

REGULATORY NEWS

Verve Group reclassifies deferred purchase price payment resulting in cash-neutral adjustments in the Q3 2025 cash flow statement

Stockholm, 9 December 2025 – Verve Group SE (ISIN: SE0018538068), a fast-growing software platform in the field of advertising technology, is adjusting the cash flow statement in its Interim Report for the third quarter of 2025. The adjustment results in an increase of EUR 19,658 thousand in operating cash flow, reflecting the reclassification of a deferred purchase price payment related to the acquisition of Jun Group to financing cash flow. The reclassification is cash neutral and therefore does not affect the level of cash and cash equivalents at the end of the reporting period.

Adjustments to the cash flow statement

The adjustments result in an increase of the **operating cash flow** for the three months ended 30 September 2025 to EUR 24,319 thousand (previously: EUR 4,662 thousand) and for the nine months ended 30 September 2025 to EUR 29,892 thousand (previously: EUR 10,234 thousand).

Cash flow from investing activities remains unchanged, amounting to EUR -33,964 thousand for the three months ended 30 September 2025, and EUR -54,904 thousand for the nine months ended 30 September 2025.

Cash flow from financing activities for the three months ended 30 September 2025 is adjusted to EUR -39,276 thousand (previously: EUR -19,618 thousand) and for the nine months ended 30 September 2025 to EUR -7,897 thousand (previously: EUR 11,761 thousand).

The Q3 2025 Interim Report has been reviewed by Deloitte AB, with whom the reclassification, including the associated accounting treatment, has been formally agreed.

The reclassification establishes a uniform accounting policy whereby deferred and earn-out considerations related to acquisitions are presented as cash flows from investing activities when settled within three months of the closing date, and as cash flows from financing activities when settled more than three months after closing.

A comparison table showing the effects of the reclassification on the Cash Flow Statement is available at <https://investors.verve.com/investor-relations/financial-reports-and-presentations/>

Further information about Verve Group and its subsidiaries can be found at www.verve.com.

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About Verve

Verve Group is a fast-growing software platform in the advertising technology industry, connecting advertisers seeking to buy digital ad space with publishers monetizing their content. Driven by its mission “Let’s make media better.” Verve provides responsible, AI-driven advertising solutions that deliver superior outcomes for advertisers and publishers. The company focuses on emerging media channels like mobile in-app, connected TV and others. In anticipation of growing demand from users and advertisers for greater privacy, Verve has developed cutting-edge ID-less targeting technology that enables efficient advertising within digital media without relying on identifiers such as cookies or IDFA. Thanks to its strong differentiation and execution, Verve has achieved a revenue CAGR of 33 percent over the past four years reaching net revenues of 437 million euros in 2024 with an adj. EBITDA margin of 30 percent. 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 - with the ISIN SE0018538068 - are listed on the regulated market of the Frankfurt Stock Exchange (Ticker: VRV) and on Nasdaq First North Premier Growth Market in Stockholm (Ticker: VER). Verve has an outstanding bond with the ISIN: SE0023848429. The Companies certified advisor on the Nasdaq First North Premier Growth Market is FNCA Sweden AB; contact info: info@fnca.se.

This information constitutes inside information that Verve Group SE is obliged to make public in accordance with the (EU) Market Abuse Regulation 596/2014. 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.