

VERTISEIT ANNOUNCES OUTCOME OF WARRANT EXERCISE IN INCENTIVE PROGRAM TO 4 AND RECEIVES APPROXIMATELY SEK 22 MILLION

Vertiseit AB (publ) ("Vertiseit" or the "Company") today announces the outcome of the exercise of warrants under the TO 4 incentive program, which were issued during the second quarter of 2022. A total of 441,350 warrants were exercised, corresponding to approximately 37.5 percent of the total 1,175,000 outstanding TO 4 series warrants, for the subscription of 441,350 class B shares in the Company at a subscription price of SEK 50 per B share. Through the exercise of the warrants, the Company has received approximately SEK 22 million before issue-related costs.

Background

Under the TO 4 incentive program, a total of 441,350 warrants were transferred to current and former employees of the Vertiseit Group. As previously announced by the Company, holders of the 441,350 outstanding TO 4 series warrants were offered to transfer their warrants to Eiffel Investment Group SAS ("Eiffel") in connection with the Company's resolution to carry out a directed issue of TO 7 series warrants to Eiffel on 26 March 2025. In connection therewith, Eiffel acquired all transferred 441,350 warrant under the TO 4 series.

The period for subscription of class B shares supported by TO 4 series warrants is open from May 12 2025 to May 23 2025. Each TO 4 series warrant entitled the holder to subscribe for one (1) new class B share in the Company. The subscription price per B share upon exercising the TO 4 series warrants was SEK 50. As all TO 4 warrants transferred within the incentive program now have been exercised by Eiffel, the Company announces the final outcome today, 14 May 2025.

A total of 441,350 transferred TO 4 series warrants were exercised for subscription of 441,350 class B shares in the Company, meaning approximately 37.5 percent of all outstanding TO 4 series warrants were exercised.

Number of Shares, Share Capital and Dilution

As a result of the exercise of TO 4 series warrants, the number of shares in Vertiseit increases by 441,350 class B shares, from 29,702,631 to a total of 30,143,981 shares, divided into 2,429,510 class A shares and 27,714,471 class B shares. The share capital increases by SEK 22,067.50, from SEK 1,485,131.50 to SEK 1,507,199.00.

For existing shareholders not exercising any warrants, the dilution amounts to approximately 1.5 percent, based on the number of shares after the exercise of the warrants.

Advisors

Carnegie acted as issuing agent for Vertiseit in connection with the TO 4 series warrants. CMS Wistrand acted as legal advisor to the Company.

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Redeye AB is the company's Certified Adviser

ABOUT VERTISEIT

Vertiseit is a leading platform company within In-Store Experience Management (IXM). The company operates through its subsidiaries Dise, Grassfish and Visual Art that enable global brands and leading retailers to strengthen the customer experience by offering a seamless customer journey through connecting the physical and digital meeting. The company has around 270 employees in Sweden, Norway, Denmark, Finland, Austria, Germany, Spain, UK and USA. During the period 2012-2024, Vertiseit performed an average profitable growth of recurring SaaS revenue (ARR) of 50 percent (CAGR). For the full year of 2024, the group's net revenue amounted to SEK 464 million, with an adjusted EBITDA margin of 21 percent. Since 2019, Vertiseit's B-share is listed on Nasdaq First North Growth Market.

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ATTACHMENTS

Vertiseit announces outcome of warrant exercise in incentive program TO 4 and receives approximately SEK 22 million