

# VERTISEIT ANNOUNCES THE OUTCOME OF THE WARRANT PROGRAM TO 3A AND RECEIVES APPROXIMATELY 14.8 MSEK

Vertiseit AB (publ) ("Vertiseit" or the "Company") today announces the outcome from the exercise of the warrants in series TO 3A, which were issued during the second quarter of 2021. A total of all 615,000 transferred warrants were exercised, corresponding to approximately 96 percent of the total 640,000 outstanding warrants in series TO 3A, for the subscription of 615,000 B-shares at a subscription price of 24 SEK per B-share. Through the exercise of the warrants, the Company receives approximately 14.8 MSEK before issuance costs.

## Background

Subscription for B-shares supported by warrants of series TO 3A runs from May 13, 2024, to May 24, 2024. The subscription price per B-share when exercising the warrants of series TO 3A was 24 SEK. Since all warrants transferred within the framework of the incentive program TO 3A have been exercised for share subscription, the Company announces the final outcome today, May 22, 2024.

A total of all 615,000 transferred warrants were exercised for the subscription of 615,000 B-shares, meaning that approximately 96 percent of outstanding warrants of series TO 3A were exercised.

## Number of Shares, Share Capital, and Dilution

Through the exercise of the warrants of series TO 3A, the number of shares in Vertiseit increases by 615,000 B-shares, from 20,501,747 to a total of 21,116,747, divided into 2,429,510 A-shares and 18,687,237 B-shares. The share capital increases by 30,750 SEK, from 1,025,087.35 SEK to 1,055,837.35 SEK.

For existing shareholders who did not exercise any warrants, the dilution amounts to approximately 2.9 percent based on the number of shares after the exercise of the warrants.

## Advisors

Carnegie is the financial advisor and issuing agent to Vertiseit in connection with the warrants of series TO 3A. CMS Wistrand is the legal advisor to the Company.

## CONTACTS

### Johan Lind, Vertiseit Group CEO / Media Contact

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

+46 703 579 154

### Jonas Lagerqvist, Vertiseit Group Deputy CEO / CFO / Investor Relations

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

+46 732 036 298

Redeye AB is the company's Certified Adviser

**ABOUT VERTISEIT**

*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. The company has around 150 employees in Sweden, Norway, Denmark, Austria, Germany and UK. During the period 2012-2023, Vertiseit performed an average profitable growth of recurring SaaS revenue (ARR) of 53 percent (CAGR). For the full year of 2023, the group's net revenue amounted to SEK 348 million, with an adjusted EBITDA margin of 17 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)**ATTACHMENTS**

Vertiseit announces the outcome of the warrant program TO 3A and receives approximately 14.8 MSEK