

Q1 2026

Interim report – Prisjakt Group AB (publ)

Summary of the period

Significant Events During 1 January - 31 March 2026

- Preparatory work for the listing of the Company's bond, as required under the applicable bond terms, has been initiated.
- During the first quarter of 2026, the Group recognised non-recurring items of SEK 4.1 million related to organisational restructuring, as well as costs related to the administration of a written procedure for bondholders of SEK 0.1 million.
- Following continued advancements in AI capabilities, the Group initiated a reorganisation of its product and technology organisation. The restructuring includes a reduction in headcount and office space, with the process commenced during the quarter and expected to continue throughout 2026.
- During the quarter, the Group launched new AI-driven features on its platform, further enhancing the user experience and supporting continued development of the platform. The launch represents an initial step in the broader development of the platform, where AI is becoming an increasingly integrated part of how users search for, compare and select products.

+ 13% Growth

Q1 2026

31.4 Million
click outs

Adjusted
EBITDA margin

Q1 2026

34.8%

Net debt/LTM
Adjusted EBITDA*

March 2026

1.2x

* As the acquisition was completed on 13 June 2025, LTM Adjusted EBITDA covers approximately nine months of actual operations.

Financial highlights

Key Financial Figures

(MSEK)	Q1 2026	10 Feb - 31 Dec 2025 (for reference)
Net revenue	120.3	306.1
EBITDA	37.7	110.5
EBITDA Margin (%)	31.4%	36.1%
Adjusted EBITDA	41.9	117.1
Adjusted EBITDA margin (%)	34.8%	38.3%
EBITA	34.3	102.9
Adjusted EBITA	38.4	109.5
Operating profit (EBIT)	20.6	71.1
Net profit/loss for the period	13.3	38.0
Cash flow from operating activities	65.5	73.2
Equity ratio	34.0%	31.7%
Net debt	186.6	238.3
CAPEX	8.7	16.7
No. of shares, before dilution	500 000.0	500 000.0
No. of shares, after dilution	500 000.0	500 000.0
EPS, before dilution (SEK per share)	26.7	76.1
EPS, after dilution (SEK per share)	26.7	76.1

Note: The Parent Company and the Group's first financial year covers the period from 10 February 2025 to 31 December 2025. The Parent Company was incorporated on 10 February 2025, which represents the starting point for the Group's reporting under IFRS. The acquisition of the operating subsidiaries was completed on 13 June 2025 ("closing"). As the Group was formed on 13 June 2025, no comparative figures are presented for the Group for the corresponding period in the previous year. Comparative figures for the

Parent Company are presented from the date of incorporation where applicable. Accordingly, the figures for 2025 are presented for reference only and are not directly comparable with Q1 2026.

The Group uses certain alternative performance measures that are not defined under IFRS. These measures complement IFRS metrics and are used to illustrate the underlying business performance. Reconciliations to IFRS measures are presented in the APM section (page 18).

1 January - 31 March 2026

- Net revenue amounted to SEK 120.3 million.
- EBITDA amounted to SEK 37.7 million, corresponding to EBITDA margin of 31.4%.
- Adjusted EBITDA amounted to SEK 41.9 million, corresponding to an adjusted EBITDA margin of 34.8%
- EBITA amounted to SEK 34.3 million.
- Operating profit (EBIT) amounted to SEK 20.6 million.



Empowering Smarter Shopping Decisions

Prisjakt is the leading product and price comparison service in the Nordic region. Since its founding in 2002, the business idea has remained the same — to help consumers make smarter shopping decisions by providing honest and transparent information about products, prices and shops.

Every month, millions of consumers use Prisjakt's service, which is established in Sweden, Norway, Denmark, Finland, France, Ireland, the United Kingdom and New Zealand. The platform covers more than 13 million products from over

12,000 affiliated shops, and comparisons and rankings are based on objective criteria — dealers cannot influence placement through payment.

Prisjakt's service is free to use for consumers. Retailer partnerships are performance-based, with compensation tied to measurable value such as traffic and conversions. This model ensures transparency while maintaining the commitment to unbiased comparisons.



CEO comment

In the first quarter of 2026, Prisjakt reported revenues of SEK 120.3 million and adjusted EBITDA of SEK 41.9 million, corresponding to a margin of 34.8 per cent. The result reflects a business operating at scale, with more than 12,000 merchant partners across our markets and millions of consumers using the platform each month.

The environment we operate in is shaped by consumers who are more deliberate in how they spend, more willing to compare, and less tolerant of friction between wanting a product and knowing which one to buy. As shopping grows more complex, more retailers, more variants, more price movement, the role of an independent, high-coverage comparison layer becomes more important.

This quarter marks a significant step forward in how the platform develops with the release of new AI features in the Prisjakt app. The data asset underlying this work has been built incrementally over time, pricing signals across millions of products and product information of a broad scope and depth. We are now applying that asset in new ways to improve the consumer experience, more precise guidance, earlier in the purchase process, with recommendations that account for a broader set of variables than previously possible.

From the first of January 2026 we implemented a pricing adjustment bringing our commercial terms closer in line with the market. A smaller number of merchants chose not to continue on the revised terms, while net merchant churn for the quarter remained within historical norms. We continue to invest in the partnerships that make the platform work.

The roadmap from here is deeper personalisation, broader coverage across the purchase journey, and continued improvement in the accuracy of what we recommend. More precise recommendations strengthen the platform on both sides, the consumer reaches the right product with less effort, and the retailer meets a user with clearer intent.

We enter the remainder of 2026 with a business that is performing well, a platform that is developing in the right direction, and a foundation we have confidence in.

Peter Greberg
CEO

Financial overview

Reporting basis

This interim report covers the period 1 January – 31 March 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. Accordingly, no comparable consolidated financial information is presented for the corresponding period in 2025, as the Group had not yet been formed. The period between 10 February and 13 June 2025 primarily reflects the Parent Company's establishment and pre-closing activities.

Revenue and result

1 January – 31 March 2026

Net revenue for the first quarter of 2026 amounted to SEK 120.3 million, exceeding expectations. Revenue growth during the quarter was primarily driven by higher click volumes, reflecting continued strong user engagement and traffic development. The positive performance was largely attributable to the click-based revenue stream, with increased activity being the key driver of growth. In addition, the average EPC improved, supported by the new pricing strategy. Click outs remained the largest revenue stream, with approximately 31.4 million click outs generated during the first quarter. The increased number of click outs was primarily supported by ongoing performance-based mar-

keting initiatives, where traffic acquisition is directly tied to measurable returns and click outs generation. These initiatives continued to deliver high-quality traffic, in line with the Group's disciplined and profitability-focused approach.

Other revenue streams continued to represent a smaller share of total revenue, in line with the Group's typical revenue mix. Banner advertising delivered a slightly more modest outcome than expected in the first quarter. The majority of net revenue was still generated from the Swedish and Norwegian markets.

EBITDA for the quarter amounted to SEK 37.7 million, corresponding to a margin of 31.4%. The result reflects continued revenue growth combined with disciplined cost management. Increased investments supported top-line development, while a consistent focus on returns and cost efficiency contributed to solid profitability and margins despite higher activity levels during the period.

Adjusted EBITDA amounted to SEK 41.9 million, corresponding to a margin of 34.8%. The adjustment during the quarter relates to non-recurring items of SEK 4.1 million related to organisational restructuring, as well as costs related to the administration of a written procedure for bondholders of SEK 0.1 million.

Operating profit (EBIT) was SEK 20.6 million. The net financial items amounted to SEK 4.1 million and primarily consisted of interest expenses related to the bond loan. Other components included net interest income and foreign exchange effects. Profit before tax was SEK 16.5 million, and profit after tax was SEK 13.3 million.

Cash flow

1 January – 31 March 2026

The operating cash flow for the period amounted to SEK 65.5 million supported by solid operating profitability and non-cash adjustments. Working capital had a positive net impact of SEK 33.6 million, primarily reflecting timing effects in receivables, payables and accrued items during the period. Overall, the Group continues to generate positive cash flow from operations, supporting liquidity and debt servicing capacity.

Cash flow from investing activities for the period totaled SEK -8.5 million. SEK -8.7 million was related to intangible assets associated with product and technology investments. Investments in property, plant and equipment totaled SEK 0.2 million, with a marginal positive impact on cash flow.

Cash flow from financing activities for the period totaled SEK -7.5 million. The outflow primarily relates to interest payments of SEK 5.6 million, attributable to debt following the bond issue, as well as lease payments - principal of SEK -2.4 million. Interest received amounted to SEK 0.5 million.

Net cash flow for the period amounted to SEK 49.5 million. The Group's liquidity position remains solid at the end of the reporting period.

Financial overview

Parent Company

1 January – 31 March 2026

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

The Parent Company's operating loss for the period amounted to SEK -0.2 million. The operating result was affected by a non-recurring cost of SEK 0.1 million related to the administration of a written procedure for bondholders. Net profit for the Parent Company amounted to SEK 24.5 million and was impacted by financial items of SEK 23.3 million, which primarily consist of dividends from Group companies amounted to SEK 30.0 million and interest expenses related to the bond and vendor loan amounted to SEK -6.7 million.

As of the reporting date, the Parent Company's total assets amounted to SEK 500.5 million, which primarily consists of shares in subsidiaries. Total equity amounted to SEK 183.9 million and comprises share capital and retained earnings. Total liabilities were SEK 316.6 million, mainly attributable to non-current liabilities of SEK 314.8 million, consisting entirely of borrowings.

Ownership structure

On 13 June 2025, the Group, consisting of nine companies, became a portfolio company of eEquity. The ultimate Swedish Parent Company of the Group is Prisjakt AB (publ), Corp. ID No. 559520-3356.

Employees

The average number of full-time employees (FTEs) for the first quarter was 157. On March 31, 2026 the Group's headcount was 169.

Financial overview

Comparative financial information – Prisjakt Sverige AB Group (K3)

As the Group was established on 13 June 2025, no comparable consolidated financial information exists for the corresponding period in 2025.

For comparability purposes, selected financial information for the Prisjakt Sverige AB Group is presented below for the periods 1 January – 31 March 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 period January – March 2026, net revenue amounted to SEK 120.3 million (101.7), corresponding to a year-on-year growth of 18.3%. The increase in revenue was primarily driven by higher click volumes, reflecting continued platform development and optimization efforts, together with the execution of the Company's strategy focused on profitability and high-quality traffic. The number of click outs amounted to 31.4 million (27.9), representing a change of 12.5% compared to the corresponding period last year. In addition, the average EPC improved, supported by the new pricing strategy.

EBITDA amounted to SEK 38.7 million (26.6), corresponding to an EBITDA margin of 32.2% (26.2%). The increase in EBITDA and margin compared to the corresponding period last year was driven by top-line growth, a continued focus on profitability, and improved operational efficiency. The latter reflects increased use of AI-driven automation supporting more efficient workflows, combined with disciplined cost management.

Adjusted EBITDA amounted to SEK 42.8 million (26.7), corresponding to an adjusted EBITDA margin of 35.6% (26.2%). During Q1 2026, non-recurring items of SEK 4.1 million related to organisational restructuring were recognized.

EBITA amounted to SEK 27.3 million (13.3), while adjusted EBITA amounted to SEK 31.4 million (13.3).

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 Group 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	Q1 2026	10 Feb - 31 Dec 2025 (for reference)
Net revenue	2	120.3	306.1
Capitalized work on own account		8.7	15.8
Other operating income		0.1	0.3
Total		129.0	322.2
Personnel costs	4	-42.5	-81.2
Other external expenses	4	-48.1	-129.3
Depreciations and amortizations		-17.1	-39.4
Other operating expenses		-0.8	-1.2
Operating profit/loss (EBIT)		20.6	71.1
Financial items	5	-4.1	-17.5
Profit/loss before tax		16.5	53.6
Income tax		-3.1	-15.6
Net profit/loss for the period		13.3	38.0
Attributable to:			
– Equity holders of the parent		13.3	38.0

Statement of comprehensive income, condensed and consolidated

(MSEK)	Notes	Q1 2026	10 Feb - 31 Dec 2025 (for reference)
Net profit/ loss		13.3	38.0
Items that may be reclassified to profit or loss:			
Translation differences		1.3	-1.7
Other comprehensive income for the period		1.3	-1.7
Comprehensive income for the period		14.6	36.3
Attributable to:			
– Equity holders of the parent		14.6	36.3

Note: The Parent Company and the Group's first financial year covers the period from 10 February 2025 to 31 December 2025. The Parent Company was incorporated on 10 February 2025, which represents the starting point for the Group's reporting under IFRS. The acquisition of the operating subsidiaries was completed on 13 June 2025 ("closing").

As the Group was formed on 13 June 2025, no comparative figures are presented for the Group for the corresponding period in the previous year. Comparative figures for the Parent Company are presented from the date of incorporation where applicable. Accordingly, the figures for 2025 are presented for reference only and are not directly comparable with Q1 2026.

Prisjakt Group AB (publ) (Consolidated)

Balance sheet, condensed and consolidated

(MSEK)	Notes	31 Mar 2026	31 Dec 2025
ASSETS			
Non-current assets			
Goodwill		154.8	154.8
Trademarks		78.2	78.2
Technology platform		197.7	202.3
Property, plant and equipment		13.1	15.3
Right-of-use assets		7.9	11.6
Deferred tax assets		2.2	0.9
Total non-current assets		454.0	463.2
Current assets			
Trade receivables		50.6	82.0
Other current receivables		5.4	10.0
Receivables from parent company		6.0	3.8
Prepaid expenses and accrued income		22.4	30.7
Cash and cash equivalents		135.0	85.6
Total current assets		219.4	212.1
Total assets		673.4	675.3

Note: The Parent Company and the Group's first financial year covers the period from 10 February 2025 to 31 December 2025. The Parent Company was incorporated on 10 February 2025, which represents the starting point for the Group's reporting under IFRS. The acquisition of the operating subsidiaries was completed on 13 June 2025 ("closing").

As the Group was formed on 13 June 2025, no comparative figures are presented for the Group for the corresponding period in the previous year. Comparative figures for the Parent Company are presented from the date of incorporation where applicable. Accordingly, the figures for 2025 are presented for reference only and are not directly comparable with Q1 2026.

(MSEK)	Notes	31 Mar 2026	31 Dec 2025
EQUITY AND LIABILITIES			
Equity			
Share capital		0.5	0.5
Other contributed capital		177.3	177.3
Translation reserve		-0.4	-1.7
Retained earnings including profit for the period		51.4	38.0
Total equity attributable to owners of the parent		228.7	214.1
Non-current liabilities			
Borrowings	5	314.8	313.8
Lease liabilities, non-current		0.2	0.8
Deferred tax liabilities		42.7	43.7
Total non-current liabilities		357.7	358.3
Current liabilities			
Lease liabilities, current		6.6	9.4
Trade payables		12.5	9.2
Liabilities to parent company		0.4	1.5
Current tax liabilities		17.4	18.3
Other current liabilities		5.6	13.3
Accrued expenses and deferred income		44.6	51.3
Total current liabilities		87.0	102.9
Total equity and liabilities		673.4	675.3

Prisjakt Group AB (publ) (Consolidated)

Cashflow, condensed statement

(MSEK)	Notes	Q1 2026	10 Feb - 31 Dec 2025 (for reference)
Operating activities			
Operating profit/loss		20.6	71.1
Adjustments for non-cash items		17.9	39.4
Income tax paid		-6.6	-4.4
Change in working capital		33.6	-32.9
Cash flow from operating activities		65.5	73.2
Investing Activities			
Acquisition of subgroup		-	-395.5
Acquisition of Capitalised development expenditure		-8.7	-16.5
Acquisition of PPE		-	-0.3
Proceeds from disposal of non-current assets		0.2	-
Cash flow from investing activities		-8.5	-412.3

(MSEK)	Notes	Q1 2026	10 Feb - 31 Dec 2025 (for reference)
Financing activities			
Proceeds from borrowings	5	-	300.0
Transaction costs related to borrowings	5	-	-11.0
Equity contribution		-	177.3
Proceeds from issue of share capital		-	0.5
Interest paid	5	-5.6	-11.9
Interest received		0.5	1.0
Lease payments – principal		-2.4	-5.8
Payment of dividend to former owners (pre-acquisition)		-	-25.0
Cash flow from financing activities		-7.5	425.0
Net cash flow			
		49.5	85.9
Effect of exchange rate changes on cash and cash equivalents		-0.1	-0.3
Cash and cash equivalents at beginning of period		85.6	0.0
Cash and cash equivalents at end of period		135.0	85.6

Note: The Parent Company and the Group's first financial year covers the period from 10 February 2025 to 31 December 2025. The Parent Company was incorporated on 10 February 2025, which represents the starting point for the Group's reporting under IFRS. The acquisition of the operating subsidiaries was completed on 13 June 2025 ("closing").

As the Group was formed on 13 June 2025, no comparative figures are presented for the Group for the corresponding period in the previous year. Comparative figures for the Parent Company are presented from the date of incorporation where applicable. Accordingly, the figures for 2025 are presented for reference only and are not directly comparable with Q1 2026.

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 dec 2025		-	-	-	-	-
Net profit 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
Net profit for the period		-	-	-	13.3	13.3
Other comprehensive income (translation differences)		-	-	1.3	-	1.3
Comprehensive income for the period		0.5	177.3	-0.4	51.4	228.7
Transaction with owners						
- At incorporation of parent (10 Feb 2025)		-	-	-	-	-
- Shareholder contribution		-	-	-	-	-
Closing balance 31 Mar 2026		0.5	177.3	-0.4	51.4	228.7

Note: All equity is attributable to the owners of the Parent Company. The Parent Company and the Group's first financial year covers the period from 10 February 2025 to 31 December 2025. The Parent Company was incorporated on 10 February 2025, which represents the starting point for the Group's reporting under IFRS. The acquisition of the operating subsidiaries was completed on 13 June 2025 ("closing").

As the Group was formed on 13 June 2025, no comparative figures are presented for the Group for the corresponding period in the previous year. Comparative figures for the Parent Company are presented from the date of incorporation where applicable. Accordingly, the figures for 2025 are presented for reference only and are not directly comparable with Q1 2026.

Parent company

Income statement, condensed

(MSEK)	Note	Q1 2026	Q1 2025	10 Feb - 31 Dec 2025 (for reference)
Net revenue		0.9	-	2.5
Total Income		0.9	-	2.5
Personnel costs		-	-	-1.6
Other external expenses		-1.1	-	-2.8
Operating profit/loss (EBIT)		-0.2	-	-1.9
Financial items	5	23.3	-	-16.6
Profit/loss before tax		23.1	-	-18.5
Income tax		1.4	-	0.2
Net profit/loss for the period		24.5	-	-18.4

Note: The Parent company was established 10 February 2025.

Parent company

Balance sheet, condensed

(MSEK)	Note	31 Mar 2026	31 Mar 2025	31 Dec 2025
ASSETS				
Non-current assets				
Shares in subsidiaries		486.4	-	486.4
Deferred tax assets		1.6	-	0.2
Total non-current assets		488.0	-	486.5
Current assets				
Other current receivables		0.6	-	0.9
Receivables from Group Companies		2.7	-	3.1
Cash and cash equivalents		9.2	0.5	0.2
Total current assets		12.6	0.5	4.2
Total assets		500.5	0.5	490.8

(MSEK)	Note	31 Mar 2026	31 Mar 2025	31 Dec 2025
EQUITY AND LIABILITIES				
Equity				
Restricted Equity				
Share capital		0.5	0.5	0.5
Unrestricted Equity				
Retained earnings (including profit for the period)		183.4	-	158.9
Total equity		183.9	0.5	159.4
Non-current liabilities				
Borrowings	5	314.8	-	313.8
Total non-current liabilities		314.8	-	313.8
Current liabilities				
Trade payables		1.3	-	1.5
Liabilities to Group Companies		0.4	-	16.0
Other current liabilities		-	-	-
Accrued expenses and deferred income		0.1	-	0.1
Total current liabilities		1.8	-	17.6
Total equity and liabilities		500.5	0.5	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

Prisjakt Group AB (publ) (the “Company”) was incorporated on 10 February 2025 in Sweden. This interim report covers the period 1 January – 31 March 2026.

The Group was established on 13 June 2025 through the acquisition of Prisjakt Sverige AB and its subsidiaries. Accordingly, no comparable consolidated financial information exists for the corresponding period in 2025.

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 preparation of financial statements in conformity with IFRS requires management to make estimates and judgments, 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.

The Group is wholly owned and has no non-controlling interests.

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.

SEK million	Q1 2026	10 Feb–31 Dec 2025 (for reference)
Click outs	111.3	269.0
Banner advertising	7.7	33.3
Feeds and featured brands	1.4	3.9
Total	120.3	306.1

Geographical information

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

SEK million	Q1 2026	10 Feb–31 Dec 2025 (for reference)
Sweden	66.7	170.4
Norway	39.1	100.5
Other countries	14.5	35.3
Total	120.3	306.1

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

Preparatory work for the listing of the Company's bond, as required under the applicable bond terms, has been initiated.

During the first quarter of 2026, the Group recognised non-recurring items of SEK 4.1 million related to organisational restructuring, as well as costs related to the administration of a written procedure for bondholders of SEK 0.1 million.

The restructuring includes changes to the product and technology organisation and is expected to continue throughout 2026.

Note 4 – Related party transactions

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

Transactions with related parties during Q1 2026 were limited to ordinary course of business transactions on market terms with the Parent Company.

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. The vendor loan carries a floating interest rate of STIBOR (3 months) + 6.0% and matures in May 2029.

No significant changes in borrowings have occurred during the period.

The Group was in compliance with all financial covenants under the bond terms as of the reporting date.

For information purposes, and in accordance with the definitions set out in the bond terms, net debt amounted to SEK 179.8 million and LTM EBITDA to SEK 173.2 million, corresponding to a net debt to LTM EBITDA ratio of 1.0x. 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

No significant events have occurred after the reporting date.

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.

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, April 24, 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

Prisjakt Group AB (publ)

Corporate registration number: 559518-8698

Registered office: Ängelholm, Sweden

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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	Q1 2026	10 Feb - 31 Dec 2025 (for reference)
Operating profit (EBIT)	20.6	71.1
Depreciations and amortizations	17.1	39.4
EBITDA	37.7	110.5
Net revenue	120.3	306.1
EBITDA margin %	31.4%	36.1%

Adjusted EBITDA

MSEK	Q1 2026	10 Feb - 31 Dec 2025 (for reference)
EBITDA	37.7	110.5
Adjustments:		
- Acquisition-related costs (M&A advisory, legal, due diligence)	-	3.9
- Non-recurring cost	0.1	0.5
- Monitoring fee	-	1.0
- Restructuring and integration costs	4.1	1.2
Total Acquisition-related costs and other non-recurring items	4.1	6.6
Adjusted EBITDA	41.9	117.1
Net revenue	120.3	306.1
Adjusted EBITDA margin %	34.8%	38.3%

EBITA

MSEK	Q1 2026	10 Feb - 31 Dec 2025 (for reference)
EBITDA	37.7	110.5
Adjusted for		
- Amortisation of acquisition-related intangible assets.	-3.5	-7.6
EBITA	34.3	102.9

Adjusted EBITA

MSEK	Q1 2026	10 Feb - 31 Dec 2025 (for reference)
EBITA	34.3	102.9
Adjustments:		
- Acquisition-related costs (M&A advisory, legal, due diligence)	-	3.9
- Non-recurring cost	0.1	0.5
- Monitoring fee	-	1.0
- Restructuring and integration costs	4.1	1.2
Total Acquisition-related costs and other non-recurring items	4.1	6.6
Adjusted EBITA	38.4	109.5

Alternative Performance Measures (APM)

Organic Growth

MSEK	Q1 2026	10 Feb - 31 Dec 2025 (for reference)
Net revenue	120.3	306.1
Organic growth (%)	-	-

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.

Capex

MSEK	Q1 2026	10 Feb - 31 Dec 2025 (for reference)
Investments in property, plant and equipment	0.0	0.3
Capitalised development expenditure	8.7	16.4
CAPEX	8.7	16.7

Equity ratio

MSEK	31 Mar 2026	31 Dec 2025
Total equity attributable to owners of the parent	228.7	214.1
Balance Sheet total	673.4	675.3
Equity ratio %	34.0%	31.7%

Net working capital

MSEK	31 Mar 2026	31 Dec 2025
Trade receivables	50.6	82.0
Other current receivables	5.4	10.0
Receivables from parent company	6.0	3.8
Prepaid expenses and accrued income	22.4	30.7
Current assets (excl. cash)	84.3	126.5
Trade payables	12.5	9.2
Liabilities to parent company	0.4	1.5
Current tax liabilities	17.4	18.3
Other current liabilities	5.6	13.3
Accrued expenses and deferred income	44.6	51.3
Current liabilities (excl. interest-bearing liabilities)	80.4	93.5
Net working capital	3.9	33.0

Net debt

MSEK	31 Mar 2026	31 Dec 2025
Borrowings	314.8	313.8
Lease liabilities, non-current	0.2	0.8
Lease liabilities, current	6.6	9.4
Cash and cash equivalents	-135.0	-85.6
Net Debt	186.6	238.3

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 or due diligence costs.

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 acquisition-related costs, restructuring or integration costs.

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 that are not 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.

Definitions

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.

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.