

April 5, 2022

PRESS RELEASE

The Offer is not made, and this press release may not be distributed, neither directly or indirectly to, and no acceptance will be approved from or on behalf of, persons in Australia, Hong Kong, Japan, Canada, New Zealand, South Africa, the United States or any other jurisdiction where the Offer, the distribution of this press release or information pertaining to the Offer or the acceptance of the Offer would be in conflict with any law or regulation or require any additional offer document and/or prospectus or registration to be effected or any other measures to be taken in addition to those required under Swedish law (including Nasdaq Stockholm's Takeover Rules). This press release does not constitute any offer or solicitation to subscribe, acquire or sell shares or other financial instruments. An offer to subscribe for shares in Vertiseit will only be made through the prospectus provided by Vertiseit. This press release does not constitute a prospectus pursuant to the regulation of the European Parliament and of the Council 2017/1129 of 14 June 2017 (together with any related supplements, implementation and delegated regulations the "Prospectus Regulation"). No person should acquire any financial instruments referred to in this press release based on any other information than the information set out in the offer document and the abovementioned prospectus. Approval and registration of the prospectus by the Swedish Financial Supervisory Authority shall not be deemed as an approval of the financial instruments included in the prospectus.

Vertiseit announces prospectus and offer document regarding its public offer to the shareholders in MultiQ International Aktiebolag (publ)

Vertiseit AB (publ) ("Vertiseit") announced on 10 January 2022 a public offer to the shareholders of MultiQ International AB (publ) ("MultiQ") to acquire all shares in MultiQ (the "Offer"). Vertiseit supplemented the offered consideration in the Offer on 3 March 2022. A prospectus and an offer document regarding the Offer (the "Offer Document") has been approved and registered by the Swedish Financial Supervisory Authority.

Vertiseit has today published the Offer Document. The Offer Document is available at Vertiseit's website (corporate.vertiseit.se/en/public-offer) and will be available at Aktieinvest FK AB's website (www.aktieinvest.se). A pre-printed acceptance slip will be sent to shareholders whose shareholding in MultiQ is registered directly with Euroclear Sweden AB on 6 April 2022.

The acceptance period for the Offer will commence on 6 April 2022 and expire on 27 April 2022. Provided that the acceptance period expires on 27 April 2022, payment of the consideration is expected to commence around week 19, 2022. Vertiseit reserves the right to extend the acceptance period of the Offer and to postpone the time for payment of the consideration. In the event of an extension of the acceptance period, payment of the consideration to those shareholders who have already accepted the Offer will not be delayed provided that the Offer is accepted by shareholders to such an extent that Vertiseit becomes the owner of more than 80 per cent of the shares in MultiQ.

Vertiseit holds a total of 36,969,288 shares in MultiQ, and together with the binding commitments for acceptance of the Offer received from three of the largest shareholders in MultiQ, this corresponds to a holding of approximately 76.59 percent of the total number of shares and votes in MultiQ.

Further information

Information about the Offer is available at: corporate.vertiseit.se

For further information, please contact:

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For administrative questions regarding the Offer, please contact your bank or nominee where you have your shares registered.

Important information

This press release has been published in English and Swedish. In the event of any discrepancy between the two language versions, the Swedish version shall prevail.

This press release does not constitute any offer or solicitation to subscribe, acquire or sell shares or other financial instruments and nor does it constitute any recommendation to offer to subscribe, acquire or sell shares or other financial instruments.

The Offer is neither directly nor indirectly, made to, and no acceptance will be approved from or on behalf of persons in Australia, Hong Kong, Japan, Canada, New Zealand, South Africa, the United States or any other jurisdiction where the Offer, the distribution of information pertaining to the Offer or the acceptance of the Offer would be in conflict with any law or regulation or require any additional offer document and/or prospectus or registration to be effected or any other measures to be taken in addition to those required under Swedish law (including Nasdaq Stockholm's Takeover Rules) ("**Excluded**

Jurisdiction")

The distribution of this press release and any related Offer documentation in an Excluded Jurisdiction may be restricted, require that additional documentation is prepared or other measures taken or in conflict with the laws or regulations of such jurisdiction. Accordingly, the information in this press release may not be forwarded, distributed, reproduced or made available in or into any Excluded Jurisdiction in which the Offer would require that any additional offer document and/or prospectus is prepared or registration effected or that any other measures are taken in addition to those required under Swedish law (including Nasdaq Stockholm's Takeover Rules) or where it would be in conflict with any law or regulation in such jurisdiction and the information does not constitute an offer or solicitation to acquire, sell, subscribe or exchange securities, to persons in such jurisdictions. Consequently, neither the Offer nor any documentation or information pertaining to the Offer will or may be sent, mailed or otherwise distributed in or into any Excluded Jurisdiction.

Banks, brokers, dealers and other nominees holding shares for persons who are located in or who have registered addresses in any Excluded Jurisdiction must not forward the Offer or any other document or information received in connection with the Offer to such persons. Any failure by such persons to inform themselves and observe applicable restrictions or requirements may constitute a violation of the securities laws of an Excluded Jurisdiction. To the fullest extent permitted by applicable law, Vertiseit disclaims any responsibility or liability for the violations of any such restrictions by any person. Any purported acceptance of the Offer resulting directly or indirectly from a violation of these restrictions may be disregarded. No consideration under the Offer will be delivered in or into any Excluded Jurisdiction.

The acceptance period for the Offer has not commenced.

The information in this press release which relates to future conditions or circumstances, including information regarding future result, growth and other forecasts and effects of the Offer, are forward-looking statements. Such statements may, inter alia, be identified by the use of words such as "deemed", "anticipate", "intend" "expect", "believe" or similar expressions. Forward-looking statements are subject to risks and uncertainties because they relate to conditions and are subject to circumstances that occur in the future. Future circumstances may materially deviate from what has been expressed or implied in the forward-looking statements due to several factors which to a large extent is outside of Vertiseit's control. Any forward-looking statements speak only as of the date on which they are made and Vertiseit has no obligation (and undertakes no obligation) to update or revise any such statements due to new information, future events or similar, except for then it is requires due to applicable laws and regulations.

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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 SEK 131 million, with an EBITDA margin of 13 percent. Since 2019, Vertiseit's B-share is listed on Nasdaq First North Growth Market.

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ATTACHMENTS

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