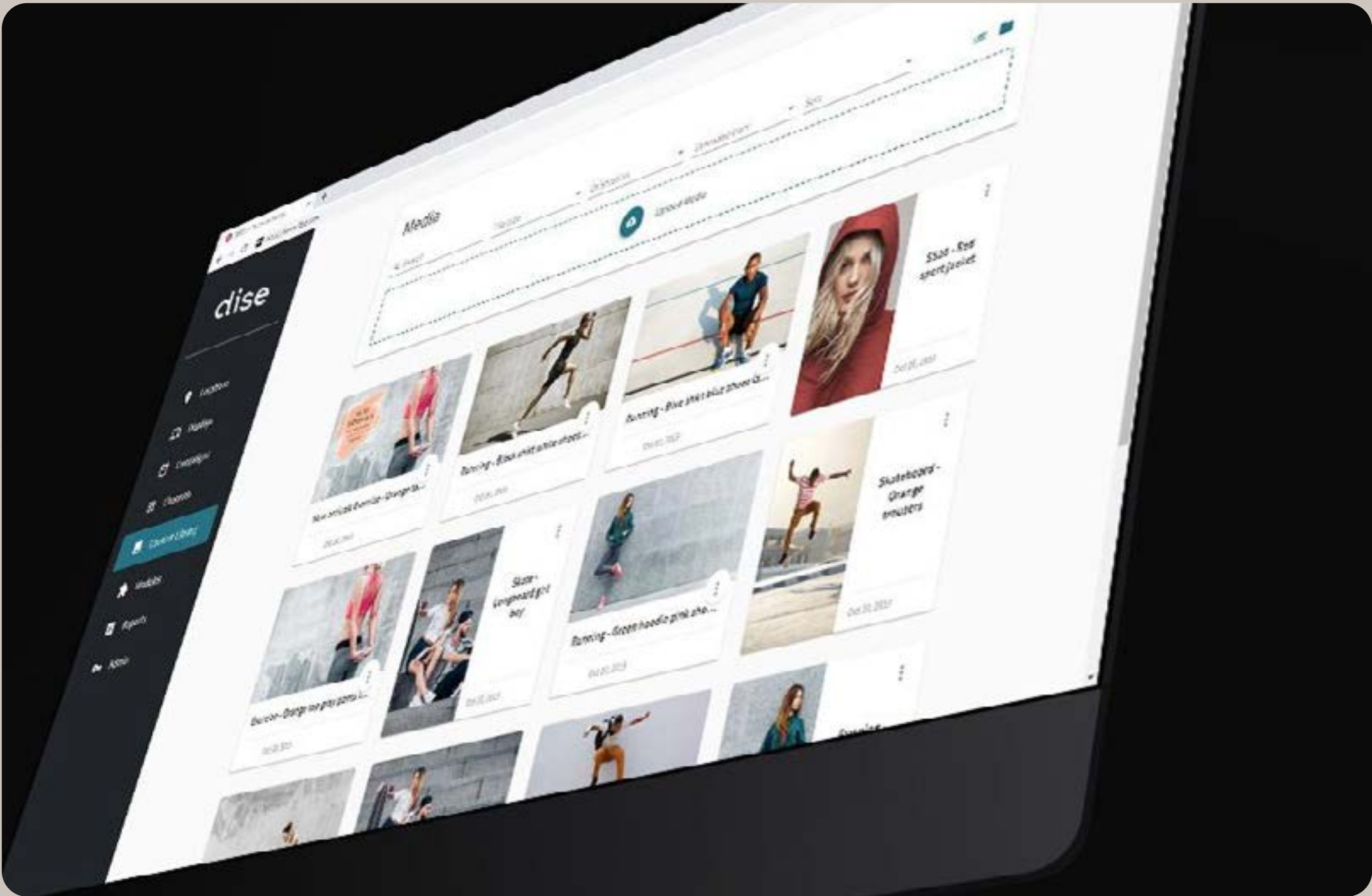
The number one Retail in-store Customer Experience platform.

Mission

Supporting the brick and mortar transformation to meet the new generation of customers.

Business idea

Dise develops and delivers a powerful Digital In-store platform; through a global partner network.



Customer cases



Lamborghini

Performance and design

Lamborghini are known for pushing the boundaries of what is possible in performance and design. Their solution for Digital Signage is no exception. Lamborghini chose Dise as the platform for their showrooms globally.



Event Cinemas

Increased sales

Event Cinemas, an Australian cinema chain based in Sydney, Australia, chose the Dise platform when digitising their new interior design concept. The objective of the solution was to facilitate the visitor experience and drive additional sales. The installation includes more than 1,000 systems.



Marks & Spencer

Strengthened customer experience

With the Dise's platform, M&S has implemented a large number of digital touchpoints in its store concepts. After an extensive procurement process, M&S once again chose Dise as their platform for the digital customer experience in-store.

CONNECTING A WORLD OF RETAIL

Vertiseit is a leading Retail Tech platform company in Europe. Through the subsidiaries Dise and Grass-fish, the group offers SaaS platforms for Digital In-store and related consulting services. The company's customers consist of global brands and retailers who use the company's products and services. This enables a seamless customer journey by connecting the digital and physical meeting for a strengthened customer experience.