

VERTISEIT ANNOUNCES OUTCOME OF TO 5A WARRANT EXERCISE AND RECEIVES SEK 13 MILLION

Vertiseit AB (publ) (“Vertiseit” or the “Company”) today announces the outcome of the exercise of warrants under the TO 5A incentive program, which was issued on April 27, 2023. A total of 260,000 warrants were exercised, corresponding to approximately 34 percent of the total 764,000 outstanding TO 5A series warrants, for the subscription of 260,000 class B shares in the Company at a subscription price of SEK 50 per class B share. Through the exercise of the warrants, the Company has received SEK 13 million before issue-related costs.

Background

Under the TO 5A incentive program, a total of 264,000 warrants were transferred to employees within the Vertiseit group at the time of issuance. As the subscription period for class B shares through the exercise of TO 5A warrants ended on May 29, 2026, the Company today announces the final outcome.

A total of 260,000 TO 5A series warrants were exercised for subscription of 260,000 class B shares in the Company, meaning approximately 34 percent of all outstanding TO 5A series warrants were exercised.

Number of Shares, Share Capital and Dilution

As a result of the exercise of the TO 5A series warrants, the number of shares in Vertiseit increases by 260,000 class B shares, from 33,366,457 to a total of 33,626,457 shares, divided into 2,429,510 class A shares and 31,196,947 class B shares. The share capital increases by SEK 13,000.00, from SEK 1,668,322.85 to SEK 1,681,322.85.

For existing shareholders who did not exercise any warrants, the dilution amounts to approximately 0.8 percent, based on the number of shares after the exercise of the warrants.

Advisors

Carnegie acted as issuing agent to Vertiseit in connection with the TO 5A series warrants. CMS Wistrand acted as legal advisor to the Company.

CONTACTS

Johan Lind, Vertiseit CEO / Media Contact

johan.lind@vertiseit.com

+46 703 579 154

Jonas Lagerqvist, Vertiseit Deputy CEO / CFO / Investor Relations

jonas.lagerqvist@vertiseit.com

+46 732 036 298

Redeye Nordic Growth AB is the company's Certified Adviser

ABOUT VERTISEIT

Vertiseit is a leading platform company within In-Store Experience Management (IXM). The company operates through its subsidiaries Dise, Grassfish and Visual Art that enable global brands and leading retailers to strengthen the customer experience by offering a seamless customer journey through connecting the physical and digital meeting. The company has around 270 employees in Sweden, Norway, Denmark, Finland, Austria, Germany, Spain, UK and USA. During the period 2012-2025, Vertiseit performed an average profitable growth of recurring SaaS revenue (ARR) of 48 percent (CAGR). For the full year of 2025, the group's net revenue amounted to SEK 676 million, with an adjusted EBITDA margin of 16 percent. Since 2019, Vertiseit's B-share is listed on Nasdaq First North Growth Market.

VERTISEIT AB (publ)

Phone: +46 340 848 11

E-mail: info@vertiseit.com

Kyrkogatan 7, 432 41 Varberg, Sweden

Org.no: 556753-5272

www.vertiseit.com**ATTACHMENTS**

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