



**Verve Group SE announces that the total number of shares of the company increases following the issuance of new shares to service parts of the employee stock option program**

November [•], 2024 – Verve Group SE (“Verve” or the “Company”, ISIN: SE0018538068; Ticker VER / M8G; Nasdaq First North Premier Growth Market and Scale Segment Frankfurt Stock Exchange), announces a new issuance of 455,788 shares to service parts of the employee stock option program (as resolved on by the general meeting on 1 November 2022 and by the Board of Directors, in April 2020, January 2021 and February 2022, the “ESOP”).

The Company has received notice from participants in its ESOP to exercise options in respect of 455,788 shares. In accordance with the terms and conditions of the ESOP and the Company’s decisions, the participants have received 455,788 warrants of series 2023/2030 (“Warrants”) which have been exercised to subscribe for 455,788 shares. In connection with such exercise, the board of directors has (following the reduction of the Company’s quota value at the annual general meeting held on 13 June 2024) amended the terms and conditions of the Warrants so that the strike price is equivalent to the quota value of the shares.

Following the exercise of Warrants and issue of new shares, the total number of shares in the Company amounts to 186,813,580.

**Responsible parties**

The information in this press release has been made public through the agency of the responsible person set out below for publication at the time stated by Verve's news distributor EQS Newswire at the publication of this press release. The responsible person below may be contacted for further information.

**For further information, please contact:**

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**About Verve**

Verve is a fast-growing, profitable digital media company that provides AI-driven ad-software solutions. Verve matches global advertiser demand with publisher ad-supply, enhancing results through first-party data from its own content. Aligned with our mission, “Let’s make media better.” the company focuses on enabling better outcomes for brands, agencies, and publishers with responsible advertising solutions, with an emphasis on emerging media channels. Verve’s main operational presence is in North America and Europe, and it is registered as a Societas Europaea in Sweden (registration number 517100-0143). Its shares are listed on the Nasdaq First North Premier Growth Market in Stockholm and the Scale segment of the Frankfurt Stock Exchange. The company has two secured bonds listed on Nasdaq Stockholm and

the Frankfurt Stock Exchange Open Market. Verve's certified advisor on the Nasdaq First North Premier Growth Market is FNCA Sweden AB; contact info: [info@fnca.se](mailto:info@fnca.se).