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**PRESS RELEASE**

# VERTISEIT SIGNS AGREEMENT WITH VOLKSWAGEN GROUP

Vertiseit AB, for its subsidiary Grassfish, has entered into a framework agreement with Volkswagen Group Sverige AB regarding platform solutions and related consulting services for Digital In-store. The agreement will initially run for two years with the possibility of extension and covers all Volkswagen Group brands in the Swedish market.

The Vertiseit Group is already a global supplier of platform solutions within Digital In-store to the Volkswagen Group for the Porsche and Lamborghini brands with more than 10,000 installations globally.

*"The rapid change of the automotive industry spur the need for a seamless customer journey between digital channels and the physical customer meeting. The fact that Volkswagen, after an extensive selection process, has chosen Grassfish as partner for Digital In-store strengthens the Group's leading position in the segment,"* says Johan Lind, President and CEO Vertiseit.

*"We have chosen to work with Grassfish, who has the right competences and solutions to strengthen the customer experience. The customers' expectations of meeting our brands are changing faster and faster. For us, Grassfish is an important partner in the work of meeting and exceeding these expectations,"* comments Carl Sundstedt, Advertising Manager at Volkswagen Personbilar in Sweden.

Grassfish is a wholly owned subsidiary within the Vertiseit Group, which is Europe's leading platform company within Digital In-store.

The framework agreement initially runs for two years and does not contain any volume commitments from Volkswagen. Vertiseit estimates that the order value during the agreement's initial term will amount to between SEK 10 and 20 million.

## **About Volkswagen**

Volkswagen Group Sweden is Sweden's largest importer of cars and part of the Volkswagen Group, Volkswagen AG, which consists of ten brands from five European countries: Volkswagen, Volkswagen Commercial Vehicles, ŠKODA, SEAT, CUPRA, Audi, Lamborghini, Bentley, Porsche and Ducati.

## CONTACTS

Johan Lind, Group CEO / Media Contact

[johan.lind@vertiseit.com](mailto:johan.lind@vertiseit.com)

+46 703 579 154

Jonas Lagerqvist, Group Deputy CEO / CFO / Investor Relations

[jonas.lagerqvist@vertiseit.com](mailto:jonas.lagerqvist@vertiseit.com)

+46 732 036 298

Certified Adviser

Redeye AB

[certifiedadviser@redeye.se](mailto:certifiedadviser@redeye.se)

+46 8 121 57 690

## ABOUT VERTISEIT

*Vertiseit is a leading platform company within Retail Digital Signage in Europe. Through its' subsidiaries Grassfish and Dise the group offers software for Digital In-store and related consulting services. The company's customers consist of global brands and retailers, using its' products and services to enable a seamless customer journey by bridging the digital and physical customer meeting. The company has +130 employees in Sweden, Austria, Germany and UK. During the period 2012-2021, Vertiseit performed an average profitable growth of 33 percent (CAGR). For the full year of 2021, the group's net revenue amounted to proforma SEK 131 million, with an EBITDA margin of 13 percent. Since 2019, Vertiseit's B-share is listed on Nasdaq First North Growth Market.*

**VERTISEIT AB (publ)**

Phone: +46 340 848 11

E-mail: [info@vertiseit.com](mailto:info@vertiseit.com)

Kyrkogatan 7, 432 41 Varberg, Sweden

Org.no: 556753-5272

[www.vertiseit.com](http://www.vertiseit.com)

[corporate.vertiseit.se](http://corporate.vertiseit.se)

*This information is information that Vertiseit 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 2022-03-25 12:14 CET.*

## ATTACHMENTS

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