

January 20, 2022

PRESS RELEASE

The Offer is not made, and this press release may not be distributed, neither directly or indirectly 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 this press release or 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). This press release does not constitute any offer or solicitation to subscribe, acquire or sell shares or other financial instruments. An offer to subscribe for shares in Vertiseit as described in this press release will only be made through a prospectus which will be provided by Vertiseit upon approval and registration by the Swedish Financial Supervisory Authority (Sw. Finansinspektionen). This press release does not constitute a prospectus pursuant to the regulation of the European Parliament and of the Council 2017/1129 of 14 June 2017 (together with any related supplements, implementation and delegated regulations the "Prospectus Regulation"). No person should acquire any financial instruments referred to in this press release based on any other information than the information set out in the offer document and the above mentioned prospectus. Approval and registration of the prospectus by the Swedish Financial Supervisory Authority shall not be deemed as an approval of the financial instruments included in the prospectus.

Vertiseit AB has acquired an additional 6,756,309 shares in MultiQ International AB and now owns a total of approximately 11.10 percent

On January 10, 2022, Vertiseit AB (publ) announced a public offer to the shareholders of MultiQ International AB (publ) ("MultiQ") to acquire all shares in MultiQ for three mutually exclusive consideration alternatives (the "Offer").

On January 11, 2022, Vertiseit announced the acquisition of 6,921,799 shares in MultiQ, corresponding to 5.62 percent. Since then, an additional 6,756,309 shares have been acquired in MultiQ, corresponding to 5.48 percent. This means that Vertiseit, since the Offer was announced on January 10, 2022, has acquired a total of 13,678,108 shares (corresponding to approximately 11.10 percent of the total number of shares and votes in MultiQ), at prices that do not exceed SEK 1.60 per share (corresponding to the level of the cash consideration in the Offer), which Vertiseit reserved the opportunity to do when the Offer was announced.

Vertiseit's acquisition of a total of 13,678,108 shares, together with the binding commitments on acceptance of the Offer received from three of the largest shareholders in MultiQ, who together own the equivalent of a total of 46.60 percent of all shares and votes in MultiQ, corresponds to approximately 57.70 percent of the total number of shares and votes in MultiQ.

"As part of the offer, we have continued to acquire shares in MultiQ in the market and now own more than 11 percent of the company. We look forward to the shareholders' approval during the acceptance period to then benefit from the synergies and the strengthened position that the acquisition entails," says Johan Lind, CEO of Vertiseit.

The acceptance period runs around April 6, 2022 to April 27, 2022.

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

For administrative questions about the Offer, please first contact your bank or nominee where you have your shares in custody.

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.

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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 any law or regulation in such jurisdiction and the information does not constitute an offer or solicitation to acquire, sell, subscribe or exchange securities, to persons in such jurisdictions. Consequently, neither the Offer nor any documentation or information pertaining to the Offer will or may be sent, mailed or otherwise distributed in or into any Excluded Jurisdiction.

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

[Vertiseit AB has acquired an additional 6,756,309 shares in MultiQ International AB and now owns a total of approximately 11.10 percent](#)