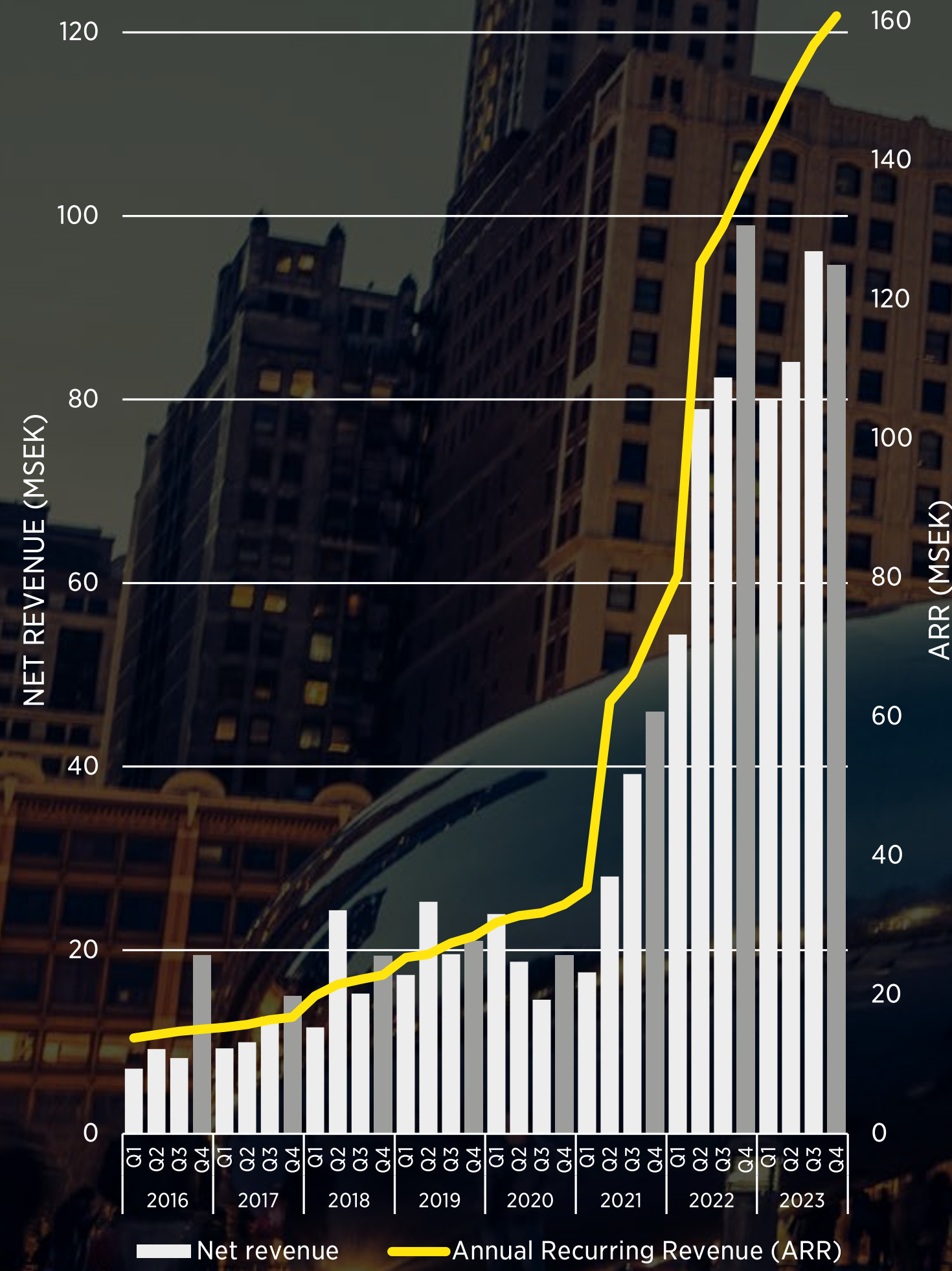


# YEAR-END REPORT JANUARY – DECEMBER 2023



# INCREASED PROFITABILITY

**ARR  
MSEK 161  
(138)**

ANNUAL RECURRING  
REVENUE (ARR)  
2023-12-31



# 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 OCTOBER - DECEMBER 2023

- At the end of the quarter, the Annual Recurring Revenue (ARR) amounted to MSEK 160.8 (137.7), an increase of 17.0 percent compared to the previous year at fixed exchange rates. SaaS (Software as a Service) revenue for the quarter increased by MSEK 5.0 to MSEK 42.9 (37.9), adjusted for divested operations.
- Sequentially, ARR grew by 5.5 percent compared to the previous quarter at fixed exchange rates, equivalent to an annual organic growth rate of 23.9 percent.
- Net sales decreased by 11.6 percent to MSEK 87.4 (98.9), as a result of the divestment of the ITS business conducted during Q3 2023.
- Earnings before interest, taxes, depreciation, and amortisation (EBITDA) amounted to MSEK 20.5 (12.1), with an EBITDA margin of 23.5 percent (12.3). There were no adjustments for extraordinary items during the quarter.
- The profit for the period amounted to MSEK 5.7 (8.0).
- Free cash flow during the quarter amounted to MSEK 0.8 (16.8). Available liquidity at the end of the period amounted to MSEK 53.0 (62.5).
- Earnings per share, before and after dilution, amounted to SEK 0.28 and SEK 0.25 (0.40 and 0.35) respectively.

## EVENTS DURING THE QUARTER

- During the quarter, the subsidiary Dise signed a global license agreement for Digital In-store with the partner Scientific Games LLC, with minimum contracted SaaS revenue exceeding MSEK 20.5 during the five-year period.

The board's proposal to the 2024 Annual General Meeting is that no dividend to shareholders shall take place for the financial year 2023, in line with the company's financial goals.

**ARR**  
**MSEK 161**  
**(138)**

ANNUAL RECURRING REVENUE (ARR)  
2023-12-31

**EBITDA**  
**24%**  
**(13%)**

EBITDA-MARGIN  
Q4 2023

Group KPI's	Q4 2023	Q4 2022	Q1-Q4 2023	Q1-Q4 2022
KSEK	Oct-Dec	Oct-Dec	Jan-Dec	Jan-Dec
ARR	160 756	137 713	160 756	137 713
Net Sales	87 409	98 933	347 623	314 661
Of which SaaS revenue	42 851	42 409	177 693	136 372
Adjusted EBITDA <sup>1</sup>	20 535	13 164	59 457	47 655
EBITDA	20 535	12 130	55 270	35 361
Profit for the Period	5 688	8 030	11 853	9 344
Gross Margin (%)	66,8	57,0	66,5	60,9
Adjusted EBITDA Margin (%)	23,5	13,3	17,1	15,1
EBITDA Margin (%)	23,5	12,3	15,9	11,2
Net Debt	113 618	129 860	113 618	129 860
Equity Ratio (%)	50,0	47,7	50,0	47,7
Earnings per Share (SEK)	0,28	0,40	0,58	0,48
Diluted Earnings per Share (SEK)	0,25	0,35	0,52	0,43
Average Number of Shares (pcs)	20 501 747	20 190 747	20 316 519	19 625 562
Average Number of Diluted Shares (pcs)	23 080 747	22 645 747	22 983 698	21 897 320

<sup>1</sup> Adjusted EBITDA excludes extraordinary revenues and costs related to M&A, as well as expenses related to efficiency measures implemented during Q3. Extraordinary items amounted to MSEK 0.0 (1.0) during the fourth quarter and MSEK 4.2 (12.3) for the full year 2023. Refer to the Financial Overview on page 8 for detailed information..

# INCREASED PROFITABILITY

## CEO COMMENT

We end the year with a continued strong ARR growth of 17 percent compared to the previous year. In Q4, we can also note that implemented efficiency measures have had the intended effect, with a strengthened EBITDA margin that reached 24 percent. With increasing demand, we continue our journey towards becoming the number one global SaaS company within Digital In-store.

### PROFITABLE GROWTH

During the quarter, implemented efficiency measures had the intended effect, with a strengthened EBITDA margin reaching 24 percent - the strongest since the company was listed. Compared to 17 percent for the full year, this shows that we are rapidly progressing in line with our ambition to further improve profitability and cashflow.

As previously communicated, the cash flow was affected by reserved costs related to the efficiency measures implemented during the third quarter. A strong end of the quarter contributed to increased accounts receivable compared to the previous quarter. We also end the year with strong development of our ARR, growing at an annualised rate of 24 percent during the quarter.

On May 2nd, we will hold the Annual General Meeting at our head office in Varberg, where we look forward to meeting our shareholders. The Board's proposal to the Annual General Meeting is that no dividend shall be paid for 2023, in line with the company's financial goals.

During the spring, we also look forward to organising a Capital Markets Day where we will communicate updated long-term goals and present our strategies for the future. More information about the Capital Markets Day will be communicated shortly.

### PLATFORM FOR DIGITAL IN-STORE

Leading brands and retailers are undergoing a digital transformation to create a seamless customer experience across digital and physical interactions. A platform for In-store Experience Management (IXM) is essential

for managing digital touchpoints as an integrated part of the customer journey and leveraging digital capabilities in-store. We have now established a strong position as a leading platform company in In-store Experience Management. In a world where IXM is as an importance part of the IT infrastructure as, for example, CRM (Customer Relations Management), DAM (Digital Asset Management), and PIM (Product Information Management), our market position will create significant value.

### MARKET GROWTH

With a strong end of the year and increasing market activity, we look forward to 2024 with great confidence. Independent industry analysts project that the market for Digital In-store will return to double-digit growth

in 2024. This aligns well with our perception of increasing demand, evidenced by a rise in inquiries and a robust order book. This was particularly manifested through Dise's previously communicated agreement with partner Scientific Games during the quarter, where deliveries are now commencing in Q1 with a guaranteed minimum revenue of over SEK 20 million during the contract period.

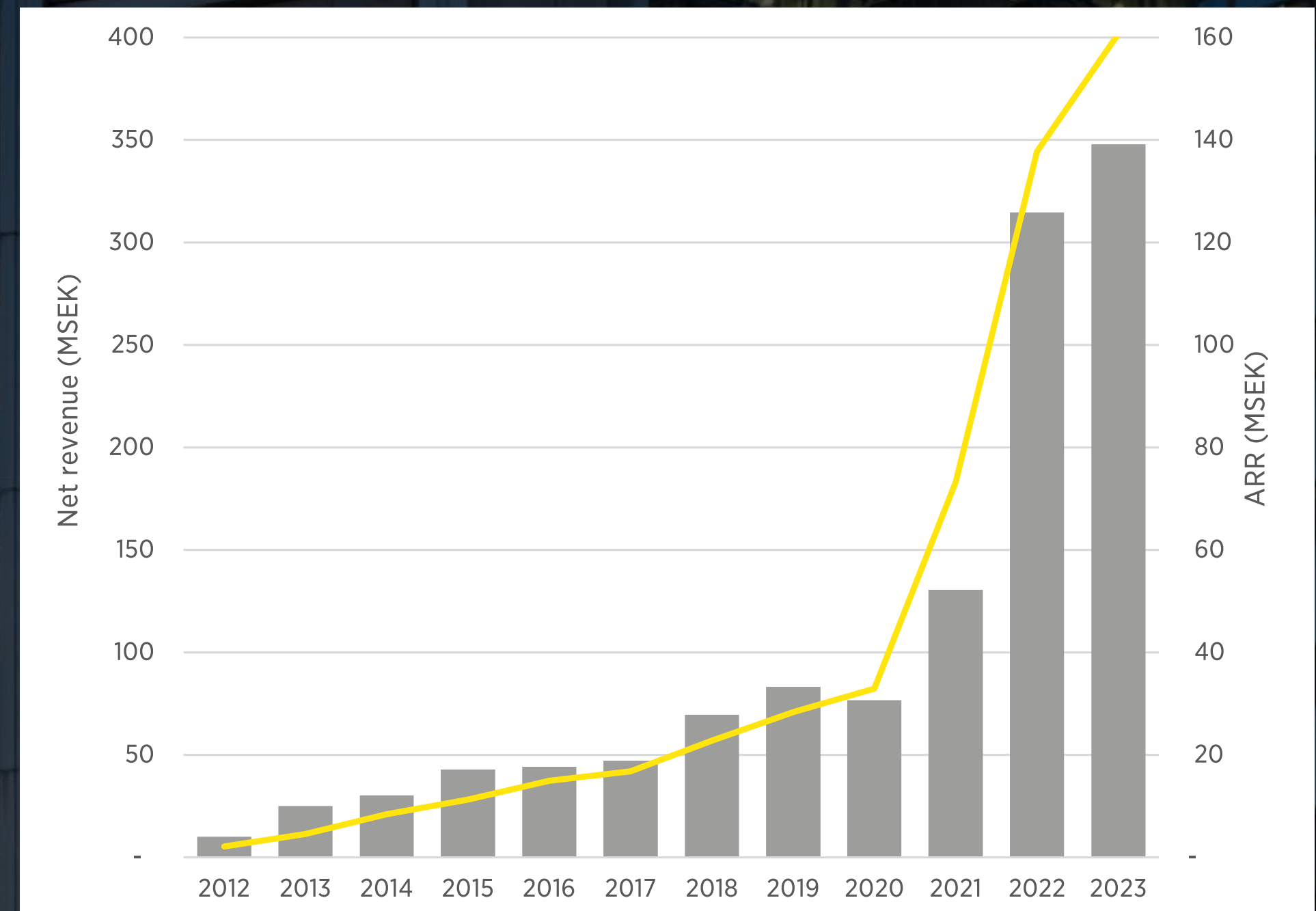
In summary, we conclude the year and enter 2024 with rising profitability and a strengthened financial position. This enhances our ability to seize the growth and acquisition opportunities that we observe in the market.

Johan Lind, CEO



# PROFITABLE GROWTH

Revenue development 2012 – 2023



QUARTERLY OVERVIEW

KSEK	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	Q1 2020	Q4 2019
Annual Recurring Revenue (ARR)	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	30 371	28 402
Net Sales	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	23 943	21 128
Of which recurring revenue (SaaS)	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	7 282	6 398
Adjusted EBITDA	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	2 908	2 509
Earnings Before Depreciation (EBITDA)	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	2 908	2 509
Profit for the Period	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	1 194	859
Gross Margin (%)	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	54,9	64,2
Adjusted EBITDA Margin (%)	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	12,1	11,9
EBITDA Margin (%)	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	12,1	11,9
Equity Ratio (%)	50,0	47,4	45,4	42,9	48,2	47,6	45,5	52,1	52,1	34,2	32,9	53,6	41,7	51,4	47,6	44,4	45,6
Average Number of Shares (pcs)	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	12 757 140	12 757 140
<b>Data per Share (SEK)</b>																	
Annual Recurring Revenue (ARR) per Share	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	2,38	2,23
Adjusted EBITDA per Share	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	0,23	0,20
EBITDA per Share	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	0,23	0,20
Earnings per Share	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	0,09	0,07

# 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. The reference month for the group’s consolidated SaaS metrics is January 2023, which is why previous comparative figures are not reported.

		Q4 2023	Q/Q	YoY
<b>ARR (MSEK)</b>	Annual Recurring Revenue	160,8	5,5% <span style="color: green;">●</span>	17,0% <span style="color: green;">●</span>
<b>Growth rate (%)</b>	Quarterly growth rate	6,2%	0,4pp <span style="color: green;">●</span>	N/A <span style="color: yellow;">●</span>
<b>Churn rate (%)</b>	Quarterly churn rate	0,7%	-0,2pp <span style="color: green;">●</span>	N/A <span style="color: yellow;">●</span>
<b>CAC (KSEK)</b>	License Acquisition Cost	0,7	69,6% <span style="color: orange;">●</span>	N/A <span style="color: yellow;">●</span>
<b>ARPA (KSEK)</b>	Average Recurring Revenue Per Brand	94,6	1,1% <span style="color: green;">●</span>	N/A <span style="color: yellow;">●</span>
<b>ARPL (KSEK)</b>	Average Recurring Revenue Per License	1,1	0,4% <span style="color: green;">●</span>	N/A <span style="color: yellow;">●</span>
<b>CAC Ratio (KSEK)</b>	Acquisition Cost per new ARR KSEK	0,6	-16,8% <span style="color: green;">●</span>	N/A <span style="color: yellow;">●</span>
<b>Months to recover CAC</b>	Months to recover License Acquisition Cost	8,8	17,1% <span style="color: orange;">●</span>	N/A <span style="color: yellow;">●</span>
<b>LTV (KSEK)</b>	Lifetime value per license	12,0	26,6% <span style="color: green;">●</span>	N/A <span style="color: yellow;">●</span>
<b>LTV/CAC (x)</b>	Acquisition cost payback ratio	18,5	-25,4% <span style="color: orange;">●</span>	N/A <span style="color: yellow;">●</span>
<b>SaaS Gross Margin (%)</b>	Profit margin on SaaS revenue	82,8%	1,5pp <span style="color: green;">●</span>	N/A <span style="color: yellow;">●</span>
<b>NRR (%)</b>	Net Revenue Retention	103,4%	0,9pp <span style="color: green;">●</span>	N/A <span style="color: yellow;">●</span>



# FINANCIAL OVERVIEW

## VERTISEIT GROUP

### The quarter October - December 2023

#### REVENUE AND PROFIT

At the end of the fourth quarter of 2023, ARR (Annual Recurring Revenue) amounted to MSEK 160.8 (137.7). Compared to the previous year, the increase amounted to 17.0 percent at fixed exchange rates. Compared to the previous quarter, sequential ARR growth was 5.5 percent at fixed exchange rates, resulting in an annualised growth rate of 23.9 percent. Both the annual and sequential ARR growth have been organic during the period. Adjusted for the ITS business divested during the third quarter, SaaS revenues increased compared to the corresponding period of the previous year by MSEK 5.0 to MSEK 42.9 (37.9), an increase of 14.9 percent at fixed exchange rates.

During the fourth quarter of 2023, net revenue decreased by 11.6 percent compared to the corresponding period of the previous year. The decrease is attributable to the divestment of the ITS business, as well as the company's strategy focusing on SaaS revenues. The gross margin strengthened to 66.8 percent (57.0), driven by a revenue mix with a higher proportion of SaaS revenues. Adjusted earnings before depreciation and amortisation (EBITDA) for the quarter amounted to MSEK 20.5 (13.2) and adjusted EBITDA margin to 23.5 percent (13.3). There are no extraordinary items reported during the quarter, thus no EBITDA adjustments. This means that unadjusted EBITDA amounted to MSEK 20.5 (12.1) and the EBITDA margin to 23.5 percent (12.3).

The quarter's profit after tax amounted to MSEK 5.7 (8.0).

#### CASHFLOW AND LIQUIDITY

Cashflow from operating activities before changes in working capital amounted to MSEK 9.3 (9.0) during the quarter. Items not included in cashflow consist mainly of expenses related to efficiency measures implemented and expensed during the third quarter.

A strong quarter-end resulted in an increased working capital of MSEK 1.7.

Investments in the group's SaaS platform and internal IT infrastructure amounted to MSEK 6.0 (-7.2) during the quarter. The total cashflow from investing activities during the quarter amounted to MSEK -6.9 (-6.8).

Free cashflow during the quarter amounted to MSEK 0.8 (16.8). Cashflow from financing activities amounted to MSEK -22.4 (-9.2) and consisted of decreased interest-bearing liabilities.

The total cashflow for the fourth quarter of 2023 amounted to MSEK -21.6 (7.7). Available liquidity including credit facilities amounted to MSEK 53.0 (62.5) as of December 31, 2023.

### The full year January - December 2023

#### REVENUE AND PROFIT

During the full year 2023, SaaS revenues increased by 30.3 percent, and net revenue increased by 10.2 percent compared to the previous year. The gross margin amounted to 66.8 percent (60.9). Adjusted for extraordinary items, EBITDA for the year amounted to MSEK 59.5 (47.7) with an adjusted EBITDA margin of 17.1 percent (15.1). Unadjusted, the group's EBITDA result for the period amounted to MSEK 55.3 (35.4) with an EBITDA margin of 15.9 percent (11.2).

#### CASHFLOW

Cashflow from operating activities before changes in working capital amounted to MSEK 34.9 (41.1) during the period. Cashflow from investing activities during the period amounted to MSEK -24.3 (-166.7). The total cashflow for the period amounted to MSEK -10.4 MSEK (-65.8).

#### FINANCIAL POSITION

As of December 31, 2023, the group's total assets amounted to MSEK 540.9 (549.4), comprised of fixed assets of MSEK 428.2 (402.9) and current assets of MSEK 112.7 (146.5). Intangible assets accounted for 68.6 percent (67.1) of the total assets.

The group's short-term liabilities amounted to MSEK 124.0 (138.1) as of December 31, 2023, while long-term liabilities totaled MSEK 146.7 (149.5). Long-term and short-term interest-bearing debts were MSEK 95.4 (121.9) and MSEK 42.9 (43.0), respectively.

Equity amounted to MSEK 270.3 (261.9), resulting in a equity ratio of 50.0 percent (47.7). Net-debt amounted to MSEK 113.6 (129.9), corresponding to 1.9x adjusted EBITDA.



# OTHER INFORMATION

## ACCOUNTING PRINCIPLES

The year-end 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 year-end 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 2022. Material information can be found throughout the document and not only in the formal financial reports.

## ADDITIONAL INFORMATION

This year-end 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 160 employees (177), of which 113 men (131) and 47 women (46). At the end of the period, the number of employees, adjusted for employees under notice period, amounted to 145.

## 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](https://vertiseit.com)

Shareholders wishing to have an item addressed at the annual general meeting should submit their request to Vertiseit no later than March 13, 2024. This can be done either by email to: [generalmeeting@vertiseit.com](mailto:generalmeeting@vertiseit.com) or by mail to Vertiseit AB, Att: General Meeting 2024, Kyrkogatan 7, 432 41 Varberg.

## DIVIDEND

The Board's proposal to the Annual General Meeting

2024 is that no dividend shall be distributed to shareholders for the financial year 2023, in line with the company's financial goals.

## 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 2022. 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](https://vertiseit.com/financial-reports)



# FINANCIAL CALENDAR

# 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 February 15, 2024

<b>8</b> APRIL 2024	ANNUAL REPORT 2023	<b>12</b> JULY 2024	INTERIM REPORT Q2 2024
<b>2</b> MAY 2024	INTERIM REPORT Q1 2024	<b>20</b> OCTOBER 2024	INTERIM REPORT Q3 2024
<b>2</b> MAY 2024	ANNUAL GENERAL MEETING 2024	<b>12</b> FEBRUARY 2025	YEAR-END REPORT 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

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## Certified Adviser

The company's Certified Adviser on Nasdaq First North Growth Market is Redeye AB  
phone +46 (0)8 121 57 690  
certifiedadviser@redeye.se  
www.redeye.se

# FINANCIAL OVERVIEW

# FINANCIAL REPORTS

## THE GROUP'S REPORT ON COMPREHENSIVE INCOME

KSEK	Q4 2023	Q4 2022	Q1-Q4 2023	Q1-Q4 2022
	Oct-Dec	Oct-Dec	Jan-Dec	Jan-Dec
Net Sales	87 409	98 933	347 623	314 661
Other Operating Income	3 182	1 307	14 125	1 343
<b>Total Operating Revenue</b>	<b>90 591</b>	<b>100 240</b>	<b>361 748</b>	<b>316 004</b>
	-	-	-	-
Cost of Goods and Services	-29 017	-42 506	-116 450	-123 078
Other External Costs	-15 141	-12 496	-62 314	-45 903
Personnel Costs	-25 898	-33 108	-127 714	-111 662
<b>Operating Profit Before Depreciation and Amortisation (EBITDA)</b>	<b>20 535</b>	<b>12 130</b>	<b>55 270</b>	<b>35 361</b>
Depreciation of Tangible and Intangible Assets	-6 336	-6 284	-27 201	-21 769
<b>Operating Profit (EBIT)</b>	<b>14 199</b>	<b>5 846</b>	<b>28 069</b>	<b>13 592</b>
Financial Income	119	34	132	30
Financial Costs	-3 171	-1 591	-10 647	-4 659
Exchange Rate Differences	1 613	-964	-199	-5 233
<b>Net Financial Income</b>	<b>-1 438</b>	<b>-2 522</b>	<b>-10 713</b>	<b>-9 863</b>
<b>Profit Before Tax</b>	<b>12 761</b>	<b>3 324</b>	<b>17 356</b>	<b>3 729</b>
Tax	-7 074	4 706	-5 503	5 615
<b>Profit for the Period</b>	<b>5 688</b>	<b>8 030</b>	<b>11 853</b>	<b>9 344</b>
<b>Other Comprehensive Income<sup>1</sup></b>				
Translation Differences from Translation of Foreign Operations	-6 749	3 685	-565	15 510
<b>Total Comprehensive Income for the Period</b>	<b>-1 062</b>	<b>11 715</b>	<b>11 287</b>	<b>24 854</b>
<b>Profit for the Period Attributable to:</b>				
Shareholders of the Parent Company	5 688	7 697	11 853	8 914
Non-controlling Interests	-	332	-	430
<b>Profit for the Period</b>	<b>5 688</b>	<b>8 029</b>	<b>11 853</b>	<b>9 344</b>
<b>Total Comprehensive Income for the Period Attributable to:</b>				
Shareholders of the Parent Company	-1 062	11 360	11 287	24 307
Non-controlling Interests	-	355	-	547
<b>Total Comprehensive Income for the Period</b>	<b>-1 062</b>	<b>11 715</b>	<b>11 287</b>	<b>24 854</b>
<b>Earnings per Share for the Period</b>				
Before Dilution (SEK)	0,28	0,40	0,58	0,48
Diluted (SEK)	0,25	0,35	0,52	0,43
Number of Shares at the End of the Period (pcs)	20 501 747	20 190 747	20 501 747	20 190 747
Number of Diluted Shares at the End of the Period (pcs)	23 080 747	22 645 747	23 080 747	22 645 747
Average Number of Shares (pcs)	20 501 747	20 190 747	20 316 519	19 625 562
Average Number of Diluted Shares (pcs)	23 080 747	22 645 747	22 983 698	21 897 320

<sup>1</sup> items that have been or can be transferred to the Profit for the Period

## REPORT ON FINANCIAL POSITION FOR THE GROUP

KSEK	Q4 2023	Q4 2022
	2023-12-31	2022-12-31
<b>Assets</b>		
Intangible Fixed Assets	371 010	368 637
Tangible Fixed Assets	1 852	3 090
Leasing Assets	50 478	19 216
Deferred Tax Assets	1 996	10 988
Financial Fixed Assets	2 852	970
<b>Total Fixed Assets</b>	<b>428 188</b>	<b>402 901</b>
Inventory	0,0%	-
Accounts Receivable	16 455	21 836
Prepaid Expenses and Accrued Revenues	57 801	75 644
Contract Assets	1 363	2 868
Other Receivables	3 429	5 171
Cash and Cash Equivalents	9 045	5 951
<b>Total Current Assets</b>	<b>24 641</b>	<b>35 049</b>
	<b>112 733</b>	<b>146 519</b>
<b>Total Assets</b>	<b>540 921</b>	<b>549 420</b>
<b>Equity and Liabilities</b>		
<b>Equity</b>		
Share Capital	-	-
Other Contributed Capital	1 025	1 010
Reserves	214 246	207 658
Retained Earnings, Including Current Period's Result	16 337	16 902
Equity Attributable to the Parent Company's Owners	38 663	26 811
Non-controlling Interests	270 271	252 380
	-	9 485
<b>Total Equity</b>	<b>270 271</b>	<b>261 865</b>
<b>Liabilities</b>		
Long-term Interest-bearing Liabilities	95 409	121 931
Long-term Leasing Liabilities	44 246	15 328
Provisions	3 077	7 143
Deferred Tax Liabilities	3 928	5 096
<b>Total Long-term Liabilities</b>	<b>146 660</b>	<b>149 498</b>
Short-term Interest-bearing Liabilities	42 850	42 979
Short-term Leasing Liabilities	8 388	5 404
Accounts Payable	16 641	26 610
Contract Liabilities	25 553	25 258
Current Tax Liabilities	960	4 445
Other Liabilities	11 130	12 568
Accrued Expenses and Deferred Revenues	18 469	20 793
<b>Total Short-term Liabilities</b>	<b>123 989</b>	<b>138 058</b>
<b>Total Liabilities</b>	<b>270 649</b>	<b>287 556</b>
<b>Total Equity and Liabilities</b>	<b>540 921</b>	<b>549 420</b>

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
<b>Opening Equity as of January 1, 2023</b>	<b>1 009</b>	<b>207 658</b>	<b>16 902</b>	<b>26 811</b>	<b>252 380</b>	<b>9 485</b>	<b>261 865</b>
<b>Total Comprehensive Income for the Period</b>							
Total Comprehensive Income for the Period	-	-	-565	11 853	<b>11 287</b>	-	<b>11 287</b>
<b>Transactions with the Group's Shareholders</b>							
Share Issuance	16	6 204	-	-	<b>6 220</b>	-	<b>6 220</b>
Stock Options	-	384	-	-	<b>384</b>	-	<b>384</b>
<b>Change in Ownership Interest in Subsidiaries</b>							
Acquisition of Partially Owned Subsidiaries	-	-	-	-	-	-9 485	<b>-9 485</b>
<b>Closing Equity as of December 31, 2023</b>	<b>1 025</b>	<b>214 246</b>	<b>16 337</b>	<b>38 664</b>	<b>270 271</b>	<b>-</b>	<b>270 271</b>

KSEK	Share capital	Other contributed capital	Translation reserve	Retained Earnings, Including Current Period's Result	Total	Non-controlling Interests	Total Equity
<b>Opening Equity as of January 1, 2022</b>	<b>927</b>	<b>162 276</b>	<b>1 392</b>	<b>17 896</b>	<b>182 491</b>	<b>-</b>	<b>182 491</b>
<b>Total Comprehensive Income for the Period</b>							
Total Comprehensive Income for the Period	-	-	15 510	8 915	<b>24 425</b>	547	<b>24 972</b>
<b>Transactions with the Group's Shareholders</b>							
Share Issuance	82	44 431	-	-	<b>44 513</b>	-	<b>44 513</b>
Stock Options	-	951	-	-	<b>951</b>	-	<b>951</b>
<b>Change in Ownership Interest in Subsidiaries</b>							
Acquisition of Partially Owned Subsidiaries	-	-	-	-	-	8 938	<b>8 938</b>
<b>Closing Equity as of December 31, 2022</b>	<b>1 009</b>	<b>207 658</b>	<b>16 902</b>	<b>26 811</b>	<b>252 380</b>	<b>9 485</b>	<b>261 865</b>

REPORT ON CASH FLOWS FOR THE GROUP

KSEK	Q4 2023 Oct-Dec	Q4 2022 Oct-Dec	Q1-Q4 2023 Jan-Dec	Q1-Q4 2022 Jan-Dec
<b>Operating Activities</b>				
Operating Profit (EBIT)	14 199	5 846	28 069	13592
Adjustment for Depreciation and Amortisation	6 336	6 284	27 202	21769
Other Non-Cash Items	-8 081	-249	-7 485	5110
Interest Received	119	34	132	30
Interest Paid	-3 171	-1 591	-10 647	-4 659
Income Tax Paid	-63	-1 308	-2 328	5232
Increase (-)/Decrease (+) in Inventory	-718	7 037	-3 534	4 508
Increase (-)/Decrease (+) in Trade Receivables	-4 256	-14 717	2 624	-18 314
Increase (+)/Decrease (-) in Trade Payables	3 294	22 343	595	7 443
<b>Cash Flow from Operating Activities</b>	<b>7 660</b>	<b>23 678</b>	<b>34 627</b>	<b>34 711</b>
<b>Investing Activities</b>				
Acquisition of Intangible Fixed Assets	-5 952	-7 176	-25 952	-23 731
Acquisition of Tangible Fixed Assets	-164	336	-311	-1 498
Acquisition of Subsidiaries/Businesses, Net Cash Impact	-784	-	-11 908	-141 422
Disposal of Subsidiaries/Businesses, Net Cash Impact	-	-	13 520	-
Acquisition of Financial Fixed Assets	-0	-	-18	-15
Disposal of Financial Fixed Assets	-0	-	388	-
<b>Cash Flow from Investing Activities</b>	<b>-6 901</b>	<b>-6 840</b>	<b>-24 282</b>	<b>-166 665</b>
<b>Financing Activities</b>				
Share Issuance	-	-	6 220	9 440
Costs of Share Issuance	-	-	-	-
Cash from Warrants Premiums	-11	-	384	951
Borrowings	-	-0	37 728	82 000
Repayment of Loans	-19 956	-7 425	-57 348	-20 731
Repayment of Lease Liabilities	-2 409	-1 750	-7 680	-5 488
<b>Cash Flow from Financing Activities</b>	<b>-22 376</b>	<b>-9 175</b>	<b>-20 696</b>	<b>66 172</b>
<b>Net Cash Flow for the Period</b>	<b>-21 618</b>	<b>7 663</b>	<b>-10 351</b>	<b>-65 783</b>
<b>Cash and Cash Equivalents at the Beginning of the Period</b>	<b>46 574</b>	<b>27 385</b>	<b>35 049</b>	<b>100 831</b>
<b>Exchange Rate Differences in Cash and Cash Equivalents</b>	<b>-317</b>	<b>-</b>	<b>-58</b>	<b>-</b>
<b>Cash and Cash Equivalents at the End of the Period</b>	<b>24 640</b>	<b>35 048</b>	<b>24 640</b>	<b>35 048</b>

INCOME STATEMENT OF THE PARENT COMPANY

	Q4 2023	Q4 2022	Q1-Q4 2023	Q1-Q4 2022
KSEK	Oct-Dec	Oct-Dec	Jan-Dec	Jan-Dec
Net Sales	10 693	25 466	42 266	93 192
Other Operating Income	1 782	2	2 368	7
<b>Total Revenue</b>	<b>12 475</b>	<b>25 468</b>	<b>44 635</b>	<b>93 199</b>
Cost of Goods and Services	-312	-13 877	-1 452	-47 544
Other External Costs	-12 273	-5 400	-26 234	-23 446
Personnel Costs <sup>1</sup>	854	-4 492	-14 920	-27 994
<b>Profit Before Depreciation and Amortisation (EBITDA)</b>	<b>744</b>	<b>1 699</b>	<b>2 029</b>	<b>-5 785</b>
Depreciation of Tangible and Intangible Fixed Assets	-1 020	-3 206	-2 932	-4 584
<b>Operating Profit (EBIT)</b>	<b>-276</b>	<b>-1 507</b>	<b>-903</b>	<b>-10 369</b>
Financial Income	133	3	134	3
Financial Costs	-2 806	-1 391	-9 479	-3 306
Exchange Rate Changes	1 890	-1 358	-934	-6 043
<b>Profit after Financial Items</b>	<b>-1 060</b>	<b>-4 252</b>	<b>-11 181</b>	<b>-19 714</b>
Closing Entries	1 312	9 932	1 312	9 932
<b>Profit Before Tax</b>	<b>252</b>	<b>5 680</b>	<b>-9 869</b>	<b>-9 782</b>
Tax	-2 405	-2 136	-320	1 049
<b>Profit for the Period</b>	<b>-2 153</b>	<b>3 543</b>	<b>-10 190</b>	<b>-8 734</b>

<sup>1</sup> Reclassification has occurred of costs for intra-group consulting services from Personnel costs to Other External Costs.

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

KSEK	Q4 2023	Q4 2022
	2023-12-31	2022-12-31
<b>Assets</b>		
Intangible Fixed Assets	11 540	5 802
Tangible Fixed Assets	186	-
Shares in Subsidiary Companies	335 646	324 991
Financial Fixed Assets	1 131	1 451
<b>Total Fixed Assets</b>	<b>348 502</b>	<b>332 244</b>
Inventory	-	1 838
Accounts Receivable	6 212	18 413
Receivables from Subsidiary Companies	50 750	31 991
Prepaid Expenses and Accrued Revenues	1 860	3 006
Other Receivables	1 732	4 854
Cash and cash equivalents	2 016	-
<b>Total Current Assets</b>	<b>62 570</b>	<b>60 101</b>
<b>Total Assets</b>	<b>411 072</b>	<b>392 345</b>
<b>Equity and Liabilities</b>		
<b>Equity</b>		
Share Capital	1 025	1 010
Share Premium Reserve	209 137	202 932
Retained Earnings	7 540	15 250
Profit for the Period	-10 190	-8 734
<b>Total Equity</b>	<b>207 512</b>	<b>210 458</b>
<b>Provisions</b>		
Provisions	544	-
<b>Total provisions</b>	<b>544</b>	<b>-</b>
<b>Liabilities</b>		
Long-term Interest-bearing Liabilities	94 034	120 593
<b>Total Long-term Liabilities</b>	<b>94 034</b>	<b>120 593</b>
Short-term Interest-bearing Liabilities	38 380	39 308
Advance Payments from Customers	-	2 042
Accounts Payable	2 350	9 275
Current Tax Liabilities	-2 376	3 220
Other Liabilities	891	3 357
Liabilities to Subsidiary Companies	67 107	1 000
Accrued Expenses and Deferred Revenues	2 630	3 092
<b>Total Current Liabilities</b>	<b>108 982</b>	<b>61 294</b>
<b>Total Liabilities</b>	<b>203 016</b>	<b>181 887</b>
<b>Total Equity and Liabilities</b>	<b>411 072</b>	<b>392 345</b>

## Operating segments and distribution of income

Segment Reporting - Quarter		Revenue segment							
The Quarter October 1 - December 31		SaaS		Consulting		Systems		Total	
KSEK	2023	2022	2023	2022	2023	2022	2023	2022	
Net Sales	42 851	42 409	9 816	11 222	34 742	45 300	87 408	98 931	
Cost of Goods and Services	-3 330	-1 980	-987	-3 523	-24 700	-37 003	-29 016	-42 506	
<b>Gross Profit</b>	<b>39 521</b>	<b>40 429</b>	<b>8 829</b>	<b>7 699</b>	<b>10 042</b>	<b>8 297</b>	<b>58 392</b>	<b>56 425</b>	
Gross Margin	92%	95%	90%	69%	29%	18%	67%	57%	
Other Operating Income							3 182	1 307	
Other External Costs							-15 141	-12 496	
Personnel Costs							-25 898	-33 108	
<b>Operating Profit Before Depreciation and Amortisation (EBITDA)</b>							<b>20 535</b>	<b>12 128</b>	
Depreciation of Tangible and Intangible Fixed Assets							-6 336	-6 284	
<b>Operating Profit (EBIT)</b>							<b>14 200</b>	<b>5 844</b>	
Financial Income							119	34	
Financial Costs							-3 171	-1 591	
Exchange Rate Changes							1 613	-964	
<b>Profit Before Tax</b>							<b>12 762</b>	<b>3 322</b>	

Segment Reporting - Full Year		Revenue segment							
The Full Year January 1 - December 31		SaaS		Consulting		Systems		Total	
KSEK	2023	2022	2023	2022	2023	2022	2023	2022	
Net Sales	177 693	136 372	36 315	40 131	133 616	138 157	347 623	314 660	
Cost of Goods and Services	-12 968	-7 531	-4 022	-10 177	-99 461	-105 370	-116 450	-123 078	
<b>Gross Profit</b>	<b>164 725</b>	<b>128 841</b>	<b>32 293</b>	<b>29 954</b>	<b>34 155</b>	<b>32 787</b>	<b>231 173</b>	<b>191 582</b>	
Gross Margin	93%	94%	89%	75%	26%	24%	67%	61%	
Other Operating Income							14 125	1 343	
Other External Costs							-62 314	-45 903	
Personnel Costs							-127 714	-111 662	
<b>Operating Profit Before Depreciation and Amortisation (EBITDA)</b>							<b>55 270</b>	<b>35 360</b>	
Depreciation of Tangible and Intangible Fixed Assets							-27 201	-21 769	
<b>Operating Profit (EBIT)</b>							<b>28 069</b>	<b>13 591</b>	
Financial Income							132	30	
Financial Costs							-10 647	-4 659	
Exchange Rate Changes							-199	-5 233	
<b>Profit Before Tax</b>							<b>17 356</b>	<b>3 728</b>	

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	-	-	-	-	34 742	45 300	34 742	45 300	
Revenues recognised over time	42 851	42 409	9 816	11 222	-	-	52 667	53 631	
<b>Total revenues from customer contracts</b>	<b>42 851</b>	<b>42 409</b>	<b>9 816</b>	<b>11 222</b>	<b>34 742</b>	<b>45 300</b>	<b>87 408</b>	<b>98 931</b>	

Group's Distribution of Revenues		Revenue segment							
The Full Year January 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	-	-	-	-	133 616	138 157	133 616	138 157	
Revenues recognised over time	177 693	136 372	36 315	40 131	-	-	214 008	176 503	
<b>Total revenues from customer contracts</b>	<b>177 693</b>	<b>136 372</b>	<b>36 315</b>	<b>40 131</b>	<b>133 616</b>	<b>138 157</b>	<b>347 623</b>	<b>314 660</b>	

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/incentive-program](https://vertiseit.com/incentive-program).

# 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
<b>Annual Recurring Revenue (ARR)</b>	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
<b>Recurring Revenue (SaaS)</b>	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
<b>Profit before depreciation (EBITDA)</b>	Profit before interest, taxes, depreciation and amortisation	Relevant key metric for evaluating the result from the ongoing operations
<b>Adjusted EBITDA</b>	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
<b>Operating profit (EBIT)</b>	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
<b>EBITDA margin</b>	EBITDA in relation to net revenue	Relevant key metric for evaluating the profit margin in the business
<b>EBIT margin</b>	EBIT in relation to net revenue	Relevant key metric for evaluating the margin in the business, regardless of how it was financed
<b>Adjusted EBITDA margin</b>	Adjusted EBITDA in relation to net revenue	Relevant key metric for evaluating the result from ongoing operations, excluding extraordinary items
<b>Gross margin</b>	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
<b>Equity ratio</b>	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
<b>Net-debt</b>	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
<b>SaaS Key Figures</b>		
<b>Churn Rate</b>	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
<b>Growth Rate</b>	New licenses during the period in relation to licenses at start of period	The key metric is considered relevant to the company’s performance as it reflects its ability to grow the license base
<b>Customer Acquisition Cost (CAC)</b>	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
<b>CAC Ratio</b>	The cost of acquiring new ARR	The key metric is relevant for assessing the possibilities for license growth
<b>Lifetime Value per license (LTV)</b>	Average revenue per license multiplied by its’ expected lifetime	The key metric is deemed relevant to assess the company’s future revenue potential
<b>LTV/CAC</b>	Expected LTV per license in relation to CAC	The key ratio facilitates comparison with other companies with SaaS revenue
<b>Months to recover CAC</b>	Number of months to recover CAC	Relevant key metric to assess the company’s growth opportunities
<b>Average Revenue per Brand (ARPA)</b>	Average ARR per end customer	The key metric is deemed relevant to assess how license revenue per customer changes
<b>Net Revenue Retention (NRR)</b>	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
<b>SaaS Gross Margin</b>	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 1,000 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 group structure, the parent company (Vertiseit AB) is a pure holding company within Retail Tech with the aim to acquire and develop SaaS companies within Digital Signage, focused on Digital In-store. The structure enables independent as well as complementary acquisitions to the subsidiaries Grassfish and Dise.

**GROWTH STRATEGY**

Since 2012, Vertiseit has successfully acquired and integrated several companies, in parallel with strong organic growth. The group’s strategy includes an accelerated acquisition agenda, meaning that a significant part of future growth is estimated to be generated from acquisitions.

**ACQUIRED GROWTH**

Vertiseit will continue to perform carefully selected acquisitions. These can be both complementary, meaning adding customers

and markets to Grassfish and Dise, and strategic acquisitions, which add independent businesses which complement the group’s offering.

**ORGANIC GROWTH**

The group shall grow organically during profitability. With existing customers, growth is achieved by adding more applications and ensuring full-scale rollouts of concepts in customers’ operations. With new customers, growth is acquired by targeting global brands and leading national retailers with a potential exceeding 1,000 systems.



# STRATEGY FOR GLOBAL GROWTH

The market for Digital In-store is growing and undergoing major changes. As in other maturing industries, consolidation and specialisation is increasing in the industry. Our goal is to become the world’s leading platform company within Digital In-store and our strategy is designed to enable us to achieve this goal.

## SPECIALISATION IN THE VALUE CHAIN DRIVES INCREASED RECURRING REVENUE

Until today, the market for Digital Signage has been dominated by national and regional full-service providers. As Digital In-store becomes more business critical, and an integrated part of customers’ digital ecosystem, this is changing. Among global brands and retailers, a clear shift in strategy is now taking place. The Digital In-store platform is becoming part of the core digital ecosystem side by side with platforms for product information, marketing communication, CRM and e-commerce. With the platform for Digital In-store as a global resource, digital teams and agencies can together create, develop and manage all in-store applications. The same logic and economies of scale are achieved in the relationship with local integrators in each geographic market who are responsible for installing and operating the physical infrastructure.

## PLATFORM WINNERS EMERGING

Similar to other emerging industries that have evolved and matured, we believe that clear platform winners will emerge also within Digital In-store. An example of this is the market for e-commerce platforms, which today is dominated by a few players. Full-service integrators in the industry are increasingly transforming into consultants and integrators of the dominant platforms. This as integrators and full-service suppliers strive to keep pace with pure platform companies, who can invest more resources and focus entirely on product development.

## PERSONALISED AND DATA DRIVEN

Changing customer behaviors and expectations on the customer experience create new demands on brands and retailers. The need for a unified brand experience and a cohesive customer journey between online and in-person becomes

central. Digital Signage is no longer a standalone system for scheduling content on digital displays. To meet today’s needs and challenges, the Digital In-store platform needs to be an integral part of the digital ecosystem to be able to share data, content and capabilities across channels. This to create more personalised and relevant experiences.

## PLATFORM OVER APPLICATIONS

The choice of platform is changing. As the choice previously being standalone requests for every individual situation and concept, results had limited or no scalability. Today, the platform is considered a central resource from the start when creating new concepts where scalability is a key requirement. By using a unified platform to carry out different concepts and applications, significant economies of scale and completely new possibilities materialise to create, evolve and manage solutions over time.

## LONG-TERM GOALS

2024

### MISSION 200

Recurring license revenue to exceed MSEK 200 (ARR) by end of 2024

2026

### GLOBAL #1

#1 Global Digital In-store software company by end of 2026, measured as active SaaS-licenses

## FINANCIAL TARGETS

GROWTH

>25%

Annual ARR growth (CAGR) exceeding 25 percent for the period 2022-2024

PROFITABILITY

>30%

Profitability (EBITDA) to exceed 30 percent by end of 2024

REVENUE RETENTION

>100%

Recurring revenue from existing customers by end of year to exceed 100 percent of recurring revenue from the same customers at year start

# 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 accommodate 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 SUSTAINABILITY

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

Vertiseits lösningar har stor positiv påverkan genom att det minskar kundernas resursanvändning. När e-handel och den fysiska butiken knyts samman, minskar andelen returer och transporter. Med kompletterande digitala sortiment kan butiksytor krympas och överproduktionen minskas. Vertiseits interaktiva lösningar skapar förutsättningar för mer transparens och ökad öppenhet.

I bolagets egen verksamhet finns ett stort engagemang bland medarbetarna och ett systematiskt arbete med att identifiera och utvärdera de miljöaspekter som påverkar verksamheten. Insatserna är främst inriktade mot områden såsom transport, energieffektivisering och kravställning vid upphandling. Bolagets ledningssystem är kvalitets- och miljöcertifierat enligt ISO 9001 och ISO 14001.

## SOCIAL 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 complementary digital assortments, stores can be downsized and overproduction reduced. Vertiseit's interactive solutions create conditions for more extensive product information and increased transparency.

In the company's own 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.

## 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 to 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.

148

Number of full-time employees (FTE)<sup>1</sup>  
2023-12-31

2/6

Women/men in group management  
2023-12-31

33

Average age of employees  
2023-12-31

2/4

Women/men in Board of Directors  
2023-12-31

<sup>1</sup> Adjusted for employees under notice period

# HISTORIC MILESTONES

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

## 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 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
- Senior executives 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

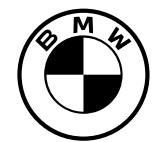
We believe that outstanding experiences make all the difference. It's how we separate the okay for the wow and the way true brand loyalty is built. Therefore, our mission is to enable extraordinary customer experiences – every day. Grassfish has earned recognition for its powerful In-store Experience 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.



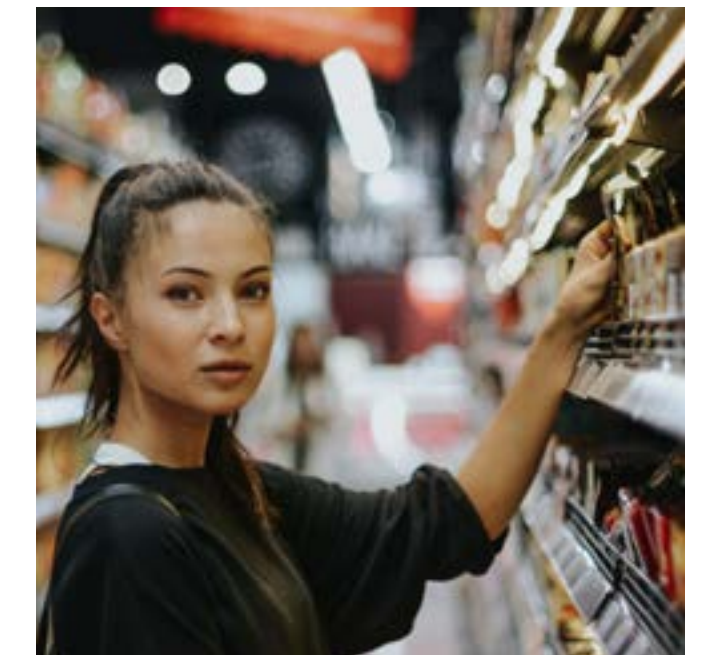
## Bosch enriches the customer journey.

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.



## Creating an experience to connect and inspire.

The DHL Innovation Centre offers a unique platform of logistics and supply chain innovation where customers, partners and technology enthusiasts can experience the next generation of logistics in an interactive showroom.



## 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

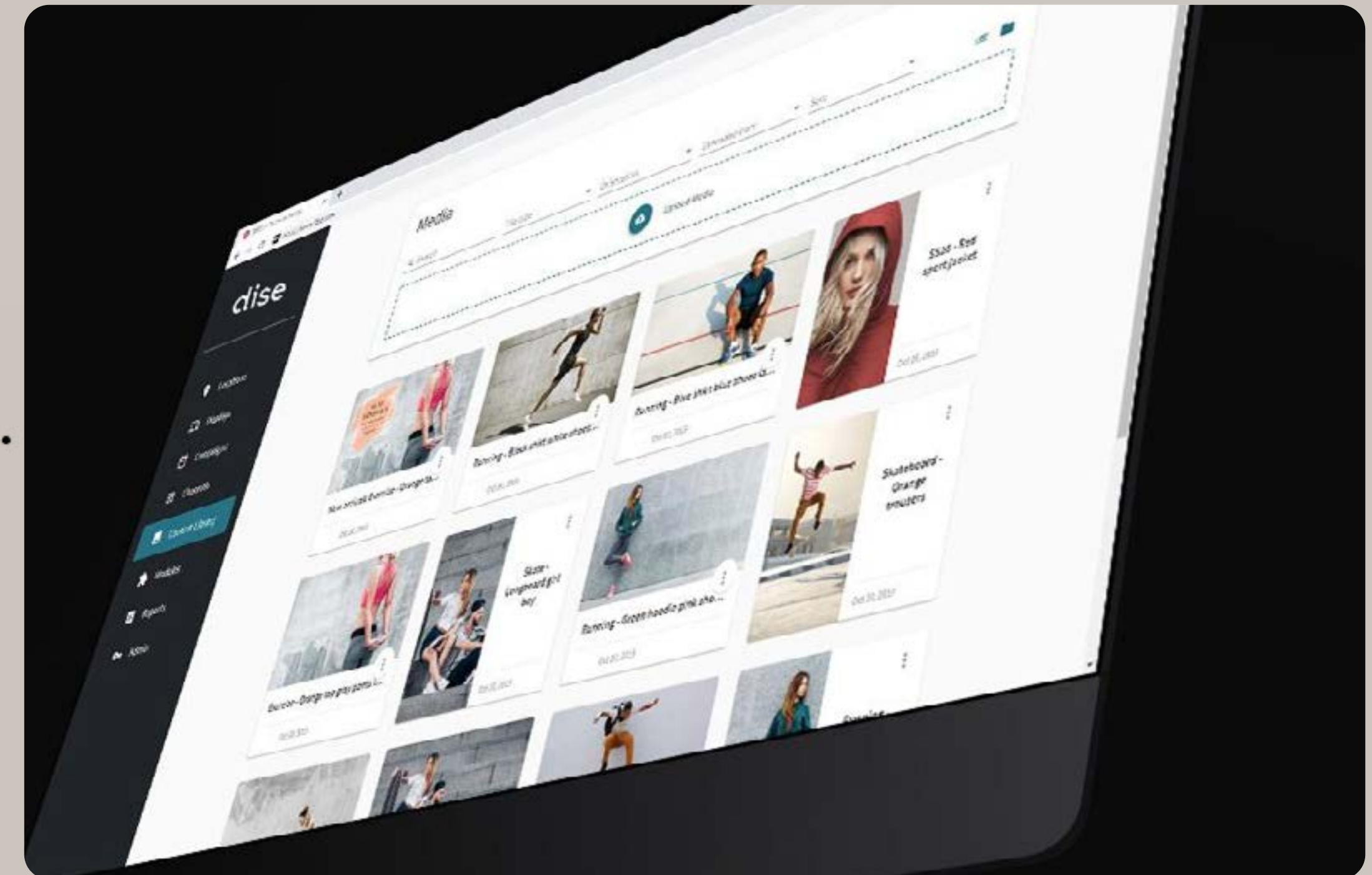
The number one Retail in-store Customer Experience platform.

### 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.