Q3 2026

Interim report – Prisjakt Group AB (publ)

Financial highlights

Third quarter

- Net revenue increased by 10.5% to SEK 127.6 million (115.5).
- Click outs increased by 2% to 31.7 million.
- Adjusted EBITDA amounted to SEK 45.9 million (45.3), corresponding to a margin of 36.0% (39.2).
- Operating profit (EBIT) amounted to SEK 27.0 million (27.4).
- Profit for the period amounted to SEK 18.1 million (14.5).

January - September 2026

- Net revenue amounted to SEK 370.9 million.
- Click outs increased by 7% to 93.1 million.
- Adjusted EBITDA amounted to SEK 130.8 million, corresponding to a margin of 35.3%.
- Operating profit (EBIT) amounted to SEK 70.5 million.
- Profit for the period amounted to SEK 44.4 million.
- Cash flow from operating activities amounted to SEK 108.7 million.
- Net debt / LTM adjusted EBITDA amounted to 0.9x at 30 September 2026, based on the last twelve months.

Significant events during and after the quarter

- On 16 September, Prisjakt announced its intention to file a damages claim of approximately SEK 21.4 billion against Google.
- On 9 October, Prisjakt Sverige AB filed the previously announced damages claim against Google.
- On 21 October, Prisjakt launched in Spain, the Netherlands and Poland, expanding its presence to eleven markets.
- On 23 October, the shares of the parent company, Prisjakt AB (publ), began trading on Nasdaq First North Premier Growth Market.
- On 26 October, Prisjakt launched its new AI shopping assistant, introducing conversational product discovery and comparison.
- Following the quarter, the parent company, Prisjakt AB (publ), acquired bonds issued by the Company in a nominal amount of SEK 10 million.

Key financial figures

(MSEK)	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	10 Feb-30 Sep 2025
Net revenue	127.6	115.5	370.9	135.8
EBITDA	43.2	45.3	120.1	45.2
EBITDA margin (%)	33.9%	39.2%	32.4%	33.3%
Adjusted EBITDA	45.9	45.3	130.8	50.3
Adjusted EBITDA margin (%)	36.0%	39.2%	35.3%	37.0%
EBITA	30.5	30.9	81.0	28.4
Adjusted EBITA	33.2	30.9	91.7	33.4
Operating profit (EBIT)	27.0	27.4	70.5	24.3
Profit/loss for the period	18.1	14.5	44.4	8.3
Cash flow from operating activities	n/a	n/a	108.7	32.3
Equity ratio	37.1%	29.8%	37.1%	29.8%
Net debt	172.6	264.7	172.6	264.7
CAPEX	7.9	6.3	25.8	8.7
Avg. no. of shares, before dilution	500 000	500 000	500 000	500 000
Avg. no. of shares, after dilution	500 000	500 000	500 000	500 000
EPS, before dilution (SEK per share)	36.18	29.03	88.82	16.50
EPS, after dilution (SEK per share)	36.18	29.03	88.82	16.50

Note: Q3 2025 is comparable with Q3 2026. The year-to-date comparative period includes the operating subsidiaries only from 14 June 2025 and is therefore not directly comparable with 2026, see note 1.

Cash flow from operating activities is presented year-to-date only. Reconciliations to IFRS measures are presented in the APM section (page 19).

Comment by the CEO

In October, the ordinary shares of Prisjakt AB, the parent company of Prisjakt Group AB, began trading on Nasdaq First North Premier Growth Market. During the same month, we launched our AI shopping assistant and expanded into three additional European markets. These developments followed a third quarter in which net revenue increased by 10.5%, with an adjusted EBITDA margin of 36.0%. I would like to thank everyone who showed interest in the offering and welcome 6,100 new shareholders of Prisjakt AB.

Third quarter performance

Net revenue increased by 10.5% year on year to SEK 127.6 million (115.5). Growth was particularly strong in Norway, where revenue increased by 18.2%, while our other markets outside Sweden and Norway grew by 23.3% combined. Click-outs increased by 2% to 31.7 million, and average earnings per click continued to improve. Adjusted EBITDA amounted to SEK 45.9 million (45.3), corresponding to a margin of 36.0% (39.2), reflecting increased investments in marketing during the quarter. Reported EBITDA amounted to SEK 43.2 million (45.3). Profit for the period increased to SEK 18.1 million (14.5), and operating cash flow for the first nine months amounted to SEK 108.7 million.

Specialised AI for shopping

AI is changing how consumers discover and compare products, but the fundamental questions behind a purchasing decision remain the same: which product best meets my needs, what should I pay and where should I buy it? At Prisjakt, answering these questions is at the core of what we do.

What sets Prisjakt apart is the combination of independent price comparison, comprehensive product information and direct connections to retailers, brought together on a platform built specifically for shopping. With more than 19 million products, over 12,800 retailers and more than 60 million daily price updates, we give consumers what they need to compare alternatives and make informed purchasing decisions.

Our new AI shopping assistant builds on this, combining specialised AI with our product information, price history, expert tests and user reviews. Consumers can now describe what they are looking for and get guidance through natural conversation.

In November, Google began rolling out a new global core update, which may affect organic search rankings and visibility. Our ambition is to strengthen Prisjakt's role throughout the purchasing journey, regardless of where consumers begin their search, and to connect more shoppers with our retail partners.

Prisjakt expands to 11 markets

Our launches in Spain, the Netherlands and Poland have expanded our presence to eleven markets, with further launches planned. Each new market uses our existing technology and platform, which allows us to grow internationally with limited incremental capital and a controlled cost base. In the new markets, our focus is on gradually building local product coverage and retailer networks, without a proportionate increase in operating costs.

Legal proceedings and search landscape

Following the quarter, our subsidiary Prisjakt Sverige AB filed a SEK 21.4 billion damages claim against Google for abuse of its dominant position in comparison shopping services. Other price comparison services have been awarded substantial damages in similar proceedings, although these rulings remain subject to appeal.

In July 2026, the European Commission found Google in breach of the Digital Markets Act (DMA). Despite repeated EU intervention, we believe Google remains in breach of the DMA and that this ongoing breach, together with changes in Google Search, presents challenges for our organic search traffic.

More ways to discover and compare

We enter Black Friday and the holiday season with the broadest offering in Prisjakt's history. For the first time during the busiest weeks of the year, consumers can explore and compare products through conversation, on Prisjakt and in new channels, across eleven markets.

It is still early for our AI services, and we will follow their development closely. The direction, however, is clear. We want Prisjakt to be where consumers make their purchasing decisions, from finding the right product to choosing where to buy it. That is also where we create the most value for our retail partners.



Finally, I want to thank our employees, whose efforts made both the listing of Prisjakt AB (publ) and this autumn's launches possible, and our retail partners for their continued collaboration.

Peter Greberg
CEO

+10.5%
Revenue growth
Q3 2026

36.0%
Adjusted EBITDA margin
Q3 2026

108.7M
Operating cash flow
Jan–Sep 2026

0.9x
Net debt / adjusted EBITDA
30 September 2026, LTM

Financial overview

Reporting basis

This interim report covers the period 1 January – 30 September 2026. Prisjakt Group AB (publ) was incorporated on 10 February 2025, which represents the starting point for the Group's reporting under IFRS. The Group was established on 13 June 2025 through the acquisition of Prisjakt Sverige AB and its subsidiaries.

Comparative figures for the corresponding periods in 2025 reflect the Parent Company's activities from 10 February 2025 and include the operating subsidiaries from the date of acquisition on 13 June 2025. The comparative figures for the third quarter of 2025 include the operating subsidiaries for the full quarter and are comparable with the third quarter of 2026. The comparative figures for the year-to-date period (10 February – 30 September 2025) include only approximately three and a half months (14 June – 30 September 2025) of operating activities and are accordingly not directly comparable with the first nine months of 2026. The balance sheet as of 30 September 2025 is comparable with the balance sheet as of 30 September 2026.

Revenue and results

1 July – 30 September 2026

Net revenue for the third quarter of 2026 amounted to SEK 127.6 million (115.5). Growth was driven by increased click volumes and a higher average EPC. The click-based revenue stream remained the Group's dominant source of revenue. Total click outs amounted to approximately 31.7 million (31.2) for the quarter.

Other revenue categories continued to account for a smaller share of total revenue, consistent with the Group's typical revenue mix. Banner advertising revenue was more modest in the first quarter and rose in the second and third quarters compared to last year, supported by agreements signed earlier in the year and higher campaign activity among advertisers. Revenue continued to be largely generated from the Swedish and Norwegian markets.

EBITDA for the period amounted to SEK 43.2 million (45.3), corresponding to an EBITDA margin of 33.9% (39.2). The outcome reflects a higher level of marketing investments, while the Group maintained its focus on profitability. Adjusted EBITDA amounted to SEK 45.9 million (45.3), corresponding to an adjusted EBITDA margin of 36.0% (39.2). Non-recurring items of SEK 2.7 million (0.0) were recognised during the quarter (see Note 3).

Operating profit (EBIT) for the period was SEK 27.0 million (27.4). Net financial items amounted to SEK -4.1 million (-7.0), consisting primarily of interest expenses on the bond loan, with other components including net interest income and foreign exchange effects. Profit before tax was SEK 23.0 million (20.4) and profit after tax was SEK 18.1 million (14.5).

1 January – 30 September 2026

Net revenue for the first nine months of 2026 amounted to SEK 370.9 million, reflecting continued growth across all three quarters. The click-based revenue stream remained the Group's largest source of revenue, driven by both higher click volumes and a higher average EPC. Click outs totalled approximately 93.1 million for the period. Other revenue categories continued to represent a smaller share of total revenue, consistent with the Group's typical revenue mix. Banner advertising was more modest in the first quarter and increased in the second and third quarters, supported by agreements signed earlier in the year and increased campaign activity among advertisers. The majority of net revenue was generated from the Swedish and Norwegian markets.

EBITDA for the first nine months of 2026 amounted to SEK 120.1 million, corresponding to a margin of 32.4%. Profitability was supported by continued revenue growth and disciplined cost management, while the third quarter included a higher level of marketing investments and non-recurring costs.

Adjusted EBITDA amounted to SEK 130.8 million, corresponding to an adjusted EBITDA margin of 35.3%. Non-recurring items of SEK 10.7 million were recognised during the period (see Note 3).

Operating profit (EBIT) for the period was SEK 70.5 million. Net financial items totalled SEK -14.6 million, consisting primarily of interest expenses on the bond loan, with other components including net interest income and foreign exchange effects. Profit before tax was SEK 55.9 million and profit after tax was SEK 44.4 million.

The Group's revenue is typically weighted towards the fourth quarter, reflecting higher consumer activity during the holiday shopping season. Interim results should therefore not be extrapolated to full-year figures.

Financial overview

Cash flow

1 January – 30 September 2026

The Group generated operating cash flow of SEK 108.7 million for the first nine months of 2026, supported by solid operating profitability and non-cash adjustments. Working capital movements had a net impact of SEK 1.7 million over the period, driven mainly by a seasonal decrease in trade receivables and prepaid expenses, largely offset by an increase in receivables from the parent company and other receivables, and lower accrued expenses and other current liabilities. The Group continues to generate positive cash flow from operations, supporting liquidity and debt servicing capacity.

Investing activities resulted in a cash outflow of SEK 25.6 million primarily attributable to investments in capitalised development expenditure related to product and technology development.

Financing activities resulted in a net outflow of SEK 21.7 million. This reflects bond-related interest payments of SEK 17.0 million and lease principal repayments of SEK 6.5 million, partially offset by interest received of SEK 1.8 million.

Net cash flow for the period amounted to SEK 61.4 million. The Group maintained a solid liquidity position at the end of the reporting period.

Parent Company

1 January – 30 September 2026

Prisjakt Group AB (publ) is the Parent Company of the Group.

The Parent Company's operating loss for the period amounted to SEK 0.4 million. The operating result was affected by costs of SEK 0.2 million associated with the administration of a written procedure for bondholders and the admission of the Bonds to trading on Nasdaq Stockholm's Corporate Bond List. Net financial items amounted to SEK 9.6 million, mainly comprising dividends from Group companies of SEK 30.0 million, partially offset by interest expenses of SEK 20.4 million related to the bond and vendor loan. Profit before tax amounted to SEK 9.2 million, and a tax income of SEK 4.3 million resulted in a net profit for the period of SEK 13.5 million.

As of the reporting date, the Parent Company's total assets amounted to SEK 492.1 million, consisting primarily of shares in subsidiaries. Total equity amounted to SEK 172.9 million and comprises share capital and retained earnings. Total liabilities were SEK 319.2 million, mainly attributable to non-current liabilities of SEK 317.1 million, consisting entirely of borrowings.

Ownership structure

Prisjakt Group AB (publ) is a wholly owned subsidiary of Prisjakt AB (publ), Corp. ID No. 559520-3356, which is the ultimate Swedish Parent Company of the Group. On 13 June 2025, the Group, consisting of nine companies, became a portfolio company of eEquity. For events after the reporting date, see Note 6.

Employees

The average number of full-time employees (FTEs) for the third quarter was 143. On 30 September 2026, the Group's headcount was 163.

Financial overview

Comparative financial information – Prisjakt Sverige AB Group (K3)

As the operating subsidiaries were consolidated only from 13 June 2025 (see Note 1), no comparable consolidated financial information exists for the corresponding nine-month period in 2025.

For comparability purposes, selected financial information for the Prisjakt Sverige AB Group is presented below for the periods 1 July – 30 September 2026 and 2025, and 1 January – 30 September 2026 and 2025, prepared in accordance with Swedish GAAP (K3).

This information reflects the underlying business prior to the establishment of the Group and is presented for illustrative purposes only. It does not form part of the Group's consolidated financial statements and is not prepared in accordance with IFRS.

For the third quarter (July – September 2026), net revenue amounted to SEK 127.6 million (115.5), corresponding to a year-on-year growth of 10.5%. For the first nine months (January – September 2026), net revenue amounted to SEK 370.9 million (322.8), corresponding to a year-on-year growth of 14.9%. The increase in revenue was driven by a higher number of clicks and a higher average EPC, reflecting the Group's continued focus on high-quality traffic acquisition and sustained strong user engagement across the platform. The number of click outs amounted to 31.7 million for the quarter and 93.1 million for the nine-month period, representing an increase of 2% and 7% respectively compared with the corresponding periods last year. Banner revenue increased by approximately 6% year-on-year for the first nine months of 2026.

Third-quarter EBITDA amounted to SEK 43.8 million (43.7), corresponding to an EBITDA margin of 34.3% (37.8). For the first nine months, EBITDA amounted to SEK 120.4 million (92.4), corresponding to an EBITDA margin of 32.5% (28.6). In the third quarter, EBITDA was in line with the corresponding quarter last year, while the margin was affected by a higher level of investments. For the first nine months, the improvement in EBITDA and EBITDA margin compared with the corresponding period last year was driven by strong top-line growth combined with disciplined cost management, reflecting the Group's continued focus on profitability and ongoing workflow efficiency improvements.

Adjusted EBITDA amounted to SEK 46.5 million (43.7) for the third quarter and SEK 131.0 million (96.5) for the first nine months, corresponding to adjusted EBITDA margins of 36.4% (37.8) and 35.3% (29.9) respectively. Figures for both years are adjusted for non-recurring items. In 2026, non-recurring items amounted to SEK 2.7 million for the quarter and SEK 10.6 million for the nine-month period. In the corresponding periods of 2025, non-recurring items amounted to SEK 0.0 million for the quarter and SEK 4.0 million for the nine-month period.

EBITA amounted to SEK 33.0 million (31.1) for the third quarter and SEK 87.5 million (53.7) for the first nine months. Adjusted EBITA amounted to SEK 35.7 million (31.1) and SEK 98.0 million (57.8) respectively.

Bridge between IFRS and K3 financial information

The financial information for the Prisjakt Sverige AB Group has been prepared in accordance with Swedish GAAP (K3), while the Group's consolidated financial statements are prepared in accordance with IFRS.

Differences between the two frameworks primarily relate to the accounting for the acquisition of the operating subsidiaries in June 2025, including the recognition of goodwill and other acquisition-related adjustments, as well as differences in accounting policies and presentation.

Differences may also arise from the application of IFRS-specific standards, such as IFRS 16 Leases, which are not applied under K3.

Accordingly, the financial information presented for the Prisjakt Sverige AB Group is not directly comparable to the Group's consolidated financial statements.

Prisjakt Group AB (publ) (Consolidated)

Income statement, condensed and consolidated

(MSEK)	Notes	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	10 Feb-30 Sep 2025
Net revenue	2	127.6	115.5	370.9	135.8
Capitalised work on own account		7.9	6.3	25.8	7.8
Other operating income		0.1	0.1	0.2	0.1
Total		**135.6**	**121.8**	**396.9**	**143.7**
Personnel costs	4	-32.5	-32.8	-117.9	-40.6
Other external expenses	4	-59.9	-43.7	-158.2	-56.7
Depreciation and amortisation		-16.2	-17.9	-49.6	-21.0
Other operating expenses		0.0	-0.0	-0.7	-1.2
Operating profit/loss (EBIT)		**27.0**	**27.4**	**70.5**	**24.3**
Financial items	5	-4.1	-7.0	-14.6	-10.1
Profit/loss before tax		**23.0**	**20.4**	**55.9**	**14.2**
Income tax		-4.9	-5.9	-11.5	-6.0
Profit/loss for the period		**18.1**	**14.5**	**44.4**	**8.3**
Attributable to:					
– Equity holders of the parent		18.1	14.5	44.4	8.3

Prisjakt Group AB (publ) (Consolidated)

Statement of comprehensive income, condensed and consolidated

(MSEK)	Notes	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	10 Feb-30 Sep 2025
Profit/loss		18.1	14.5	44.4	8.3
Items that may be reclassified to profit or loss:					
Translation differences		1.9	-0.6	3.6	-0.6
Other comprehensive income for the period		**1.9**	**-0.6**	**3.6**	**-0.6**
Comprehensive income for the period		20.0	13.9	48.0	7.6
Attributable to:					
– Equity holders of the parent		20.0	13.9	48.0	7.6

Note: Q3 2025 is comparable with Q3 2026. The year-to-date comparative period includes the operating subsidiaries only from 14 June 2025 and is therefore not directly comparable with 2026. See Note 1.

Prisjakt Group AB (publ) (Consolidated)

Balance sheet, condensed and consolidated

(MSEK)	Notes	30 Sep 2026	30 Sep 2025	31 Dec 2025
ASSETS				
Non-current assets				
Goodwill		154.8	154.8	154.8
Trademarks		78.2	78.2	78.2
Technology platform		189.5	208.6	202.3
Property, plant and equipment		10.0	17.1	15.3
Right-of-use assets		4.0	14.1	11.6
Deferred tax assets		5.1	0.6	0.9
Total non-current assets		**441.6**	**473.4**	**463.2**
Current assets				
Trade receivables		61.3	56.2	82.0
Other current receivables		18.3	9.8	10.0
Receivables from parent company		15.4	-	3.8
Prepaid expenses and accrued income		23.2	21.1	30.7
Cash and cash equivalents		147.4	61.4	85.6
Total current assets		**265.7**	**148.5**	**212.1**
Total assets		**707.3**	**621.9**	**675.3**

(MSEK)	Notes	30 Sep 2026	30 Sep 2025	31 Dec 2025
EQUITY AND LIABILITIES				
Equity				
Share capital		0.5	0.5	0.5
Other contributed capital		177.3	177.3	177.3
Translation reserve		1.9	-0.6	-1.7
Retained earnings including profit for the period		82.4	8.3	38.0
Equity attributable to equity holders of the parent		**262.1**	**185.4**	**214.1**
Non-current liabilities				
Borrowings	5	317.1	312.8	313.8
Lease liabilities, non-current		-	2.8	0.8
Deferred tax liabilities		41.2	44.2	43.7
Total non-current liabilities		**358.4**	**359.9**	**358.3**
Current liabilities				
Lease liabilities, current		2.9	10.4	9.4
Trade payables		11.2	9.5	9.2
Liabilities to parent company		0.4	-	1.5
Current tax liabilities		22.8	10.0	18.3
Other current liabilities		6.3	8.5	13.3
Accrued expenses and deferred income		43.2	38.2	51.3
Total current liabilities		**86.8**	**76.7**	**102.9**
Total equity and liabilities		**707.3**	**621.9**	**675.3**

Note: The balance sheet at 30 September 2025 includes the operating subsidiaries and is comparable with the balance sheet at 30 September 2026. See Note 1.

Prisjakt Group AB (publ) (Consolidated)

Cash flow, condensed statement

(MSEK)	Notes	Jan-Sep 2026	10 Feb-30 Sep 2025
Operating activities			
Operating profit/loss		70.5	24.3
Adjustments for non-cash items		50.4	22.2
Income tax paid		-13.9	-3.0
Changes in working capital		1.7	-11.2
Cash flow from operating activities		**108.7**	**32.3**
Investing activities			
Acquisition of shares in subsidiaries		-	-395.5
Investments in intangible assets		-25.8	-8.4
Acquisition of PPE		0.0	-0.3
Proceeds from disposal of non-current assets		0.2	-
Cash flow from investing activities		**-25.6**	**-404.2**

(MSEK)	Notes	Jan-Sep 2026	10 Feb-30 Sep 2025
Financing activities			
Borrowings	5	-	300.0
Transaction costs	5	-	-10.7
Shareholder contributions received		-0.0	177.3
Proceeds from issue of share capital		-	0.5
Interest paid	5	-17.0	-6.0
Interest received		1.8	-
Lease payments		-6.5	-2.8
Payment of dividend to former owners (pre-acquisition)		-	-25.0
Cash flow from financing activities		**-21.7**	**433.2**
Cash flow for the period		**61.4**	**61.3**
Exchange rate differences in cash and cash equivalents		0.4	0.0
Cash and cash equivalents at beginning of period		85.6	-
Cash and cash equivalents at end of period		**147.4**	**61.4**

Note: The comparative figures for the year-to-date period (10 February – 30 September 2025) include the Parent Company from 10 February 2025 and the operating subsidiaries only from 14 June 2025, following closing on 13 June 2025. Cash flow items are accordingly not directly comparable with 2026. See Note 1.

Prisjakt Group AB (publ) (Consolidated)

Statement of changes in equity, condensed

(MSEK)	Note	Share capital	Other contributed capital	Translation reserve	Retained earnings incl. profit for the period	Total equity
Opening balance 10 Feb 2025		**-**	**-**	**-**	**-**	**-**
Profit/loss for the period		-	-	-	38.0	38.0
Other comprehensive income (translation differences)		-	-	-1.7	-	-1.7
Comprehensive income for the period		**-**	**-**	**-1.7**	**38.0**	**36.3**
Transaction with owners						
- At incorporation of parent (10 Feb 2025)		0.5	-	-	-	0.5
- Shareholder contribution		-	177.3	-	-	177.3
Closing balance 31 Dec 2025		**0.5**	**177.3**	**-1.7**	**38.0**	**214.1**
Opening balance 1 Jan 2026		**0.5**	**177.3**	**-1.7**	**38.0**	**214.1**
Profit/loss for the period		-	-	-	44.4	44.4
Other comprehensive income (translation differences)		-	-	3.6	-	3.6
Comprehensive income for the period		**-**	**-**	**3.6**	**44.4**	**48.0**
Transaction with owners						
Closing balance 30 Sep 2026		**0.5**	**177.3**	**1.9**	**82.4**	**262.1**

Note: All equity is attributable to the owners of the Parent Company. The comparative figures cover the Group's first financial year, 10 February – 31 December 2025, and include the Parent Company from 10 February 2025 and the operating subsidiaries from 14 June 2025, following closing on 13 June 2025. See Note 1.

Parent company

Income statement, condensed

(MSEK)	Note	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	10 Feb-30 Sep 2025
Net revenue		0.8	1.6	2.6	1.6
Total income		**0.8**	**1.6**	**2.6**	**1.6**
Personnel costs		-	-1.4	-	-1.4
Other external expenses		-0.8	-0.4	-3.0	-0.4
Operating profit/loss (EBIT)		**-0.1**	**-0.2**	**-0.4**	**-0.2**
Financial items	5	-6.9	-7.0	9.6	-9.9
Profit/loss before tax		**-7.0**	**-7.3**	**9.2**	**-10.1**
Income tax		1.4	-	4.3	-
Profit/loss for the period		**-5.5**	**-7.3**	**13.5**	**-10.1**

Note: The Parent company was established 10 February 2025.

Parent company

Balance sheet, condensed

(MSEK)	Note	30 Sep 2026	30 Sep 2025	31 Dec 2025
ASSETS				
Non-current assets				
Shares in subsidiaries		486.4	486.4	486.4
Deferred tax assets		4.5	-	0.2
Total non-current assets		**490.8**	**486.4**	**486.5**
Current assets				
Other current receivables		0.7	0.8	0.9
Receivables from group companies		0.4	0.4	3.1
Cash and cash equivalents		0.2	0.3	0.2
Total current assets		**1.3**	**1.5**	**4.2**
Total assets		**492.1**	**487.8**	**490.8**

(MSEK)	Note	30 Sep 2026	30 Sep 2025	31 Dec 2025
EQUITY AND LIABILITIES				
Equity				
Restricted equity				
Share capital		0.5	0.5	0.5
Unrestricted equity				
Retained earnings		158.9	177.3	177.3
Profit/loss for the period		13.5	-10.1	-18.4
Total equity		**172.9**	**167.7**	**159.4**
Non-current liabilities				
Borrowings	5	317.1	312.8	313.8
Total non-current liabilities		317.1	312.8	313.8
Current liabilities				
Trade payables		0.0	0.8	1.5
Liabilities to group companies		2.0	5.6	16.0
Other current liabilities		-	-	-
Accrued expenses and deferred income		0.1	0.9	0.1
Total current liabilities		**2.1**	**7.3**	**17.6**
Total equity and liabilities		**492.1**	**487.8**	**490.8**

Note: The Parent company was established 10 February 2025.

Notes to the condensed interim financial statements

Note 1 – Basis of preparation and accounting policies

This interim report covers the period 1 January – 30 September 2026.

The Group was established on 13 June 2025 through the acquisition of Prisjakt Sverige AB and its subsidiaries. Prisjakt Group AB (publ) (the "Company") was incorporated on 10 February 2025 in Sweden, which represents the starting point for the Group's reporting under IFRS, and is included in the comparative figures from that date. The Group's operating subsidiaries were acquired on 13 June 2025 ("Closing") and are consolidated from that date.

Accordingly, the comparative figures for 2025 reflect the Parent Company's activities from 10 February 2025 — primarily relating to its establishment and pre-closing activities, which were of marginal scope — together with the operating subsidiaries' activities from 14 June 2025. The comparative figures for the third quarter of 2025 (1 July – 30 September 2025) include the operating subsidiaries for the full quarter and are comparable with the third quarter of 2026. The comparative figures for the year-to-date period (10 February – 30 September 2025) include only approximately three and a half months (14 June – 30 September 2025) of the operating subsidiaries' activities, while the current period covers the full nine months. As a result, the year-to-date comparative figures for the income statement and cash flow items are materially lower than those of the current period and are not directly comparable. Growth and margin measures calculated against the year-to-date comparatives should be interpreted with caution. The balance sheet at 30 September 2025 is comparable with the balance sheet at 30 September 2026.

The interim consolidated financial statements have been prepared in accordance with IAS 34 Interim Financial Reporting and the Swedish Annual Accounts Act. The consolidated financial statements are prepared in accordance with IFRS Accounting Standards as adopted by the EU, based on the historical cost convention.

The Parent Company's financial statements are prepared in accordance with the Swedish Annual Accounts Act and RFR 2 Accounting for Legal Entities.

The accounting policies applied are consistent with those applied in the 2025 annual financial statements. The Group has one operating segment. Segment revenue and profit correspond to the consolidated income statement.

The preparation of financial statements in conformity with IFRS requires management to make estimates and judgements, primarily relating to intangible assets and goodwill, deferred taxes and financial instruments.

No new or amended standards effective from 2026 have had a material impact on the Group's financial statements. IFRS 18 Presentation and Disclosure in Financial Statements (effective 2027) has not been early adopted and is expected to primarily affect presentation and disclosures.

All subsidiaries are wholly owned; the Group has no non-controlling interests.

The Group's revenue is typically weighted towards the fourth quarter, reflecting higher consumer activity during the holiday shopping season. Interim results should therefore not be extrapolated to full-year figures.

Notes to the condensed interim financial statements

Note 2 – Revenue from contracts with customers

Revenue categories

The Group generates revenue from digital services provided to e-retailers through click-based advertising (click outs), banner advertising, feeds and featured brands.

Revenue from click outs is recognised at a point in time when a user interacts with the Group's platform. Revenue from banner advertising, feeds and featured brands is recognised over time in accordance with the contractual terms.

(MSEK)	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	10 Feb-30 Sep 2025 (for reference)
Click outs	115.2	104.2	334.0	121.8
Banner advertising	11.0	9.5	32.7	12.0
Feeds and featured brands	1.4	1.8	4.1	2.1
Total	**127.6**	**115.5**	**370.9**	**135.8**

Geographical information

Revenues are generated primarily in Sweden, with additional revenues from Norway and other countries.

(MSEK)	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	10 Feb-30 Sep 2025 (for reference)
Sweden	67.4	65.2	200.1	76.6
Norway	43.4	36.7	125.0	43.5
Other countries	16.8	13.6	45.8	15.7
Total	**127.6**	**115.5**	**370.9**	**135.8**

Non-current assets are mainly located in Sweden, where the Group's head office and technical platform are based.

Major customers

No single external customer represents 10 percent or more of the Group's total revenue.

Notes to the condensed interim financial statements

Note 3 – Significant events during the period

On 12 May 2026, Prisjakt Group AB (publ) submitted an application to Nasdaq Stockholm for admission to trading of its senior secured floating rate bonds (ISIN: SE0024392252) on Nasdaq Stockholm's Corporate Bond List. In connection therewith, a prospectus prepared for this purpose was approved by and registered with the Swedish Financial Supervisory Authority (Finansinspektionen) on the same date. On 15 May 2026, the Bonds were admitted to trading on Nasdaq Stockholm's Corporate Bond List. The Bonds were previously admitted to trading on the Transfer Market segment of Nasdaq First North Bond Market on 7 July 2025.

On 16 September 2026, the Group announced that its wholly owned subsidiary Prisjakt Sverige AB plans to bring an action against Google at the Patent and Market Court (Patent- och marknadsdomstolen) in Stockholm. The claim, amounting to approximately SEK 21.4 billion, relates to the damage that Prisjakt Sverige AB and affected Group companies are considered to have suffered as a result of Google's abuse of its dominant position, as established by the European Commission in 2017, and Google's continued conduct thereafter. No amounts relating to the claim have been recognised in the financial statements.

During the period, preparatory work for a potential initial public offering of the parent company, Prisjakt AB (publ), has continued, mainly relating to the continued development of frameworks for internal governance and control, further adaptation of processes and documentation for financial reporting, and preparatory discussions with external advisors.

During the first nine months of 2026, the Group recognised non-recurring items related to organisational restructuring, employee-related costs and the bond. Restructuring items amounted to SEK 7.9 million, all of which was recognised in the first half of the year. Non-recurring employee-related costs of SEK 2.7 million were recognised in the third quarter. In addition, costs of approximately SEK 0.2 million were recognised in the first half of the year, relating to the administration of a written procedure for bondholders and the admission of the Bonds to trading on Nasdaq Stockholm's Corporate Bond List.

Note 4 – Related party transactions

Prisjakt AB (publ) is the ultimate Swedish Parent Company of the Group.

Transactions with related parties during the first nine months of 2026 were limited to ordinary course of business transactions on market terms with the Parent Company.

No dividends were paid and no shareholder contributions were received during the period.

Notes to the condensed interim financial statements

Note 5 – Borrowings

Borrowings consist primarily of the Group's senior secured bond issued in May 2025, as well as a vendor loan.

Borrowings are measured at amortised cost and include accrued interest and unamortised transaction costs.

The bond carries a floating interest rate of STIBOR (3 months) + 5.5% and matures in May 2029. Its carrying amount is considered a reasonable approximation of fair value. The vendor loan carries a floating interest rate of STIBOR (3 months) + 6.0% and matures in May 2029, and its carrying amount substantially equals its fair value. For the Group's other financial assets and liabilities measured at amortised cost, the carrying amount is considered a reasonable approximation of fair value, as the instruments are short-term in nature.

No significant changes in borrowings have occurred during the period.

The terms of the bonds include financial covenants regarding leverage. The covenants are tested quarterly, are defined in the bond terms and conditions and are calculated on a pro forma basis in accordance with those terms. As of 30 September 2026, the Group complied with all financial covenant requirements under the bond terms.

For information purposes, and in accordance with the definitions set out in the bond terms, net debt as of 30 September 2026 amounted to SEK 169.7 million and LTM EBITDA to SEK 189.0 million, corresponding to a net debt to LTM EBITDA ratio of 0.9x. These figures are calculated on a pro forma basis, excluding IFRS 16 lease liabilities and IFRS 16 effects on EBITDA, and are not part of the Group's IFRS-reported financials.

Note 6 – Events after the reporting date

Legal proceedings

On 9 October 2026, Prisjakt Sverige AB filed a claim for damages of approximately SEK 21.4 billion against Google before the Patent and Market Court in Stockholm. The claim concerns losses allegedly suffered as a result of Google's abuse of its dominant position in comparison shopping services.

International expansion

On 21 October 2026, Prisjakt launched its price comparison service in Spain, the Netherlands and Poland, expanding its presence to eleven markets.

Listing of the parent company

On 23 October 2026, trading in the ordinary shares of the Company's parent, Prisjakt AB (publ), commenced on Nasdaq First North Premier Growth Market.

AI shopping assistant

On 26 October 2026, Prisjakt launched its new AI shopping assistant, introducing conversational product discovery and comparison.

Bonds acquired by the parent company

On 4 November 2026, the Company's parent, Prisjakt AB (publ), acquired bonds issued by the Company in a nominal amount of SEK 10 million.

Note 7 – Risks and uncertainties

The Group is exposed to a number of risks and uncertainties, including macroeconomic developments, competition, dependency on traffic acquisition and technical platform stability, as well as financial risks related to interest rates and financing.

There have been no significant changes in risks and uncertainties compared to those described in the 2025 annual report.

Note 8 – Risks and uncertainties

The Group is exposed to a number of risks and uncertainties, including macroeconomic developments, competition, dependency on traffic acquisition and technical platform stability, as well as financial risks related to interest rates and financing.

A detailed description of the Group's risks and uncertainties is provided in the 2025 annual report and in the prospectus approved by the Swedish Financial Supervisory Authority in October 2026. No new material risks or uncertainties have been identified beyond those described in the annual report and the prospectus.

Other information

The Board of Directors and the CEO certify that this interim report gives a fair view of the performance of the business, position and income statements of the Parent Company and the Group, and describes the principal risks and uncertainties to which the Parent Company and the Group are exposed.

Prisjakt Group AB (publ)

Stockholm, 27 November 2026

Fredrik Malm
Chair of the Board

Magnus Wiberg
Board Member

Stina Bergfors
Board Member

Aida Jammal
Board Member

Johan Adalberth
Board Member

Peter Greberg
Chief Executive Officer

The report has not been subject to review by the Company's auditor.

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Company information

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Corporate registration number: 559518-8698
Registered office: Ängelholm, Sweden
Address: Kamengatan 6, 262 32 Ängelholm, Sweden
Website: **www.prisjakt.nu**

The share

Prisjakt AB (publ)'s shares are listed on Nasdaq First North Premier Growth Market.
ISIN: SE0030361564.

The bond

The company's bonds 2025/2029 are listed on the Corporate Bond List of Nasdaq Stockholm.
ISIN: SE0024392252.

Alternative performance measures (APM)

In addition to the financial measures prepared in accordance with IFRS, the Group presents certain alternative performance measures (APMs), such as EBITDA, Adjusted EBITDA and Net debt.

These measures are used by management to analyse the Group's financial performance and position and to provide investors with a consistent view of underlying trends.

The definitions of these APMs and reconciliations to the most directly comparable IFRS measures are presented below.

EBITDA

MSEK	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	10 Feb-30 Sep 2025
Operating profit (EBIT)	27.0	27.4	70.5	24.3
Depreciation and amortisation	16.2	17.9	49.6	21.0
EBITDA	**43.2**	**45.3**	**120.1**	**45.2**
Net revenue	127.6	115.5	370.9	135.8
EBITDA margin %	**33.9%**	**39.2%**	**32.4%**	**33.3%**

Adjusted EBITDA

MSEK	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	10 Feb-30 Sep 2025
EBITDA	**43.2**	**45.3**	**120.1**	**45.2**
Adjustments:				
- Acquisition-related costs (M&A advisory, legal, due diligence)	-	-	-	3.9
- Other non-recurring costs (see Note 3)	2.7	-	2.9	-
- Restructuring and integration costs	-	-	7.9	1.2
Total acquisition-related costs and other non-recurring items	**2.7**	**-**	**10.7**	**5.1**
Adjusted EBITDA	**45.9**	**45.3**	**130.8**	**50.3**
Net revenue	127.6	115.5	370.9	135.8
Adjusted EBITDA margin %	**36.0%**	**39.2%**	**35.3%**	**37.0%**

Alternative performance measures (APM)

EBITA

MSEK	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	10 Feb-30 Sep 2025
EBIT	**27.0**	**27.4**	**70.5**	**24.3**
Adjusted for				
- Amortisation of acquisition-related intangible assets.	3.5	3.5	10.5	4.1
EBITA	**30.5**	**30.9**	**81.0**	**28.4**

Correction of EBITA and Adjusted EBITA
In previous reports, EBITA was calculated starting from EBITDA rather than from operating profit (EBIT) and therefore did not follow the stated definition, which is unchanged. The amounts presented in this report are calculated on the corrected basis.

The reconciliation has been corrected in this report, and the comparative figures have been corrected accordingly. The correction relates only to EBITA and Adjusted EBITA and does not affect any amount in the financial statements.

Adjusted EBITA

MSEK	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	10 Feb-30 Sep 2025
EBITA	**30.5**	**30.9**	**81.0**	**28.4**
Adjustments:				
- Acquisition-related costs (M&A advisory, legal, due diligence)	-	-	-	3.9
- Other non-recurring costs (see Note 3)	2.7	-	2.9	-
- Restructuring and integration costs	-	-	7.9	1.2
Total acquisition-related costs and other non-recurring items	**2.7**	**-**	**10.7**	**5.1**
Adjusted EBITA	**33.2**	**30.9**	**91.7**	**33.4**

Organic Growth

MSEK	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	10 Feb-30 Sep 2025
Net revenue	127.6	115.5	370.9	135.8
Organic growth (%)	**10.5%**	**-**	**-**	**-**

Note
All growth during the period is organic, as the Group was established during 2025 and no additional acquisitions have been completed during the period.

Alternative performance measures (APM)

Capex

MSEK	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	10 Feb-30 Sep 2025
Acquisition of PPE	0.0	0.0	0.0	0.3
Investments in intangible assets	7.9	6.3	25.8	8.4
CAPEX	**7.9**	**6.3**	**25.8**	**8.7**

Equity ratio

MSEK	30 Sep 2026	30 Sep 2025	31 Dec 2025
Equity attributable to equity holders of the parent	262.1	185.4	214.1
Balance sheet total	707.3	621.9	675.3
Equity ratio %	**37.1%**	**29.8%**	**31.7%**

Net working capital

MSEK	30 Sep 2026	30 Sep 2025	31 Dec 2025
Trade receivables	61.3	56.2	82.0
Other current receivables	18.3	9.8	10.0
Receivables from parent company	15.4	0.0	3.8
Prepaid expenses and accrued income	23.2	21.1	30.7
Current assets (excl. cash)	**118.2**	**87.1**	**126.5**
Trade payables	11.2	9.5	9.2
Liabilities to parent company	0.4	0.0	1.5
Current tax liabilities	22.8	10.0	18.3
Other current liabilities	6.3	8.5	13.3
Accrued expenses and deferred income	43.2	38.2	51.3
Current liabilities (excl. interest-bearing liabilities)	**84.0**	**66.3**	**93.5**
Net working capital	**34.3**	**20.9**	**33.0**

Net debt

MSEK	30 Sep 2026	30 Sep 2025	31 Dec 2025
Borrowings	317.1	312.8	313.8
Lease liabilities, non-current	-	2.8	0.8
Lease liabilities, current	2.9	10.4	9.4
Cash and cash equivalents	-147.4	-61.4	-85.6
Net debt	**172.6**	**264.7**	**238.3**

Net debt/LTM Adjusted EBITDA

MSEK	30 Sep 2026
Net debt	172.6
Adjusted EBITDA, Oct–Dec 2025	66.7
Adjusted EBITDA, Jan–Sep 2026	130.8
LTM Adjusted EBITDA	197.5
Net debt/LTM Adjusted EBITDA	**0.9x**

Definitions

Net revenue
Total revenue from services rendered during the period, excluding value added tax, discounts, and intra-group sales.

EBITDA
Earnings before interest, taxes, depreciation and amortisation. This measure shows the Group's operating performance before non-cash items and financing effects.

EBITDA margin (%)
EBITDA as a percentage of net revenue.

Indicates the profitability of the Group's operations before depreciation and amortisation.

Adjusted EBITDA
Earnings before interest, taxes, depreciation and amortisation, adjusted for non-recurring items affecting comparability, such as restructuring costs, due diligence costs, non-recurring employee-related costs and monitoring fees.

Adjusted EBITDA margin (%)
Adjusted EBITDA as a percentage of net revenue.
Indicates the profitability of the Group's underlying operations before depreciation and amortisation, excluding items affecting comparability.

EBITA
EBITA is defined as operating profit/loss (EBIT) before amortisation of acquisition-related intangible assets recognised in business combinations. This measure is used by management to analyse the Group's operating performance excluding amortisation arising from acquisitions.

Adjusted EBITA
Adjusted EBITA is defined as EBITA adjusted for items affecting comparability, such as restructuring costs, due diligence costs, non-recurring employee-related costs and monitoring fees.

This measure is used by management to provide a consistent view of the Group's underlying operating performance.

Acquisition costs and other non-recurring items
Include costs related to completed acquisitions (e.g., advisory fees, legal and due diligence expenses) as well as other non-recurring items such as restructuring or integration costs, non-recurring employee-related costs and monitoring fees, none of which are expected to recur in future periods.

Organic growth
Organic growth is defined as the change in net revenue excluding the effects of acquisitions, divestments and foreign exchange differences compared with the corresponding period.

This measure is used by management to illustrate the underlying growth in the Group's existing operations.

Capex
Capex is defined as investments in property, plant and equipment and capitalised development expenditure during the period.

This measure is used by management to illustrate the level of investments made to support the Group's operations and technology platform.

Net working capital
Net working capital is defined as current assets excluding cash and cash equivalents, less current liabilities excluding interest-bearing liabilities.

This measure is used by management to analyse the Group's short-term capital efficiency and working capital management.

Operating profit/loss (EBIT)
Earnings before financial items and tax.

Represents the result generated by the Group's ordinary business operations.

Cash flow from operating activities
Cash flow generated from the Group's core business operations during the period, before investing and financing activities.

Definitions

Equity ratio (%)
Total equity as a percentage of total assets at the end of the period.

Indicates the proportion of assets financed by shareholders' equity and reflects the Group's financial stability.

Net debt
Interest-bearing liabilities less cash and cash equivalents at the end of the period. Net debt includes lease liabilities recognised under IFRS 16. The carrying amount of liabilities is reported net of unamortised transaction costs.

Represents the Group's net interest-bearing debt position and is used to assess financial leverage.

Net debt/LTM Adjusted EBITDA
Net debt at the end of the period divided by Adjusted EBITDA for the last twelve months (LTM).

This measure is used by management to assess the Group's leverage and its capacity to service its debt. It differs from the leverage ratio defined in the bond terms and conditions, which is calculated on a pro forma basis and excludes IFRS 16 effects.

Average EPC (earnings per click out)

Net click-based revenue for the period divided by the number of click outs during the period. This measure is used by management to monitor the average monetisation of traffic. Net click-based revenue is presented in Note 2 and the number of click outs is disclosed in the financial overview.