

January 11, 2022

PRESS RELEASE

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Vertiseit AB has acquired a total of 6 921 799 shares in MultiQ International AB corresponding to approximately 5.62 percent

On 10 January 2022, Vertiseit AB (publ) ("Vertiseit" or the "Bidder") announced a public offer to the shareholders of MultiQ International AB (publ) ("MultiQ") to acquire all shares in MultiQ for a consideration as set out below (the "Offer").

The Bidder has offered the shareholders in MultiQ three mutually exclusive alternatives as consideration (the "Consideration"):

1. Mixed Consideration

SEK 12,500 in cash and 100 class B shares in Vertiseit for each full block of 10,000 shares in MultiQ; or

2. Share Consideration

413 class B shares in Vertiseit for each full block of 10,000 shares in MultiQ; or

3. Cash Consideration

SEK 1.60 in cash for each share in MultiQ.

For blocks of less than 10,000 shares in MultiQ and excess shares in addition to full blocks of 10,000 shares in MultiQ, the shareholders in MultiQ have been offered SEK 1.60 in cash for each share in MultiQ.

Since the announcement of the Offer, Vertiseit has acquired 6,921,799 shares (corresponding to approximately 5.62 percent of the total number of shares and votes in MultiQ), at prices that do not exceed SEK 1.60 per share (which Vertiseit reserved the possibility of doing when the Offer was announced).

Vertiseit's acquisition of 6,921,799 shares, together with the binding commitments on acceptance of the Offer received from the three largest shareholders in MultiQ, who together own the equivalent of a total of 46.6 percent of all shares and votes in MultiQ, corresponds to approximately 52.2 percent of the total number of shares and votes in MultiQ.

"We strongly believe in a joint future with MultiQ and the value we can create together. As part of the offer, we have now acquired shares in MultiQ in the market. We now look forward to the shareholders in MultiQ accepting the offer within the acceptance period which runs around 6 April 2022 to 27 April 2022", says Johan Lind, CEO of Vertiseit.

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

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

Important information

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

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

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

The distribution of this press release and any related Offer documentation in an Excluded Jurisdiction may be restricted, require that additional documentation is prepared or other measures taken or in conflict with the laws or regulations of such jurisdiction. Accordingly, the information in this press release may not be forwarded, distributed, reproduced or made available in or into any Excluded Jurisdiction in which the Offer would require that any additional offer document and/or prospectus is prepared or registration effected or that any other measures are taken in addition to those required under Swedish law (including Nasdaq Stockholm's Takeover Rules) or where it would be in conflict with

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

The acceptance period for the Offer has not commenced.

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

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ABOUT VERTISEIT

Vertiseit is a leading platform company within Retail Digital Signage in Europe. Through its' subsidiaries Grassfish and Dise the group offers software for Digital In-store and related consulting services. The company's customers consist of global brands and retailers, using its' products and services to enable a seamless customer journey by bridging the digital and physical customer meeting. The company has +120 employees in Sweden, Austria, Germany and UK. During the period 2012-2020, Vertiseit performed an average profitable growth of 29 percent (CAGR). For the full year of 2020, the group's net revenue amounted to proforma SEK 134 million, with an EBITDA margin of 18 percent. Since 2019, Vertiseit's B-share is listed on Nasdaq First North Growth Market.

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ATTACHMENTS

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