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AIRA CARRIES OUT A DIRECTED SHARE ISSUE OF 4,464,286 SHARES, RAISING PROCEEDS OF APPROXIMATELY SEK 25 MILLION

AI Revenue Assistant Software Stockholm AB (publ) ("Aira" or the "Company") has resolved to carry out a directed issue of a total of 4,464,286 shares at a subscription price of SEK 5.60 per share raising proceeds of a total of approximately SEK 25 million (the "Directed Share Issue"). The subscription price has been determined through an accelerated bookbuilding procedure conducted by DNB Carnegie Investment Bank AB (publ) ("DNB Carnegie"). The Directed Share Issue comprises a first tranche resolved upon by the Board of Directors pursuant to the authorisation granted by the Extraordinary General Meeting held on 21 May 2026 ("Tranche 1") and a second tranche subject to approval by an Extraordinary General Meeting ("Tranche 2"). The Company's largest shareholder, CEO and board member, Daniel Wikberg, has undertaken to subscribe for 1,339,285 shares, corresponding to approximately SEK 7.5 million, in Tranche 2, subject to approval by the Extraordinary General Meeting.

The Directed Share Issue

The accelerated bookbuilding procedure announced by the Company earlier today has been completed and the Board of Directors has resolved to carry out the Directed Share Issue at a subscription price of SEK 5.60 per share, thereby raising proceeds of a total of approximately SEK 25 million before deduction of transaction costs. As a result of strong investor interest during the bookbuilding procedure, the Directed Share Issue has been increased compared to what was previously indicated. A number of Swedish and international institutional investors have subscribed for shares in the Directed Share Issue, including Nowo Global Fund and the existing shareholder Far View Capital Management .

The Board of Directors has (i) pursuant to the authorisation granted by the Extraordinary General Meeting held on 21 May 2026 resolved on Tranche 1, comprising 3,125,001 shares, and (ii) proposed that an Extraordinary General Meeting resolves on Tranche 2, comprising 1,339,285 shares. Tranche 2 is directed to the Company's largest shareholder, CEO and board member, Daniel Wikberg and is subject to approval by an Extraordinary General Meeting in accordance with Chapter 16 of the Swedish Companies Act. The Extraordinary General Meeting

is expected to be held on 6 November 2026. Notice of the Extraordinary General Meeting will be issued separately, in connection with, or shortly after, this press release. Tranche 1 and Tranche 2 are independent of, and not conditional upon, each other.

The subscription price of SEK 5.60 per share has been determined through an accelerated bookbuilding procedure and is considered by the Board of Directors to reflect prevailing market conditions and demand.

Use of proceeds

Aira intends to use the net proceeds from the Directed Share Issue to accelerate the commercialisation of Aira for Fortnox, including investments in customer acquisition, product development, expansion of distribution channels and working capital.

"Smaller businesses need a CRM that works without the admin burden, and that is exactly what Aira for Fortnox delivers. The share issue provides us with capital to scale up sales and further develop the product, while broadening our shareholder base with new investors. We look forward to an exciting phase in which our focus is now on execution", says Daniel Wikberg, CEO of Aira.

Reasons for the deviation from the shareholders' preferential rights

Prior to the Directed Share Issue, the Board of Directors has made an overall assessment and carefully considered the possibility of raising capital through a rights issue to existing shareholders. The Board has concluded that a rights issue would take significantly longer to complete and would thereby entail increased exposure to market conditions, as well as a risk of delaying the Company's commercial initiatives. A rights issue could also entail higher costs, including as a result of the need for underwriting commitments.

In contrast to a rights issue, the Directed Share Issue is expected to broaden and strengthen the Company's shareholder base by adding Swedish and international institutional investors. The Board considers this to be beneficial to the Company and potentially contribute to improved liquidity in the Company's shares. The fact that the Company's largest shareholder and CEO, Daniel Wikberg, participates in the capital raise on the same terms and at the same subscription price as the external investors in Tranche 1 is also considered to signal confidence in the Company and its future development.

In light of the above, the Board has assessed that the Directed Share Issue, with deviation from the shareholders' preferential rights, is the most favourable alternative for Aira and in the best interest of the Company and its shareholders.

Shares, share capital and dilution

Through Tranche 1, the number of shares in the Company will increase by 3,125,001, from 16,838,375 shares to 19,963,376 shares. The share capital will increase by SEK 92,794.02, from SEK 500,000 to SEK 592,794.02. Tranche 1 will result in dilution of approximately 15.65 per cent of the number of shares and votes in the Company following completion of Tranche 1.

Provided that the Extraordinary General Meeting approves Tranche 2, the number of shares in the Company will increase by an additional 1,339,285 shares, to a total of 21,302,661 shares. The share capital will increase by an additional SEK 39,768.83, to a total of SEK 632,562.85. The Directed Share Issue in its entirety will then result in dilution of approximately 20.96 per cent of the number of shares and votes in the Company.

Lock-up undertakings

In connection with the Directed Share Issue, the Company has undertaken, subject to customary exceptions, not to issue additional shares for a period of 180 calendar days from the settlement date of Tranche 2.

The board members Daniel Wikberg and Baltsar Sahlin, as well as the senior executive Ninnie Karlsson have undertaken, subject to customary exceptions, not to sell shares in the Company for a period of 90 calendar days from the settlement date of Tranche 2.

Advisers

DNB Carnegie Investment Bank AB (publ) is acting as Sole Global Coordinator and Bookrunner in connection with the Directed Share Issue. Advokatfirman Lindahl KB is acting as legal adviser in connection with the Directed Share Issue.

Further information

All financial reports are available at www.aira.app

Contacts

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About Aira

Aira is an AI-powered sales agent built for B2B entrepreneurs and sales professionals. The product monitors financial reports, board changes and news to surface the right moment to reach out, before the competition knows the opportunity exists. No manual data entry, no CRM admin. Just intelligence that turns signals into revenue.

Founded in 2024 and headquartered in Stockholm, Sweden.

AI Revenue Assistant Software Stockholm AB (publ) is listed on Nasdaq First North Growth Market. The company's Certified Adviser is Bergs Securities AB.

This information is information that AI Revenue Assistant Software Stockholm is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2026-10-20 21:20 CEST.

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This announcement does not identify or purport to identify any risks (direct or indirect) that may be associated with an investment in new shares. An investment decision in respect of the Directed Share Issue should be made on the basis of all publicly available information relating to the Company and the Company's shares. Such information has not been independently verified by DNB Carnegie. The information in this press release is published for background purposes only and does not purport to be complete. Accordingly, an investor should not rely solely on the information contained in this press release or its accuracy or completeness. DNB Carnegie is acting on behalf of the Company in connection with the Directed Share Issue and not on behalf of anyone else. DNB Carnegie will not be responsible to any other person for providing the protections afforded to its clients or for providing advice in relation to the Directed Share Issue or any other matter referred to herein.

This press release does not constitute a recommendation for any investor's decision regarding the Directed Share Issue. Each investor or potential investor should conduct its own investigation, analysis and evaluation of the business and information described in this announcement and any publicly available information. The price and value of the securities may go down as well as up and past performance is no guide to future results.

This press release does not constitute an offer or invitation to purchase or subscribe for securities in the United States. The securities referred to herein may not be sold in the United States absent registration or an applicable exemption from registration under the U.S. Securities Act of 1933, as amended (the "**Securities Act**"), and may not be offered or sold in the United States absent registration or an applicable exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. There is no intention to register any securities referred to herein in the United States or to make a public offering of such securities in the United States. The information in this press release may not be announced, published, copied, reproduced or distributed, directly or indirectly, in whole or in part, in or into Australia, Belarus, Canada, Hong Kong, Japan, New Zealand, Russia, Singapore, South Africa, South Korea, Switzerland, the United States or any other jurisdiction where such announcement, publication or distribution of this information would be unlawful or where such action is subject to legal restrictions or would require additional registration or other measures than those required by Swedish law. Actions in violation of this instruction may constitute a

violation of applicable securities legislation.

This press release is not a prospectus within the meaning of Regulation (EU) 2017/1129 of the European Parliament and of the Council of June 14, 2017 (the "**Prospectus Regulation**") and has not been approved by any authority in any jurisdiction. The Company has not authorized any offer of shares or rights to the public in any member state of the EEA and no prospectus has been or will be prepared in connection with the Directed Share Issue. In any EEA Member State, this communication is only addressed to and is only directed at "qualified investors" in that Member State within the meaning of the Prospectus Regulation.

In the United Kingdom, this press release is directed only at and communicated only to persons who are "qualified investors" (as defined in Article 15 of Schedule 1 to the Public Offers and Admissions to Trading Regulations 2024) and who: (i) have professional experience in matters relating to investments and fall within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (the "**Order**"); (ii) are high net worth entities falling within Article 49(2)(a)–(d) of the Order; or (iii) are persons to whom an invitation or inducement to engage in investment activity (within the meaning of Section 21 of the Financial Services and Markets Act 2000) may otherwise lawfully be communicated or caused to be communicated (all such persons together being referred to as "**Relevant Persons**").

Persons in the United Kingdom who are not Relevant Persons must not act on or rely on the information contained in this press release or use it as the basis for any action. In the United Kingdom, any investment or investment activity to which this press release relates is available only to, and will be engaged in only with, Relevant Persons. Persons who are not Relevant Persons should not act or rely on this press release or any of its contents.

Forward-looking statements

This press release contains forward-looking statements that reflect the Company's intentions, beliefs or expectations regarding the Company's future results of operations, financial condition, liquidity, performance, prospects, anticipated growth, strategies and opportunities and the markets in which the Company operates. Forward-looking statements are statements that are not historical facts and can be identified by the use of words such as "believes", "expects", "anticipates", "intends", "estimates", "will", "may", "anticipates", "should", "could" and, in each case, the negatives thereof, or similar expressions. The forward-looking statements in this press release are based on various assumptions, many of which are based on additional assumptions. Although the Company believes that the assumptions reflected in these forward-looking statements are reasonable, there can be no assurance that they will materialize or that they are accurate. Because these statements are based on assumptions or estimates and are subject to risks and uncertainties, actual results or outcomes could differ materially from those in the forward-looking statements for a variety of reasons. Such risks, uncertainties, contingencies and other important factors could cause actual events to differ materially from the expectations expressed or implied in this press release by the forward-looking statements. The Company does not guarantee that the assumptions underlying the forward-looking statements contained in this press release are accurate and any reader of this press release should not place undue reliance on the forward-looking statements contained in this press release. The information, opinions and forward-looking statements expressed or implied herein are made only as of the date of this press release and are subject to change. Neither the Company nor anyone else undertake to review, update, confirm or to

release publicly any revisions to any forward-looking statements to reflect events that occur or circumstances that arise in relation to the content of this announcement, except as required by law or the Nasdaq First North Rulebook for Issuers of Shares.

Information for distributors

Solely for the purposes of the product governance requirements contained in: (a) Directive 2014/65/EU on markets in financial instruments, as amended ("**MiFID II**"); (b) Articles 9 and 10 of Commission Delegated Directive (EU) 2017/593 supplementing MiFID II; and (c) local implementing measures (together, the "**MiFID II Product Governance Requirements**"), and disclaiming all and any liability, whether arising in tort, contract, or otherwise, which any "manufacturer" (for the purposes of the MiFID II Product Governance Requirements) may otherwise have with respect thereto, the shares in the Company have been subject to a product approval process, which has determined that such shares are: (i) suitable for a target market of retail investors and investors who meet the criteria of professional clients and eligible counterparties, as defined in MiFID II; and (ii) suitable for distribution through all distribution channels as permitted by MiFID II (the "**EU Target Market Assessment**"). In addition, solely for the purposes of each manufacturer's product approval process in the United Kingdom, the target market assessment for the Company's shares has led to the conclusion that: (i) the target market for such shares is only eligible counterparties, as defined in the FCA Handbook Conduct of Business Sourcebook, and professional clients, as defined in Regulation (EU) No 600/2014 as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018 ("**UK MiFIR**"); and (ii) all distribution channels for such shares to eligible counterparties and professional clients are appropriate (the "**UK Target Market Assessment**" and, together with the EU Target Market Assessment, the "**Target Market Assessment**"). Notwithstanding the Target Market Assessment, distributors should note that: the price of the Company's shares may decline and investors could lose all or part of their investment; the Company's shares offer no guaranteed income and no capital protection; and an investment in the Company's shares is suitable only for investors who do not require a guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of evaluating the merits and risks of such an investment and who have sufficient resources to bear any losses that may result therefrom. The Target Market Assessment is without prejudice to any contractual, legal, or regulatory selling restrictions in relation to the Directed Share Issue. Furthermore, it should be noted that notwithstanding the Target Market Assessment, DNB Carnegie will only provide investors who meet the criteria of professional clients and eligible counterparties.

For the avoidance of doubt, the Target Market Assessment does not constitute: (a) an assessment of suitability or appropriateness for the purposes of MiFID II or UK MiFIR; or (b) a recommendation to any investor or group of investors to invest in, or purchase, or take any other action whatsoever with respect to the Company's shares.

Each distributor is responsible for undertaking its own target market assessment in respect of the Company's shares and determining appropriate distribution channels.