

Upsales Reorganises Product Team Following AI-Driven Efficiency Gains

Upsales (Nasdaq First North: UPSALE) today announced a strategic reorganization within its product organization. The change follows strong efficiency improvements in product development, driven by the company's internal adoption of artificial intelligence.

Over the past year, AI has fundamentally changed how Upsales works, enabling faster, more focused product development. As a result, the company has identified opportunities to streamline parts of the organization, and approximately 14 positions are expected to be phased out. The planned changes are subject to consultation with union representatives in accordance with Swedish labour law.

"This is not about reducing costs or changing our growth strategy," said Daniel Wikberg, CEO and founder of Upsales. "We have a profitable business, strong financials, aggressive product development roadmap and ambitious growth plans. And we continue to invest aggressively in strategic areas across product, sales, and marketing.

But as we adopt new ways of working, it becomes clear that our future organization needs different capabilities and profiles. AI is reshaping how we build, and thereby who we need on the team."

Wikberg added:

"The people affected are highly skilled and have made important contributions to our journey. We are deeply grateful for their work, and we will actively support them in finding new opportunities."

Upsales continues to position itself as a leader in AI-powered B2B growth, with an expanding product portfolio and a focus on helping executive teams drive smarter, faster decisions.

Further information

All financial reports are available at www.upsales.com

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This information is information that Upsales Technology is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2025-12-10 08:13 CET.

About Upsales

Upsales is a Stockholm-based software company on a mission to build the leading AI platform for B2B revenue growth. With best-in-class data and proprietary AI agents, Upsales helps companies accelerate profitable growth. In the last two decades, the company has built a track record of organic, profitable growth. Upsales is a net cash company with zero debt, strong cash flows, and has been paying annual dividends since 2022. Its scalable business model is powered by over 90% recurring subscription revenue. Upsales serves customers in 10 countries, with the majority of its customer base in Sweden. The company is 44% founder- and management-owned, with institutional shareholders including Danske Invest, Nordea Funds, TIN Fonder, SEB Funds, Herald Investment Management, and Schroders.

Upsales Technology AB (publ) is a public company listed on the Nasdaq First North Growth Market. The Company's Certified Adviser is DNB Carnegie Investment Bank AB (publ).

Attachments

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