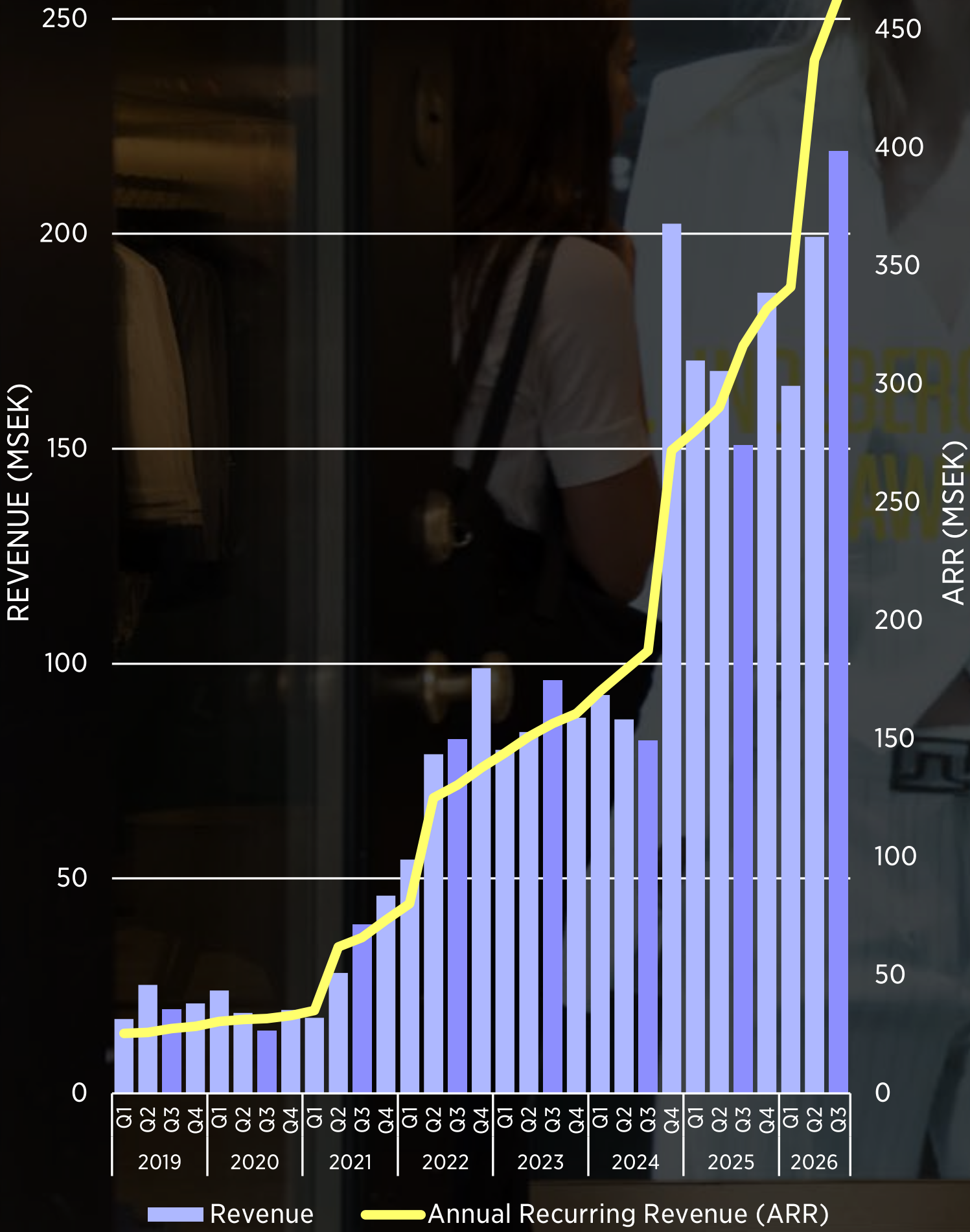


INTERIM REPORT
JANUARY – SEPTEMBER 2026

PROFITABLE
GROWTH



ARR
464
(316)
ANNUAL RECURRING
REVENUE MSEK
2026-09-30

REVENUE
219
(151)
REVENUE
MSEK
Q3 2026

CASH EBITDA
49
(23)
ADJ EBITDA-CAPEX
MSEK
Q3 2026

EBIT
25
(12)
OPERATING PROFIT
MSEK
Q3 2026

THE FUTURE OF CUSTOMER EXPERIENCES

IN-STORE EXPERIENCE MANAGEMENT

Vertiseit is a leading Digital In-store company offering a SaaS platform for In-store Experience Management (IXM) through its subsidiaries Scala, Grassfish and Visual Art.

The company supports global brands and leading retailers strengthen the customer experience by offering seamless customer journeys through connecting the physical and digital meeting.



QUARTERLY OVERVIEW

QUARTERLY OVERVIEW

THE QUARTER JULY-SEPTEMBER 2026

- Revenue for the quarter increased by 45.4 percent to SEK 219.2 million (150.7) compared with the corresponding period of the previous year.
- Profit for the period amounted to SEK 16.7 million (10.6).
- Cash flow from operating activities for the quarter amounted to SEK –23.4 million (–2.7), affected by temporarily elevated working capital related to the acquisition and integration of Scala.
- At the end of the quarter, Annual Recurring Revenue (ARR) amounted to SEK 464.0 million (316.4). The increase was 43.9 percent compared with the previous year at constant exchange rates.
- Sequentially, ARR grew organically by 3.5 percent compared with the previous quarter at constant exchange rates, corresponding to an annualized organic growth rate of 14.6 percent.
- Software as a Service (SaaS) revenue for the quarter increased by SEK 38.0 million to SEK 118.2 million (80.2).
- Adjusted EBITDA amounted to SEK 55.1 million (30.5), corresponding to an adjusted EBITDA margin of 25.1 percent (20.2). During the quarter, adjustments for items affecting comparability amounted to SEK 1.5 million, related to the Company’s ongoing transfer to Nasdaq Main Market and the integration of Scala.
- Cash EBITDA for the quarter amounted to SEK 48.8 million (22.8), corresponding to a Cash EBITDA margin of 22.2 percent (15.1).
- Basic earnings per share amounted to SEK 0.50 (0.35), and diluted earnings per share amounted to SEK 0.46 (0.32).

SIGNIFICANT EVENTS DURING THE QUARTER

- Vertiseit’s subsidiary Visual Art entered into a global framework agreement with Circle K Procurement and Brands Limited regarding the delivery of software platform, concept and communication for Circle K’s service stations.
- Vertiseit announced that Dise will become Scala. The name change followed the acquisition of Scala by Vertiseit’s subsidiary, Dise, finalized on June 1, 2026, and the subsequent integration of Scala into Dise’s organisation and partner-led strategy.

ARR

464 M SEK

(316)

ANNUAL RECURRING REVENUE
2026-09-30

REVENUE

219 M SEK

(151)

REVENUE
Q3 2026

ARR GROWTH

44%

ANNUAL RECURRING REVENUE IN FIXED FX
2026-09-30 VS 2025-09-30

REVENUE GROWTH

45%

REVENUE
Q3 2026 VS Q3 2025

Group KPI's	Q3 2026	Q3 2025	Acc 2026	Acc 2025	LTM	FY 2025
KSEK	Jul-Sep	Jul-Sep	Jan-Sep	Jan-Sep	Oct-Sep	Jan-Dec
Revenue	219 199	150 721	583 141	489 352	769 432	675 643
Profit for the period	16 667	10 631	93	-645	6 775	6 037
Cash flows from operating activities	-23 413	-2 730	36 916	28 443	48 921	40 448
ARR	463 952	316 449	463 952	316 449	463 952	332 041
SaaS Revenue	118 240	80 203	301 668	226 049	349 386	311 804
Adjusted EBITDA	55 091	30 450	117 548	71 933	150 244	108 365
Adjusted EBITDA (%)	25,1	20,2	20,2	14,7	19,5	16,0
Cash EBITDA	48 762	22 789	96 550	48 363	118 571	74 120
Cash EBITDA (%)	22,2	15,1	16,6	9,9	15,4	11,0
Gross Margin (%)	75,2	75,6	75,8	70,6	74,9	71,1
Net-debt	297 496	208 238	297 496	208 238	297 496	234 846
Basic earnings per share (SEK)	0,50	0,35	0,00	-0,02	0,22	0,20
Diluted earnings per share (SEK)	0,46	0,32	0,00	-0,02	0,20	0,18
Weighted average number of ordinary shares for basic EPS	33 626 457	30 143 981	31 933 918	29 686 905	31 504 382	29 824 776
(pcs)						
Weighted average number of ordinary shares for diluted EPS	36 587 457	33 208 981	35 044 094	32 851 361	34 603 140	32 964 095
(pcs)						

Adjusted EBITDA and Cash EBITDA include adjustments for items affecting comparability, which amounted to SEK 1.5 million (1.9) during the quarter. See page 20 for further details and a reconciliation of IFRS-defined performance measures to EBITDA. See pages 21-22 for definitions of financial performance measures and operational key performance indicators.

PROFITABLE GROWTH

CEO COMMENT

The third quarter was characterized by stronger organic growth, improved profitability and important strategic progress. We completed the integration of Scala as planned, clarified the positioning of our brands and signed a global framework agreement with Circle K. Preparations for a transfer to Nasdaq Stockholm's Main Market are progressing as planned, with the aim of completing the transfer by year-end.

STRONG PERFORMANCE AND IMPROVED PROFITABILITY

Revenue for the quarter increased to SEK 219 million. SaaS revenue accounted for 54 per cent of revenue, despite strong performance in Systems. Profit for the period amounted to SEK 17 million and Cash EBITDA to SEK 49 million, clearly demonstrating the positive effect that a growing share of SaaS revenue has on earnings.

At the end of the quarter, ARR amounted to SEK 464 million, corresponding to an increase of 44 per cent at fixed exchange rates compared with the same point in the previous year. Organic ARR growth was 3.5 per cent during the quarter, equivalent to an annualized growth rate of approximately 15 per cent.

As expected, cash flow during the quarter was affected by temporary effects related to the integration of Scala, amounting to approximately SEK 15 million, for which a provision was made in Q2. In addition, most of the increase in working capital relates to Scala

invoicing during the final month of the quarter, which is expected to normalize in Q4.

DISE BECOMES SCALA

The extensive integration of Scala was completed within the planned timeframe of three months. The organization was reduced from just over 100 employees to 35, and the business has now been integrated into the Group's management systems, processes and ERP infrastructure.

The integration also marks a strategic shift, with Scala now fully adopting our partner-led model. By combining Scala's strong international brand with Dise's technology, innovation capabilities and partner relationships, we are creating a clearer and stronger foundation for global growth.

During the quarter, we also decided to bring the Dise business together under the Scala brand. Going forward, Scala will distribute its solutions exclusively through certified partners, strengthening scalability.

A CLEARER STRATEGIC DIRECTION

During the quarter, we updated Vertiseit's strategy to clarify each brand's offering, market position and partner strategy.

Scala continues with a dedicated partner model, distributing its platform exclusively through leading full-service providers in each market.

Grassfish focuses its platform offering on international enterprise customers seeking to build in-house capabilities in Digital In-store. Grassfish works alongside integrators and other partners, while the customer coordinates the work. Going forward, Grassfish will not act as a full-service provider or handle hardware.

Visual Art will increasingly focus on concept development within Digital In-store. This means the company will continue to take extensive responsibility for concepts and operations, while integration partners will play an increasingly important role in enabling global scalability.

GLOBAL EXPANSION

During the quarter, we signed a global framework agreement with Circle K. The agreement strengthens our position as a global partner to leading international brands and confirms our ability to win strategic contracts. It is particularly significant as we continue to participate in tenders with major international players in the QSR sector.

Alongside the development of our business, preparations for listing Vertiseit's shares on Nasdaq Stockholm's Main Market are progressing. Our ambition is to complete the listing towards the end of the year.

With the integration of Scala completed, a clearer strategic direction and a growing share of recurring revenue, we enter the final quarter of the year with an increased focus on profitable growth and international expansion.

Johan Lind, CEO



ACQUISITION OF SCALA



On June 1, 2026, Vertiseit completed the acquisition of Scala, one of the most recognized software brands in Digital Signage. Through the acquisition, Vertiseit strengthened its global position in In-store Experience Management (IXM), expanded its international partner network, and enhanced its presence in North America and other strategically important markets. The acquisition represents an important step in Vertiseit’s long-term strategy to become the world’s leading platform company in IXM.

ABOUT SCALA

Founded in 1987, Scala is a pioneer in the global Digital Signage industry. For nearly four decades, the company has delivered millions of software licenses worldwide and, together with its partners, built a customer base of more than 1,000 international brands and retailers. Scala provides a leading Digital Signage platform through a global partner network of more than 100 partners. The company operates across North America, Europe, and Asia, and has been part of the STRATACACHE Group since 2016.

ACQUISITION RATIONALE

Through the acquisition, Vertiseit strengthened its global market position and established one of the world’s strongest platforms in Digital Signage and In-store Experience Management (IXM).

Scala complements the Group’s existing offering with a strong international customer base, an extensive partner network, and a particularly strong position in North

America. The acquisition is fully aligned with Vertiseit’s partner-first strategy and creates the foundation for continued international expansion through a broader geographic footprint and a strengthened ecosystem of partners and customers.

The acquisition added approximately 85 MSEK in Annual Recurring Revenue (ARR) and was estimated to add approximately 200 MSEK in annual revenue. Following the realization of expected synergies, the business is anticipated to contribute profitability in line with Vertiseit’s long-term target of a 35 percent Cash EBITDA margin, with synergies expected to be fully realized during 2026.

PARTNERS AND CUSTOMERS

Scala delivers Digital Signage solutions to more than 1,000 global brands across segments including Retail, Grocery, Fashion, Automotive, Airports, Quick-Service Restaurants (QSR), Convenience, and DIY. The combination of Scala’s global market presence and Vertiseit’s strong market position creates significant

opportunities for continued growth through both existing and new partners.

TECH

Scala provides an established enterprise Digital Signage platform designed to support complex global deployments. The platform will be progressively enhanced within Dise, accelerating its transition to a modern, SaaS-based, hardware-agnostic platform fully integrated with Vertiseit’s IXM Grid backend and partner-first strategy.

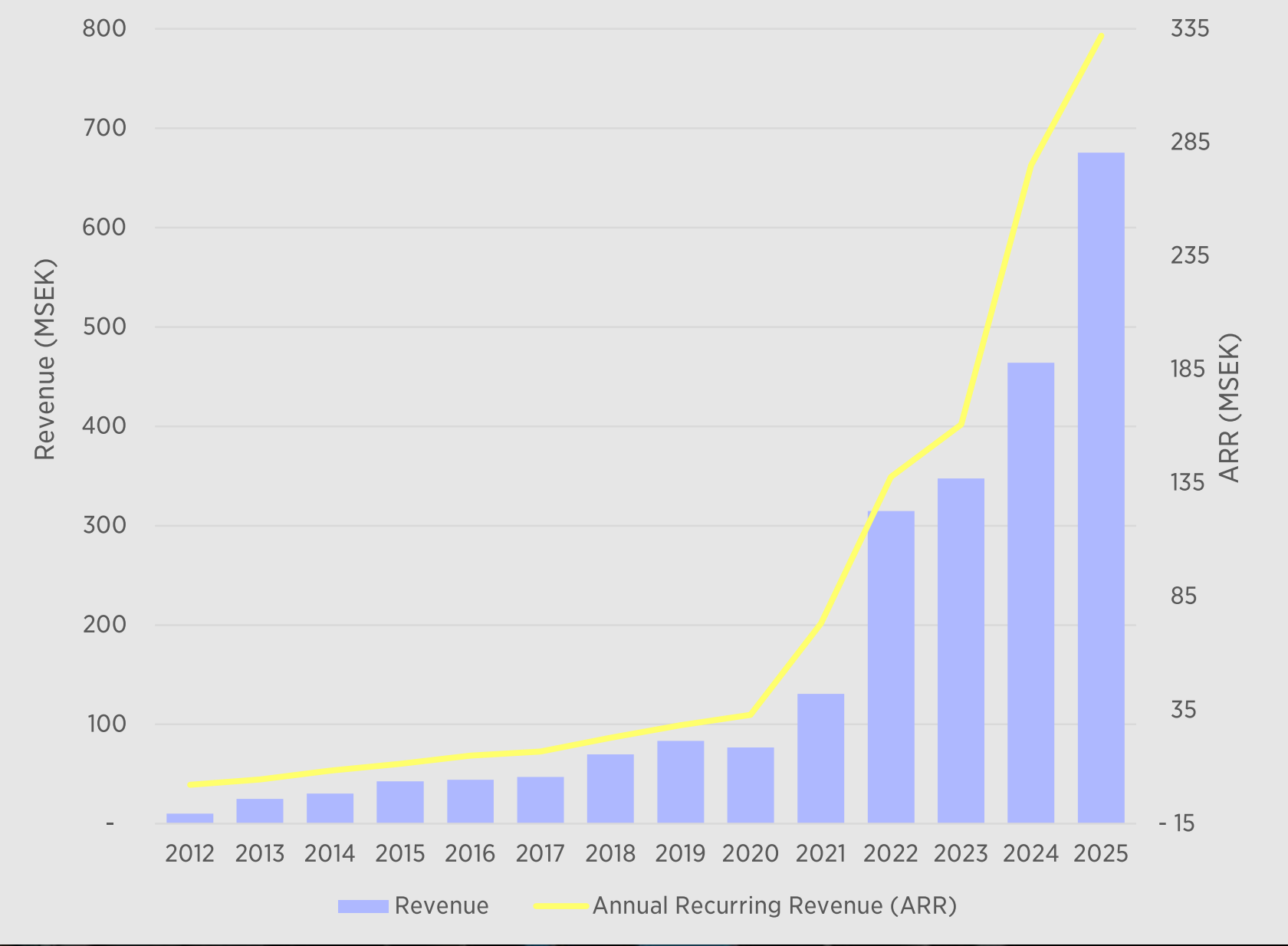
THE ACQUISITION

The acquisition was completed for a purchase price of approximately 265 MSEK and was financed through a combination of an expanded credit facility with Nordea and a directed share issue of approximately 182 MSEK to existing and new investors. Scala was consolidated into the Vertiseit Group effective June 1, 2026 and Vertiseit has subsequently communicated the name change of Dise to Scala. See page 20 for more information.



PROFITABLE GROWTH

Revenue and ARR development 2012-2025



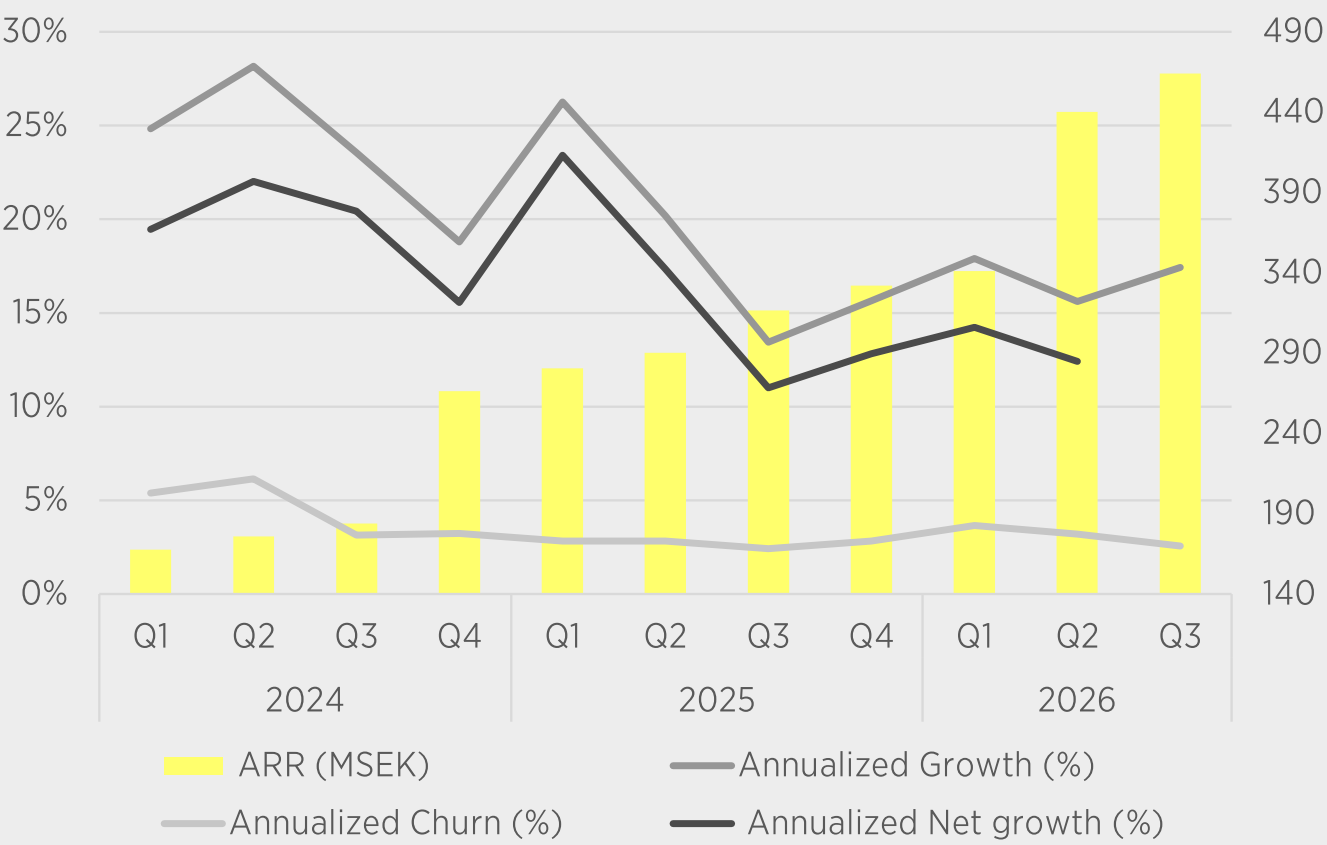
KSEK	Q3 2026	Q2 2026	Q1 2026	Q4 2025	Q3 2025	Q2 2025	Q1 2025	Q4 2024	Q3 2024	Q2 2024	Q1 2024	Q4 2023	Q3 2023	Q2 2023	Q1 2023	Q4 2022
Revenue	219 199	199 330	164 613	186 291	150 721	168 075	170 556	202 795	82 111	86 477	92 688	87 409	96 152	84 095	79 968	98 933
Profit for the period	16 667	-18 266	1 692	6 683	10 631	-16 864	5 588	11 661	10 893	8 785	9 817	5 688	9 395	-4 576	1 279	8 030
SaaS revenue	118 240	97 789	85 639	85 755	80 203	73 121	72 725	70 996	47 407	46 450	44 250	42 851	47 536	44 842	42 464	42 409
ARR	463 952	439 980	341 048	332 041	316 449	290 159	280 521	275 052	187 236	178 671	170 101	160 756	156 565	150 873	144 097	137 713
Adjusted EBITDA	55 091	36 171	26 286	32 696	30 450	20 327	21 156	32 887	23 171	18 626	23 031	20 535	20 211	7 387	11 325	13 164
Adjusted EBITDA (%)	25,1	18,1	16,0	17,6	20,2	12,1	12,4	16,2	28,2	21,5	24,8	23,5	21,0	8,8	14,2	13,3
Cash EBITDA	48 762	28 538	19 250	22 021	22 789	12 195	13 379	21 481	18 411	13 413	17 617	14 583	12 677	1 118	5 128	5 988
Cash EBITDA (%)	22,2	14,3	11,7	11,8	15,1	7,3	7,8	10,6	22,4	15,5	19,0	16,7	13,2	1,3	6,4	6,1
Gross margin (%)	75,2	70,4	75,0	70,6	75,6	66,4	66,1	57,8	78,2	74,6	71,8	71,7	67,1	72,7	74,7	57,0
Weighted average number of ordinary shares for basic EPS (pcs)	33 626 457	33 626 457	30 333 143	30 233 365	30 143 981	29 933 114	28 965 271	27 072 714	22 912 912	21 412 632	20 501 747	20 501 747	20 501 747	20 252 947	20 190 747	20 190 747
Data per Share (SEK)																
ARR per Share	13,80	13,08	11,24	10,98	10,50	9,69	9,68	10,16	8,17	8,34	8,30	7,84	7,64	7,45	7,14	6,82
Adjusted EBITDA per share	1,64	1,08	0,87	1,08	1,01	0,68	0,73	1,21	1,01	0,87	1,12	1,00	0,99	0,36	0,56	0,65
Cash EBITDA per share	1,45	0,85	0,63	0,73	0,76	0,41	0,46	0,79	0,80	0,63	0,86	0,71	0,62	0,06	0,25	0,30
Profit for the period per share	0,50	-0,54	0,06	0,22	0,35	-0,56	0,19	0,43	0,48	0,41	0,48	0,28	0,46	-0,23	0,06	0,40

GROUP SAAS METRICS

Vertiseit is a leading SaaS company in Digital In-store, providing In-store Experience Management (IXM) platforms through its subsidiaries Dise, Grassfish, and Visual Art. To enhance transparency and provide greater insight into Vertiseit’s subscription business, selected SaaS metrics are presented. These are operational performance measures and should be assessed together with the IFRS-based financial measures presented elsewhere in this report.

		Q3 2026	QoQ	YoY
ARR (MSEK)	Annual Recurring Revenue	464,0	3,5% 	43,9%
Growth rate (%)	Annualized growth rate	17,4%	1,8pp 	4,0pp
Churn rate (%)	Annualized churn rate	0,6%	-0,6pp 	0,2pp
CAC (KSEK)	License Acquisition Cost	1,2	-12,7% 	-13,0%
ARPA (KSEK)	Average Recurring Revenue Per Brand	214,9	-17,1% 	-25,4%
ARPL (KSEK)	Average Recurring Revenue Per License	1,0	-14,8% 	-22,1%
CAC Ratio (KSEK)	Acquisition Cost per new ARR KSEK	1,1	1,8% 	3,4%
Months to recover CAC	Months to recover License Acquisition Cost	17,7	-0,7% 	10,0%
LTV (KSEK)	Lifetime value per license	38,2	5,0% 	-27,1%
LTV/CAC	Acquisition cost payback ratio	31,3	20,3% 	-16,3%
SaaS Gross Margin (%)	Profit margin on SaaS revenue	85,6%	2,6pp 	1,2pp
NRR (%)	Annualized Net Revenue Retention	107,8%	1,2pp 	-0,1pp

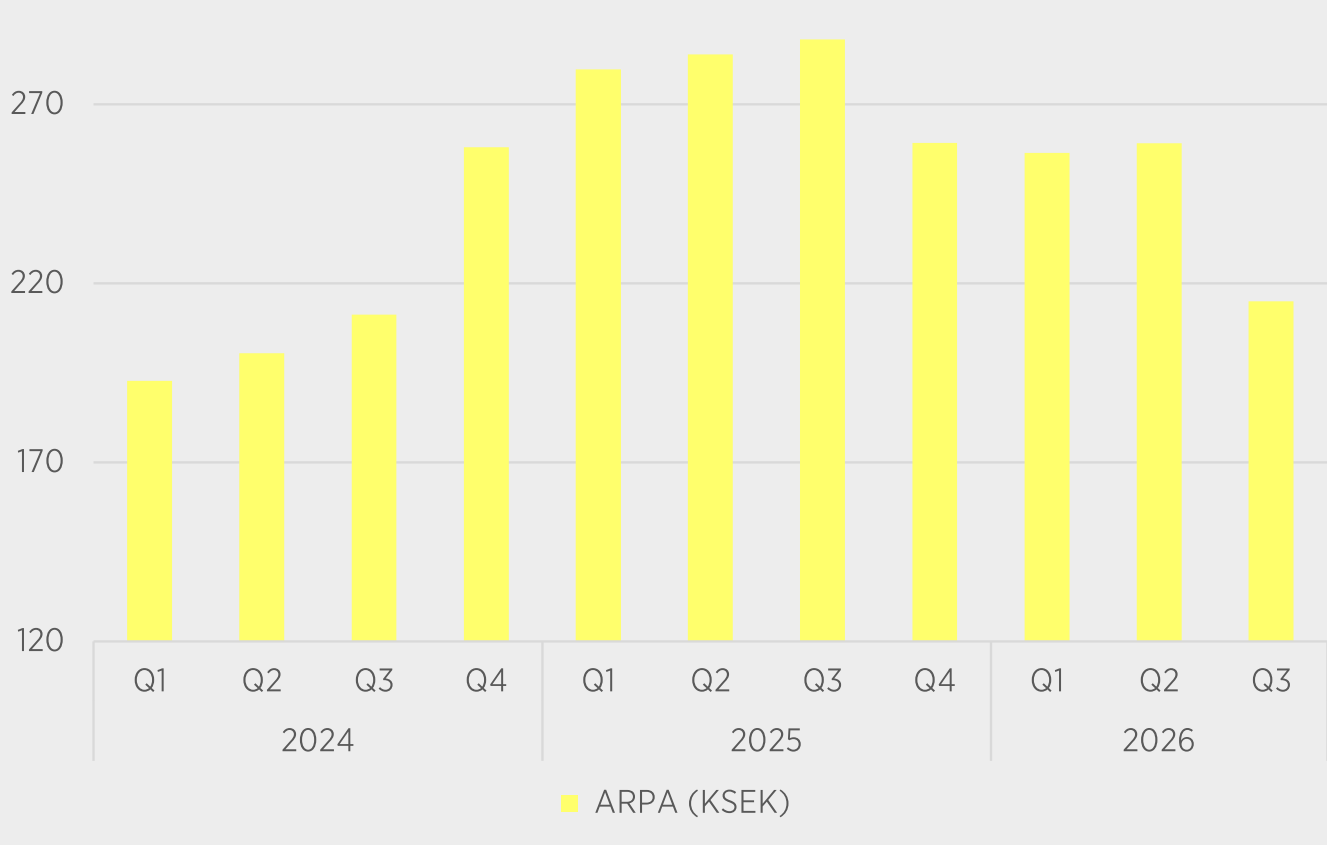
ARR DEVELOPMENT



NET REVENUE RETENTION



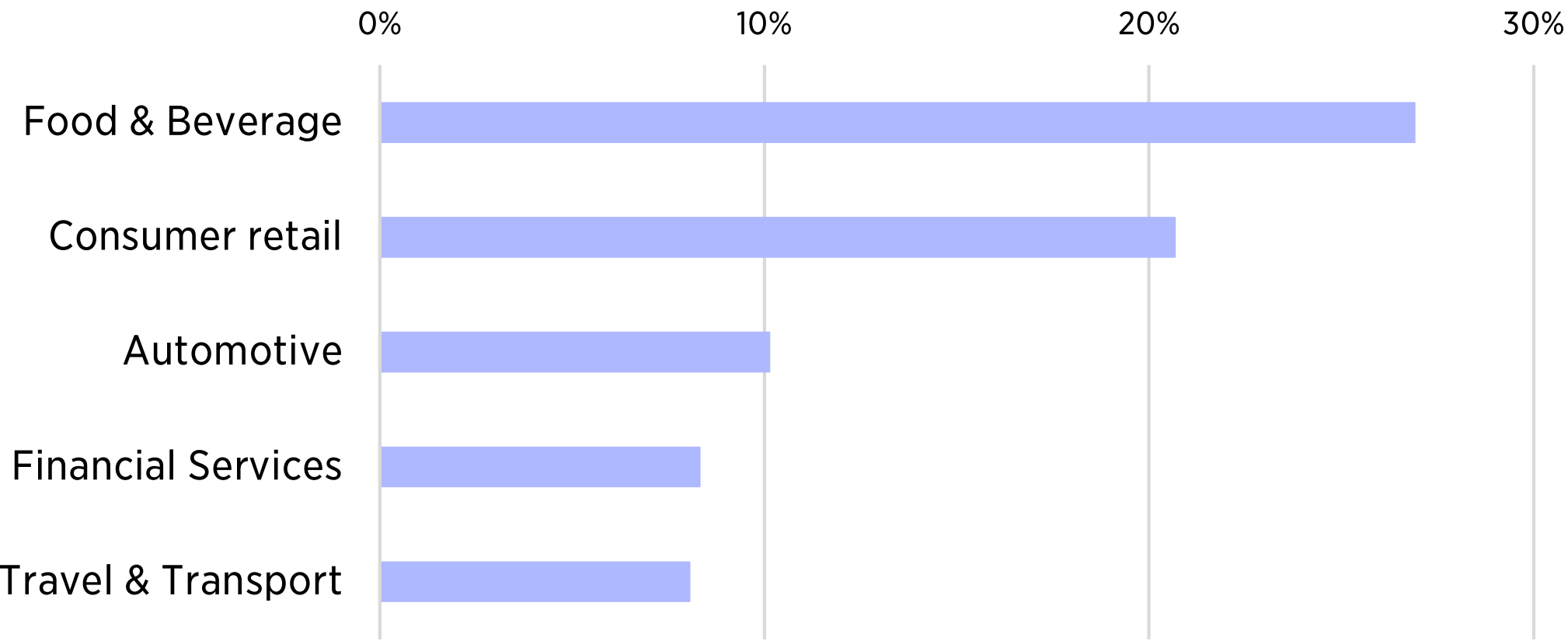
AVERAGE REVENUE PER BRAND



GROUP CUSTOMER METRICS

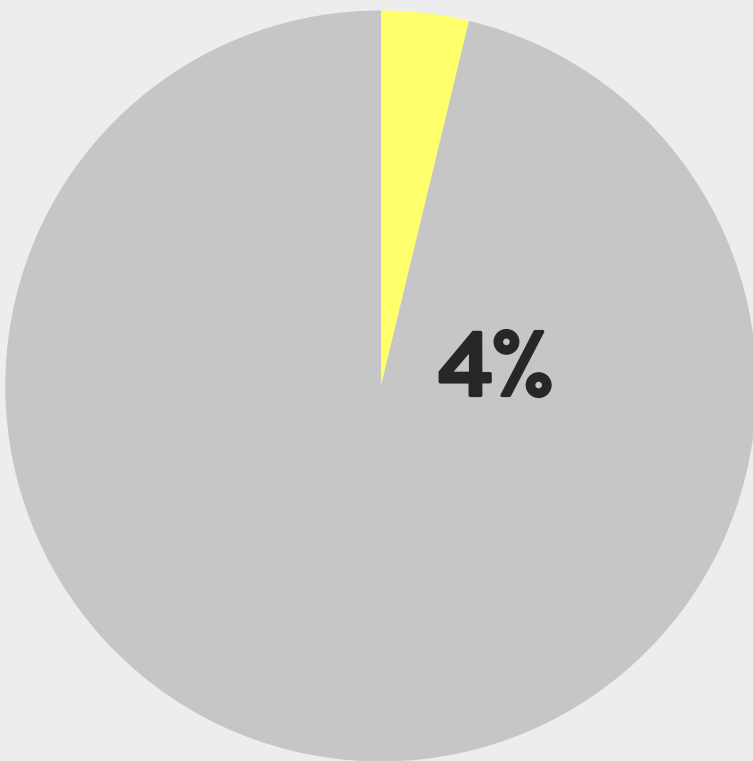
Vertiseit serves a broad range of industries, ensuring balanced revenue distribution and limited dependency on any single customer. No single customer in the group accounts for a significant share of the group’s ARR or revenue.

SHARE OF ARR PER CUSTOMER SEGMENT - Q3 2026

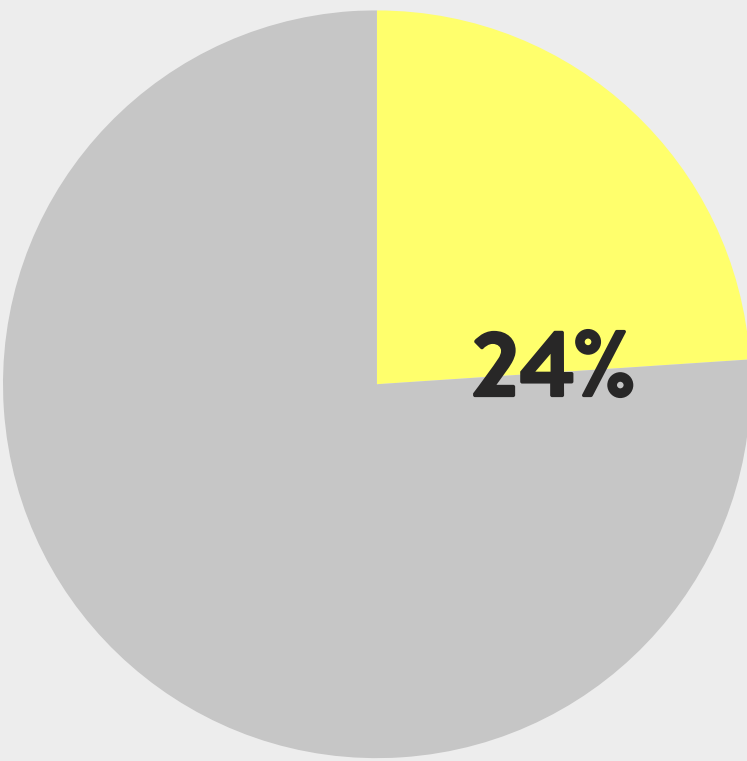


Share of total ARR for Vertiseit’s top 5 segment

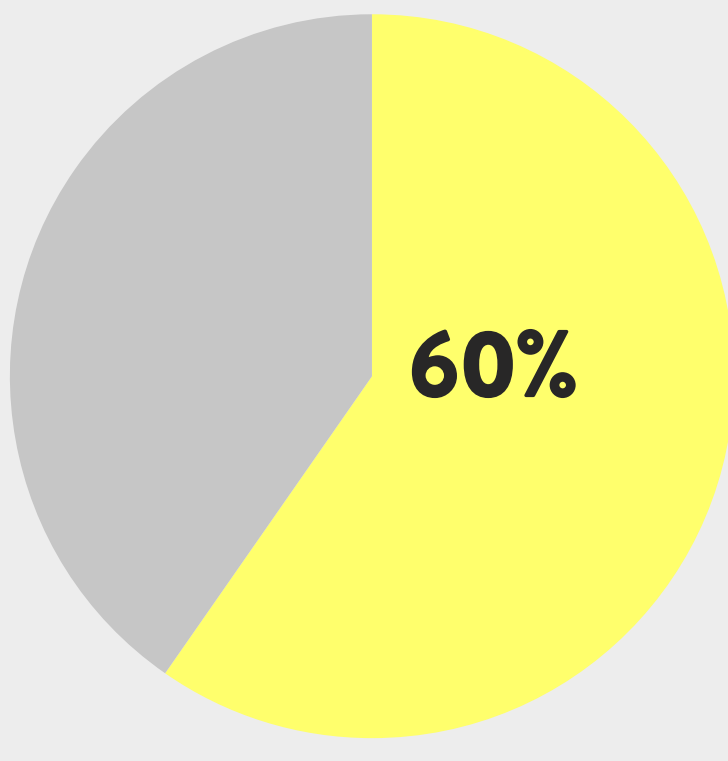
CUSTOMER CONCENTRATION



Largest customer’s share of ARR



10 largest customers’ share of ARR



100 largest customers’ share of ARR

FINANCIAL OVERVIEW

VERTISEIT GROUP

The Quarter July-September 2026

REVENUE AND EARNINGS

In the third quarter of 2026, Vertiseit completed the integration of the Scala acquisition, which has been consolidated in the Group's accounts since June 1. Together with continued organic growth, the acquisition contributed to a 45.4% increase in revenue to SEK 219.2 million (150.7) compared with the corresponding period of the previous year.

Profit for the period increased 56.8% to SEK 16.7 million (10.6). Items affecting comparability totaled SEK 1.5 million (1.9) for the quarter and comprised costs related to the Scala integration and Vertiseit's ongoing transfer from Nasdaq First North Growth Market to Nasdaq Main Market. Further information about the acquisition is provided under Business combinations on page 20. Adjusted EBITDA, adjusted for these costs, increased 80.9% to SEK 55.1 million (30.5), corresponding to an Adjusted EBITDA margin of 25.1% (20.2). Cash EBITDA, the primary earnings measure that forms the basis of the company's long-term profitability target, increased 114.0% to SEK 48.8 million (22.8), corresponding to a Cash EBITDA margin of 22.2% (15.1). The improved profitability margins were primarily driven by a revenue mix with a growing share of SaaS revenue, which accounted for 53.9% of revenue in the third quarter despite high Systems revenue.

At the end of the third quarter, ARR (Annual Recurring Revenue) amounted to SEK 464.0 million (316.4). Compared with the same date in the previous year, ARR increased 43.9% at fixed exchange rates. Compared with the previous quarter, sequential organic ARR growth was 3.5% at fixed exchange rates, corresponding to an annualized organic growth rate of 14.6%. SaaS revenue increased by SEK 38.0 million to SEK 118.2 million

(80.2) compared with the previous year.

Earnings per share for the third quarter of 2026, before and after dilution, amounted to SEK 0.50 and SEK 0.46, respectively (0.35 and 0.32).

During the quarter, the Group continued to develop in line with its long-term strategy, focusing on recurring SaaS revenue and profitable growth.

FINANCIAL POSITION

As of September 30, 2026, the Group's total assets amounted to SEK 1,642.0 million (1,176.8). Total assets increased by SEK 465.2 million compared with the corresponding date in the previous year, primarily due to additional intangible assets arising from completed acquisitions. Intangible assets accounted for 81.1% (81.6) of total assets.

At the end of the quarter, financial liabilities amounted to SEK 343.9 million (235.0), of which SEK 23.7 million (0.0) represented a utilized overdraft facility. All financial liabilities comprise credit facilities with Nordea Bank Abp. At the end of the quarter, the Group's net debt, excluding leases, amounted to SEK 297.5 million (208.2), corresponding to 2.0x Adjusted EBITDA (1.9) for the last 12 months.

Equity increased to SEK 954.1 million (714.9), primarily as a result of a share issue of approximately SEK 182 million to finance the Scala acquisition. The equity ratio was 58.1% (60.7).

CASH FLOW AND CASH EQUIVALENTS

Cash flow from operating activities amounted to SEK -23.4 million (-2.7) for the quarter, including a SEK -55.4 million (-23.4) change in working capital. As part of the integration, a significant portion of Scala's invoicing took place late in the quarter. This contributed to a temporary increase in trade receivables of approximately SEK 15 million, which is expected to reverse in the fourth quarter of 2026. Payments related to restructuring costs, for which a provision was made in the second quarter, amounted to approximately SEK 15 million. Overall, a normalization of working capital, together with reduced integration and restructuring expenses, is expected to contribute positively to cash flow in the fourth quarter of 2026. Cash flow before changes in working capital amounted to SEK 31.9 million (20.7).

Cash flow from investing activities amounted to SEK -6.3 million (-83.9) for the quarter. Investments in the Group's SaaS platform and internal IT infrastructure amounted to SEK -6.3 million (-7.7).

Cash flow from financing activities amounted to SEK 24.1 million (74.8) for the quarter, primarily due to a temporary increase in the use of the overdraft facility.

Cash flow for the third quarter of 2026 amounted to SEK -5.6 million (-11.8). Available liquidity, including undrawn credit facilities, amounted to SEK 102.7 million (96.7) at the end of the quarter.

The Period January-September 2026

REVENUE AND EARNINGS

During the period January-September 2026, revenue increased 19.2% compared with the corresponding period of the previous year, amounting to SEK 583.1 million (489.4). SaaS revenue accounted for 51.7% (46.2) of total revenue, and its growing share had a positive impact on profitability. Compared with the corresponding period of the previous year, SaaS revenue increased by SEK 75.6 million to SEK 301.7 million (226.0).

Profit for the period amounted to SEK 0.1 million (-0.6). Items affecting comparability totaled SEK 31.6 million (18.5) during the period, most of which related to the acquisition and integration of Scala. Adjusted EBITDA, adjusted for these costs, increased 63.4% to SEK 117.5 million (71.9), corresponding to an Adjusted EBITDA margin of 20.2% (14.7). Cash EBITDA increased 99.6% to SEK 96.6 million (48.4), corresponding to a Cash EBITDA margin of 16.6% (9.9).

CASH FLOW AND CASH EQUIVALENTS

During the period January-September 2026, cash flow from operating activities amounted to SEK 36.9 million (28.4), including a SEK -33.8 million (-24.1) change in working capital. Cash flow before changes in working capital amounted to SEK 70.7 million (52.6).

Cash flow from investments in intangible assets, comprising investments in the Group's SaaS platform and internal IT infrastructure, amounted to SEK -21.0 million (-23.6) during the period. Total cash flow from investing activities amounted to SEK -279.6 million (-100.8), primarily related to the acquisition of Scala.

Cash flow from financing activities amounted to SEK 259.0 million (63.9), primarily as a result of the directed share issue and loans raised to finance the acquisition of Scala. Total cash flow for the period amounted to SEK 16.3 million (-8.5).

SIGNIFICANT EVENTS DURING THE YEAR

VERTISEIT GROUP

Q1 2026

- No significant events during the quarter.

Q2 2026

- Vertiseit announced the acquisition of Scala, a leading global Digital Signage software company, significantly strengthening the Group's global position in In-store Experience Management (IXM), broadening its product portfolio, and expanding its presence in the North American market. The acquisition was completed on June 1, 2026.
- To finance the acquisition of Scala, Vertiseit completed a directed share issue to existing and new shareholders, raising approximately 182 MSEK before transaction costs through the issuance of 3,033,314 new Class B shares at a subscription price of 60.00 SEK per share.
- The TO 5A warrant program expired. Through the exercise of the warrants, Vertiseit received approximately 13 MSEK before transaction costs.

Q3 2026

- Vertiseit's subsidiary Visual Art entered into a global framework agreement with Circle K Procurement and Brands Limited regarding the delivery of software platform, concept and communication for Circle K's service stations.
- Vertiseit announced that Dise will become Scala. The name change followed the acquisition of Scala by Vertiseit's subsidiary, Dise, finalized on June 1, 2026, and the subsequent integration of Scala into Dise's organisation and partner-led strategy.

OTHER INFORMATION

ACCOUNTING PRINCIPLES

The interim report has been prepared in accordance with IAS 34, RFR 2 and the Annual Accounts Act ("årsredovisningslagen"). Vertiseit holds only financial instruments measured at amortized cost. The interim report for the parent company has been prepared in accordance with the Annual Accounts Act. The accounting principles are unchanged compared to the annual report for 2025. Material information can be found throughout the document and not only in the formal financial reports.

ADDITIONAL INFORMATION

This interim report has not been subject to review by the company's auditors.

ORGANISATION AND EMPLOYEES

The average number of full-time employees (FTE) in the group during the quarter was 314 (282), of which 209 were men (188) and 105 were women (94). FTE by the end of the quarter, adjusted for employees under notice period, amounted to 320.

ANNUAL GENERAL MEETING

Vertiseit's Annual General Meeting was held at Vertiseit's headquarters, Kyrkogatan 7, Varberg, on April 22, 2026. The minutes of the meeting and the annual report are available on the company's website, vertiseit.com.

IFRS 18 IMPLEMENTATION

IFRS 18 replaces IAS 1 and will become effective for the financial year beginning on 1 January 2027. The standard introduces a new structure for the statement of profit or loss, new disclosure requirements for certain management-defined performance measures, and new principles for aggregation and disaggregation of information. Vertiseit has initiated the implementation of the standard and is currently assessing its impact on the Group's financial reporting. The standard is expected to primarily affect presentation and

disclosures, without impacting the Group's reported profit or financial position.

SIGNIFICANT RISKS AND UNCERTAINTIES

The risks in the Group's operations can generally be divided into risks related to the market and external environment, financial risks, and operational risks. Significant risks and uncertainties relevant for the remainder of the year primarily relate to uncertainty regarding general economic developments in the markets in which the Group operates. These risks are mainly managed by continuously adapting the Group's cost base to expected demand.

Following the acquisition of Scala, the Group's exposure to acquisition and integration risks has increased, primarily relating to the integration of operations and the realization of expected synergies. The acquisition has also resulted in increased indebtedness and, consequently, greater exposure to interest rate, liquidity, and refinancing risks.

Apart from the above, no material changes in the Group's significant risks or uncertainties have occurred during the period. A detailed description of risks, uncertainties, and how they are managed can be found in Vertiseit's Annual Report for 2025. The significant risks and uncertainties described for the Group are also applicable to the Parent Company.

RELATED PARTY TRANSACTIONS

During the period, no significant transactions with related parties took place in the group or in the parent company, with the exception of transactions related to the group's incentive program and ordinary business transactions.

FINANCIAL REPORTS

Vertiseit's financial reports can be found on the company's website vertiseit.com/financial-reports

TRANSLATION DISCLAIMER

This report is an English translation of the original Swedish version. In the event of any discrepancies, the Swedish version shall prevail.



FINANCIAL CALENDAR

21 OCTOBER 2026	INTERIM REPORT Q3 2026
10 FEBRUARY 2027	YEAR-END REPORT Q4 2026
31 MARCH 2027	ANNUAL REPORT 2026
21 APRIL 2027	INTERIM REPORT Q1 2027
21 APRIL 2027	ANNUAL GENERAL MEETING 2027
15 JULY 2027	INTERIM REPORT Q2 2027
21 OCTOBER 2027	INTERIM REPORT Q3 2027
10 FEBRUARY 2028	YEAR-END REPORT Q4 2027

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SIGNING OF THE REPORT

The Board of Directors and the Chief Executive Officer (CEO) assure that the interim report provides a correct overview of the group’s and parent company’s operations, financial position and results.

Varberg on October 21, 2026

	Ann Öberg Board Chair	
Mikael Olsson Board Member		Vilhelm Schottenius Board Member
Johanna Schottenius Board Member		Carl Backman Board Member
Jon Lindén Board Member		Johan Lind CEO

FINANCIALS

FINANCIAL REPORTS

STATEMENT OF COMPREHENSIVE INCOME FOR THE GROUP

	Q3 2026	Q3 2025	Acc 2026	Acc 2025	LTM	FY 2025
KSEK	Jul-Sep	Jul-Sep	Jan-Sep	Jan-Sep	Oct-Sep	Jan-Dec
Revenue	219 199	150 721	583 141	489 352	769 432	675 643
Other operating income	3 039	1 409	15 697	8 860	19 620	12 783
Revenue and other operating income	222 237	152 130	598 838	498 212	789 052	688 426
Raw material expense	-57 300	-38 111	-157 033	-152 497	-212 364	-207 828
Other external costs	-48 731	-36 770	-148 252	-112 951	-191 283	-155 981
Employee benefits expense	-62 660	-48 717	-207 633	-179 361	-271 962	-243 690
Operating profit before depreciation and amortisation (EBITDA)	53 546	28 533	85 919	53 404	113 443	80 927
Depreciation and amortisation of property, plant and equipment and intangible assets	-28 701	-16 326	-68 529	-45 033	-85 894	-62 398
Operating Profit (EBIT)	24 844	12 207	17 391	8 371	27 549	18 529
Finance income	1 702	5 124	3 858	5 664	5 240	7 046
Finance costs	-6 534	-6 707	-16 523	-16 210	-20 380	-20 068
Net finance expense	-4 832	-1 583	-12 665	-10 547	-15 140	-13 022
Profit before income tax	20 012	10 624	4 726	-2 176	12 409	5 507
Income tax expense	-3 345	7	-4 633	1 531	-5 634	530
Profit for the period	16 667	10 631	93	-645	6 775	6 037
Other comprehensive income						
Exchange differences on translation of foreign operations	20 450	-4 228	38 541	-13 635	27 012	-25 164
Total comprehensive income for the period	37 117	6 403	38 634	-14 280	33 787	-19 127
Profit for the Period Attributable to:						
Shareholders of the Parent Company	16 667	10 631	93	-645	6 775	6 037
Non-controlling Interests						
Profit for the Period	16 667	10 631	93	-645	6 775	6 037
Total comprehensive income for the period attributable to:						
Owners of the parent	37 117	6 403	38 634	-14 280	33 787	-19 127
Non-controlling interests						
Total comprehensive income for the period	37 117	6 403	38 634	-14 280	33 787	-19 127
Earnings per share for the period						
Basic earnings per share (SEK)	0,50	0,35	0,00	-0,02	0,22	0,20
Diluted earnings per share (SEK)	0,46	0,32	0,00	-0,02	0,20	0,18
Number of shares outstanding for basic EPS (pcs)	33 626 457	30 143 981	33 626 457	30 143 981	33 626 457	30 333 143
Number of shares outstanding for diluted EPS (pcs)	36 587 457	33 208 981	36 587 457	33 208 981	36 587 457	33 398 143
Weighted average number of shares outstanding for basic EPS (pcs)	33 626 457	30 143 981	31 933 918	29 686 905	31 504 382	29 824 776
Weighted average number of shares outstanding for diluted EPS (pcs)	36 587 457	33 208 981	35 044 094	32 851 361	34 603 140	32 964 095

All items of other comprehensive income are items that may be reclassified subsequently to profit or loss for the period

STATEMENT ON FINANCIAL POSITION FOR THE GROUP

	Q3 2026	Q3 2025	FY 2025
KSEK	2026-09-30	2025-09-30	2025-12-31
Assets			
Intangible assets	1 331 512	960 625	1 000 251
Property, plant and equipment	17 530	2 633	4 851
Right-of-use assets	44 813	52 769	49 124
Deferred tax assets	1 183	3 828	1 336
Non-current financial assets	2 000	1 640	2 492
Total non-current assets	1 397 038	1 021 496	1 058 054
Inventories	10 111	5 209	4 358
Trade receivables	129 768	83 719	117 208
Contract assets	25 173	22 111	15 418
Prepayments and accrued income	14 950	8 474	11 854
Other receivables	18 570	9 092	8 852
Cash and cash equivalents	46 401	26 737	28 949
Total current assets	244 973	155 342	186 639
Total assets	1 642 011	1 176 837	1 244 693
Equity and liabilities			
Equity			
Share capital	1 681	1 507	1 516
Other contributed equity	817 971	614 163	626 495
Reserves	38 254	11 242	-287
Retained earnings	96 185	88 001	96 092
Total equity	954 091	714 914	723 816
Liabilities			
Non-current financial liabilities	270 196	184 975	202 789
Non-current lease liabilities	29 505	37 881	35 559
Other non-current liabilities	-	-	-
Provisions	11 322	10 826	6 420
Deferred tax liabilities	36 267	22 825	26 309
Total non-current liabilities	347 290	256 507	271 077
Current financial liabilities	73 701	50 000	61 006
Current lease liabilities	15 733	14 760	14 436
Trade payables	53 636	31 466	46 164
Contract liabilities	110 565	58 468	59 515
Current tax liabilities	13 801	1 377	1 376
Other current liabilities	29 704	21 746	33 402
Accrued expenses and deferred income	43 490	27 600	33 901
Total current liabilities	340 630	205 417	249 800
Total liabilities	687 920	461 923	520 877
Total equity and liabilities	1 642 011	1 176 837	1 244 693

STATEMENT OF CHANGES IN EQUITY FOR THE GROUP

				Retained Earnings, Including Period's Result		Non-controlling Interests	Total Equity
KSEK	Share capital	Other contributed capital	Translation reserve		Total		
Opening Equity as of January 1, 2026	1 516	626 495	-287	96 092	723 816	-	723 816
Total Comprehensive Income for the Period							
Total Comprehensive Income for the Period	-	-	38 541	93	38 634	-	38 634
Transactions with the Group's Shareholders							
Share Issuance	165	194 445	-	-	194 610	-	194 610
Issuance Costs	-	-4 499	-	-	-4 499	-	-4 499
Warrants	-	1 530	-	-	1 530	-	1 530
Change in Ownership Interest in Subsidiaries							
Acquisition of Partially Owned Subsidiaries	-	-	-	-	-	-	-
Closing Equity as of September 30, 2026	1 681	817 971	38 254	96 185	954 091	-	954 091

				Retained Earnings, Including Period's Result		Non-controlling Interests	Total Equity
KSEK	Share capital	Other contributed capital	Translation reserve		Total		
Opening Equity as of January 1, 2025	1 441	537 603	24 877	88 646	652 568	-	652 568
Total Comprehensive Income for the Period							
Total Comprehensive Income for the Period	-	-	-13 635	-645	-14 280	-	-14 280
Transactions with the Group's Shareholders							
Share Issuance	66	78 000	-	-	78 066	-	78 066
Issuance Costs	-	-2 849	-	-	-2 849	-	-2 849
Warrants	-	1 409	-	-	1 409	-	1 409
Change in Ownership Interest in Subsidiaries							
Acquisition of Partially Owned Subsidiaries	-	-	-	-	-	-	-
Closing Equity as of September 30, 2025	1 507	614 163	11 242	88 001	714 914	-	714 914

- During the second quarter of 2026, 660,000 warrants were issued to the wholly owned subsidiary In-store Experiences AB. Of these, 370,400 warrants were subsequently transferred to employees within the Group.
- During the second quarter of 2025, 260,000 Class B shares were issued through the exercise of warrants under the TO 5A warrant program at a subscription price of 50.00 SEK per share.

See page 19 for additional information on the Group’s incentive and warrant programs.

STATEMENT OF CASH FLOWS FOR THE GROUP

	Q3 2026	Q3 2025	Acc 2026	Acc 2025	LTM	FY 2025
KSEK	Jul-Sep	Jul-Sep	Jan-Sep	Jan-Sep	Oct-Sep	Jan-Dec
Operating activities						
Operating profit (EBIT)	26 079	14 875	20 163	11 689	30 740	22 266
Adjustment for depreciation and amortisation of property, plant and equipment and intangible assets	28 683	16 326	68 510	45 033	85 875	62 398
Other non-cash items	-12 679	-2 450	-621	12 202	-12 805	18
Interest received	57	215	299	259	819	779
Interest paid	-4 206	-3 363	-10 698	-10 236	-15 090	-14 628
Income tax paid	-5 986	-4 889	-6 975	-6 358	-3 266	-2 649
Cash flows before changes in working capital	31 948	20 714	70 678	52 589	86 273	68 184
Increase (-)/decrease (+) in inventories	-3 269	1 322	-4 194	6 521	-2 463	8 252
Increase (-)/decrease (+) in operating receivables	-32 502	18 522	9 058	46 478	-16 230	21 190
Increase (+)/decrease (-) in operating liabilities	-19 590	-43 288	-38 626	-77 145	-18 659	-57 178
Cash flows from operating activities	-23 413	-2 730	36 916	28 443	48 921	40 448
Investing activities						
Acquisition of intangible fixed assets	-6 329	-7 661	-20 998	-23 570	-31 673	-34 245
Acquisition of property, plant and equipment	-	751	-1 441	-1 037	-3 203	-2 799
Acquisition of subsidiaries/Businesses, net cash impact	-	-76 482	-257 210	-76 482	-278 660	-97 932
Disposal of subsidiaries/businesses, net cash impact	-	-	-	-	-	-
Acquisition of non-current financial assets	-	-461	-	-847	-852	-1 699
Disposal of non-current financial assets	-	-	-	1 097	-	1 097
Cash flows from investing activities	-6 329	-83 853	-279 649	-100 839	-314 388	-135 578
Financing activities						
Share issuance	-	1 409	194 610	79 475	194 610	79 475
Share issuance costs	-	-	-4 499	-2 849	-4 556	-2 906
Cash from warrants premiums	1 530	-	1 530	-	1 530	-
Net change in overdraft facilities	23 701	-	12 695	-8 248	23 701	2 758
Borrowings	20 000	115 000	169 813	280 000	199 813	310 000
Repayment of loans	-12 500	-37 500	-102 480	-275 000	-114 980	-287 500
Repayment of current lease liabilities	-8 604	-4 109	-12 619	-9 496	-15 567	-12 444
Cash flows from financing activities	24 126	74 800	259 049	63 882	284 550	89 383
Net cash flows for the period	-5 616	-11 783	16 316	-8 514	19 083	-5 747
Cash and cash equivalents at the beginning of the period	51 540	38 498	28 949	36 051	26 737	36 051
Exchange rate differences in Cash and cash equivalents	477	22	1 136	-800	581	-1 355
Cash and cash equivalents at the end of the period	46 401	26 737	46 401	26 737	46 401	28 949

INCOME STATEMENT FOR THE PARENT COMPANY

	Q3 2026	Q3 2025	Acc 2026	Acc 2025	LTM	FY 2025
KSEK	Jul-Sep	Jul-Sep	Jan-Sep	Jan-Sep	Oct-Sep	Jan-Dec
Revenue	2 934	2 582	8 543	8 338	11 272	10 920
Other operating income	18 226	19 622	51 067	50 282	75 923	77 319
Revenue and other operating income	21 160	22 204	59 610	58 620	87 195	88 239
Raw materials and consumables	-2 616	-0	-7 873	-0	-3 382	-766
Other external costs	-11 821	-11 786	-36 150	-36 167	-50 828	-50 793
Personnel costs	-11 279	-12 948	-32 477	-35 358	-45 875	-47 544
Depreciation and impairment of property, plant and equipment and intangible assets	-2 402	-1 532	-7 207	-4 589	-6 991	-6 121
Operating Profit (EBIT)	-6 957	-4 062	-24 097	-17 495	-19 880	-16 985
Other interest income and similar income	1 713	2 688	3 958	3 328	3 370	4 345
Interest expense and similar expenses	-5 771	-3 610	-14 442	-9 299	-14 728	-12 568
Year-end allocations	-	-	-	-	25 668	25 668
Profit after financial items	-11 015	-4 984	-34 580	-23 466	-5 571	460
Tax on profit for the period	-	-	-	-	-2 130	-2 130
Profit for the period	-11 015	-4 984	-34 580	-23 466	-7 701	-1 670

In the parent company, there are no items reported as Other comprehensive income, which is why Total comprehensive income corresponds to the period’s Net profit.

BALANCE SHEET FOR THE PARENT COMPANY

	Q3 2026	Q3 2025	FY 2025
KSEK	2026-09-30	2025-09-30	2025-12-31
Assets			
Intangible assets	37 529	31 721	35 812
Equipment, tools and installations	1 965	112	1 059
Shares in group companies	130 015	130 015	130 015
Other non-current receivables	19	1 131	19
Total non-current assets	169 528	162 979	166 905
Trade receivables	319	10 053	1 412
Receivables from group companies	1 088 155	753 765	815 802
Prepayments and accrued income	6 125	2 019	3 765
Other receivables	113	103	64
Current tax receivables	1 879	1	499
Cash and bank balances	-	-5 610	-
Total current assets	1 096 591	760 331	821 542
Total assets	1 266 119	923 310	988 447
Equity and liabilities			
Equity			
Share Capital	1 681	1 507	1 517
Development expenditure reserve	27 319	14 364	27 319
Share premium reserve	812 863	609 056	621 387
Retained earnings	2 267	15 483	3 937
Profit for the period	-34 580	-23 466	-1 670
Total equity	809 550	616 944	652 490
Provisions			
Other provisions	1 696	3 119	2 714
Total provisions	1 696	3 119	2 714
Untaxed reserves			
Untaxed reserves	4 840	3 240	4 840
Total untaxed reserves	4 840	3 240	4 840
Liabilities			
Non-current liabilities to credit institutions	269 813	180 000	197 500
Total non-current liabilities	269 813	180 000	197 500
Current liabilities to credit institutions	50 000	50 000	50 000
Utilized overdraft facility	23 701	-	11 006
Trade payables	5 917	5 295	6 709
Other current liabilities	3 746	1 072	7 059
Current tax liabilities	-	-	-
Liabilities to group companies	92 058	58 289	52 926
Accrued expenses and deferred income	4 799	5 351	3 203
Total current liabilities	180 220	120 007	130 903
Total liabilities	454 873	303 247	333 243
Total equity and liabilities	1 266 119	923 310	988 447

STATEMENT OF CHANGES IN EQUITY FOR THE PARENT COMPANY

KSEK	Restricted equity		Unrestricted equity		Total equity
	Share capital	Development expenditure reserve	Unrestricted share premium reserve	Retained earnings / accumulated loss	
Opening equity as of January 1, 2026	1 516	27 319	621 386	2 267	652 488
Profit for the period	-	-	-	-34 580	-34 580
Profit for the period	-	-	-	-	-
Transactions with owners of the company					
New share issue	165	-	194 445	-	194 610
Share issue costs	-	-	-4 499	-	-4 499
Warrants	-	-	1 530	-	1 530
Closing Equity as of September 30, 2026	1 681	27 319	812 862	-32 313	809 549

KSEK	Restricted equity		Unrestricted equity		Total equity
	Share capital	Development expenditure reserve	Unrestricted share premium reserve	Retained earnings / accumulated loss	
Opening Equity as of January 1, 2025	1 442	14 364	532 494	15 483	563 783
Profit for the period	-	-	-	-23 466	-23 466
Profit for the period	-	-	-	-	-
Transactions with owners of the company					
New share issue	66	-	78 000	-	78 066
Share issue costs	-	-	-2 849	-	-2 849
Warrants	-	-	1 409	-	1 409
Capitalized development expenditures	-	-	-	-	-
Closing Equity as of September 30, 2025	1 508	14 364	609 054	-7 982	616 944

Operating segments and distribution of income

Segment Reporting - Quarter		Revenue segment						
The Quarter July 1 - September 30		SaaS		Consulting		Systems		Total
KSEK	Q3 2026	Q3 2025	Q3 2026	Q3 2025	Q3 2026	Q3 2025	Q3 2026	Q3 2025
Revenue	118 240	80 203	18 481	17 708	82 478	52 811	219 199	150 722
Direct segment costs	-11 695	-5 245	-2 446	-501	-57 300	-38 610	-71 441	-44 356
Gross profit	106 545	74 958	16 035	17 207	25 178	14 201	147 758	106 366
Gross margin	90%	93%	87%	97%	31%	27%	67%	71%
Other operating income							3 039	1 409
Other external costs							-48 731	-36 770
Employee benefits expense							-62 660	-48 717
EBITDA							39 405	22 289
Depreciation and amortisation of property, plant and equipment and intangible assets							-28 701	-16 326
Operating Profit (EBIT)							10 704	5 963
Financial income							1 702	5 124
Financial costs							-6 534	-6 707
Profit before income tax							5 872	4 380

Segment Reporting - Period		Revenue segment						
The Period January 1 - September 30		SaaS		Consulting		Systems		Total
KSEK	Acc 2026	Acc 2025	Acc 2026	Acc 2025	Acc 2026	Acc 2025	Acc 2026	Acc 2025
Revenue	301 668	226 049	56 361	58 133	225 113	205 170	583 142	489 352
Direct segment costs	-28 602	-14 140	-6 316	-2 686	-157 033	-152 996	-191 951	-169 822
Gross profit	273 066	211 909	50 045	55 447	68 080	52 174	391 191	319 530
Gross margin	91%	94%	89%	95%	30%	25%	67%	65%
Other operating income							15 697	8 860
Other external costs							-148 252	-112 951
Employee benefits expense							-207 633	-179 361
EBITDA							51 002	36 079
Depreciation and amortisation of property, plant and equipment and intangible assets							-68 529	-45 033
Operating Profit (EBIT)							-17 526	-8 954
Financial income							3 858	5 664
Financial costs							-16 523	-16 210
Profit before income tax							-30 191	-19 501

Gross profit and gross margin by segment are based on the performance measures used for internal monitoring of the operating segments. The segments’ direct costs comprise costs directly attributable to the delivery of products and services within each segment, regardless of their nature. These may include, for example, raw materials and consumables, external services and employee benefit expenses. In the Group’s statement of profit or loss, expenses are classified by nature and are therefore presented under their respective expense categories. Consequently, the segments’ gross profit and gross margin cannot be directly derived from the line items presented in the Group’s statement of comprehensive income.

Distribution of Revenues - Quarter		Revenue segment						
The Quarter July 1 - September 30		SaaS		Consulting		Systems		Total
KSEK	Q3 2026	Q3 2025	Q3 2026	Q3 2025	Q3 2026	Q3 2025	Q3 2026	Q3 2025
Recognition Timing								
Revenues recognised at a specific point in time	-	-	-	-	82 478	52 811	82 478	52 811
Revenues recognised over time	118 240	80 203	18 481	17 708	-	-	136 721	97 911
Total revenues from customer contracts	118 240	80 203	18 481	17 708	82 478	52 811	219 199	150 722

Distribution of Revenues - Period		Revenue segment						
The Period January 1 - September 30		SaaS		Consulting		Systems		Total
KSEK	Acc 2026	Acc 2025	Acc 2026	Acc 2025	Acc 2026	Acc 2025	Acc 2026	Acc 2025
Recognition Timing								
Revenues recognised at a specific point in time	-	-	-	-	225 113	205 170	225 113	205 170
Revenues recognised over time	301 668	226 049	56 361	58 133	-	-	358 029	284 182
Total revenues from customer contracts	301 668	226 049	56 361	58 133	225 113	205 170	583 142	489 352

The group’s operating segments correspond to the revenue streams that are followed up by the company’s executive management. The segments consist of Recurring License Revenue (“SaaS”), Consulting Services (“Consulting”) and Hardware Sales (“Systems”). Directly attributable items as well as items that can be allocated to the segments in a reasonable and reliable manner have been included in the operating segments’ results, assets and liabilities. The reported items in the operating segments’ results, assets and liabilities are valued in accordance with the results, assets and liabilities that the company’s executive management follows up. See page 21-22 for definitions.

Long-term incentive program

Following the resolution adopted at the 2026 Annual General Meeting, Vertiseit implemented a warrant-based incentive program (TO 8) for employees and senior executives of the Group. Upon full exercise, the program may result in the issuance of up to 660,000 new Class B shares, corresponding to a dilution of approximately 2.1% (based on the number of shares outstanding at the time the notice of the Annual General Meeting was published). The program expires in May 2029 and has an exercise price of 95.00 SEK per Class B share.

The Company also has three previously established warrant-based incentive programs for employees and senior executives. These programs expire in May 2026, May 2027, and May 2028, respectively, with exercise prices of 50.00 SEK, 53.00 SEK, and 95.00 SEK per Class B share. Upon full exercise, these three programs may result in the issuance of up to 2,065,000 new Class B shares.

Following the exercise of warrants under incentive program TO 5A, the total number of authorized and outstanding warrants amounted to 1,961,000 as of the end of the quarter. Of these, 1,014,989 had been transferred to employees. All warrants were acquired for consideration equal to their fair market value at the time of issuance, as determined using the Black-Scholes valuation model.

The purpose of the incentive programs is to promote broad employee share ownership, attract and retain qualified and talented employees, and strengthen the alignment of interests between employees and the Company. Additional information about the incentive programs is available on the Company’s website, vertiseit.com.

Other warrants

In connection with the acquisition of Visual Art in 2024, 1,000,000 warrants were issued to the selling shareholders. Upon full exercise, the warrants may result in the issuance of up to 1,000,000 new Class B shares, corresponding to a dilution of approximately 3.0% (based on the number of shares outstanding as of the end of the second quarter of 2026). The warrants expire in October 2027 and have an exercise price of 65.00 SEK per Class B share.

Reconciliation of Operating profit to EBITDA measures

	Q3 2026	Q3 2025	Acc 2026	Acc 2025	LTM	FY 2025
KSEK	Jul-Sep	Jul-Sep	Jan-Sep	Jan-Sep	Oct-Sep	Jan-Dec
Operating profit (EBIT)	24 844	12 207	17 391	8 371	27 549	18 529
Depreciation and amortisation of property, plant and equipment and intangible assets	28 701	16 326	68 529	45 033	85 894	62 398
EBITDA	53 546	28 533	85 919	53 404	113 443	80 927
Items affecting comparability	1 545	1 917	31 629	18 529	36 800	23 700
Adjusted EBITDA	55 091	30 450	117 548	71 933	150 242	104 627
Acquisition of Intangible Fixed Assets	-6 329	-7 661	-20 998	-23 570	-31 673	-34 245
Cash EBITDA	48 762	22 789	96 550	48 363	118 570	70 382

ITEMS AFFECTING COMPARABILITY

Items affecting comparability comprise separately identifiable income and expenses related to business combinations, restructuring, integration, disposals of businesses and specific strategic one-off projects. These items are classified into three categories as defined below and are adjusted for in the calculation of Adjusted EBITDA. The definitions and classification principles are applied consistently across reporting periods.

Items affecting comparability

	Q3 2026	Q3 2025	Acc 2026	Acc 2025	LTM	FY 2025
KSEK	Jul-Sep	Jul-Sep	Jan-Sep	Jan-Sep	Okt-Sep	Jan-Dec
Acquisition-related transaction costs	-	1 272	3 237	2 526	8 361	7 650
Restructuring and integration costs	870	-	26 319	14 758	26 319	14 758
Other items affecting comparability	675	645	2 072	1 245	2 119	1 292
Total	1 545,00	1 916,92	31 628,66	18 528,92	36 799,66	23 699,92

ACQUISITION RELATED COSTS

Acquisition-related costs comprise external advisory fees, legal fees, due diligence costs and other external transaction costs directly attributable to planned or completed business combinations.

RESTRUCTURING COSTS

Restructuring and integration costs comprise costs attributable to separately identifiable restructuring and integration programmes. These include costs related to organisational changes, workforce reductions, closures or relocations of offices and operations, and the consolidation of organisations, systems and processes. Such costs may arise in connection with business combinations or other structural changes to the Group’s operations. Ongoing costs incurred in the ordinary course of business are excluded.

OTHER ITEMS AFFECTING COMPARABILITY

Other items affecting comparability comprise separately identifiable income and expenses related to disposals of businesses and specific strategic one-off projects outside the ordinary course of business. Such projects include, for example, changes in the trading venue for the Company’s shares or other major, time-limited transformation projects that are not part of ordinary business operations. During the period, these items primarily relate to costs associated with the Company’s transfer to Nasdaq Stockholm Main Market.

Business combination

2026-06-01: SCALA

On June 1, 2026, the Vertiseit Group acquired 100% of the shares in Scala Computer Television B.V., Scala Nordic AS, and Scala Digital Ltd., as well as certain assets of Scala Inc. and other Scala entities. The purchase consideration amounted to approximately 265 MSEK and was paid in cash at closing. The acquisition was financed through a directed share issue to existing and new shareholders, as well as an expanded credit facility with Nordea.

Scala is a leading global Digital In-store software platform with operations across multiple markets and approximately 100 employees at the acquisition date. The acquisition strengthens the Vertiseit Group’s market position through an expanded customer offering, a significantly broader international presence, and a larger customer and partner base. The transaction also increases the Group’s annual recurring revenue (ARR), which increased by approximately 85 MSEK on an annualized basis as a result of the acquisition.

In the consolidated financial statements for the second quarter of 2026, Scala contributed approximately 10.6 MSEK in net sales and approximately 2.2 MSEK to profit for the period.

Acquisition-related costs recognized during the second quarter of 2026 amounted to approximately 28.6 MSEK, of which transaction costs totaled 3.2 MSEK and restructuring costs totaled 25.4 MSEK. Of these costs, approximately 10.1 MSEK was recognized in the Group’s other external expenses and approximately 18.5 MSEK was recognized in personnel expenses. Further restructuring and integration costs of SEK 0.9 million related to the acquisition were incurred during the third quarter.

The purchase price allocation, the assessment of the transaction as a business combination or an asset acquisition, and the provisions for restructuring costs have been prepared on a preliminary basis and remain subject to adjustment.

Effects of Acquisitions 2026

KSEK	Scala
The acquired company’s net assets at the acquisition date:	
Intangible assets	37 771
Customer contracts	71 565
Customer relationships	16 244
Trademarks	49 442
Property, plant and equipment	11 979
Non-current financial assets	690
Inventories	1 559
Accounts receivable and other receivables	44 168
Cash and cash equivalents	2 402
Financial liabilities	-
Other provisions	-
Accounts payable and other operating liabilities	-113 427
Deferred tax liability	-14 285
Net identifiable assets and liabilities	108 108
Goodwill	151 504
Purchase price	259 612

Transferred consideration

KSEK
Cash and cash equivalents
-2 402
Impact on group’s cash and cash equivalents
-257 210

GOODWILL

Goodwill includes the value of an installed base of systems, market presence, organizational capabilities, and industry-specific know-how. Of the provisionally recognized goodwill of SEK 151.5 million, approximately SEK 19.5 million is expected to be deductible for tax purposes. The value of intangible assets amounting to SEK 37.8 million has been determined provisionally, pending final valuation. The purchase price allocation, including the assessment of tax-deductible goodwill, remains provisional and may be subject to adjustments upon finalization.

PERFORMANCE MEASURES AND OPERATIONAL METRICS

This report includes IFRS-defined financial measures, alternative performance measures (APMs), and operational metrics relevant to Vertiseit’s business. IFRS measures provide the primary basis for assessing the Group’s financial performance and financial position. The APMs and operational metrics are intended to supplement, but not replace, the IFRS measures by providing additional information used by management to monitor and evaluate the business.

Primary IFRS Measures

IFRS Measure	Definition
Net sales	Revenue recognized in accordance with IFRS 15.
Operating profit (EBIT)	Profit from operating activities before finance income and expenses and income tax.
Profit for the period	Profit attributable to the shareholders after income tax.
Cash flow from operating activities	Cash flow in accordance with IAS 7.

Revenue Segments

Revenue Segment	Definition
SaaS	Recurring revenue from licensing the Group’s software platforms and related support, cloud, and hosting services (Software as a Service).
Consulting	Revenue from consulting services, including strategy, concept development, project management, implementation, and training services.
Systems	Revenue from hardware, infrastructure, and technical solutions, including related deliveries, installation services, and perpetual software licenses.

Operational SaaS Metrics

Metric	Definition	Motivation
Churn Rate	Percentage of license revenue lost during the period relative to license revenue at the beginning of the period.	Relevant metric for assessing the business’s growth potential.
Growth Rate	New license revenue generated during the period relative to license revenue at the beginning of the period.	Relevant metric for assessing the Company’s development, as it reflects the net change in ARR.
Customer Acquisition Cost (CAC)	Selling and marketing expenses (rolling 12 months) per new license.	Relevant metric for assessing the cost of growth through new licenses.
CAC Ratio	Selling and marketing expenses (rolling 12 months) relative to new ARR.	Relevant metric for assessing the efficiency of growth through new licenses.
Lifetime Value per license (LTV)	Average revenue per license multiplied by the expected customer lifetime.	Relevant metric for assessing the Company's future revenue potential.
LTV/CAC	Expected future revenue per license relative to CAC.	Relevant metric for evaluating profitability for companies with recurring revenue models.
Months to recover CAC	Number of months required for the net revenue from a license to recover CAC.	Relevant metric for assessing the Company's growth potential.
Average Revenue per Brand (ARPA)	Average ARR per end customer.	Relevant metric for assessing changes in recurring revenue per customer.
Net Revenue Retention (NRR)	Change in ARR from existing end customers.	Relevant metric for evaluating how recurring revenue from existing customers develops, excluding the impact of newly acquired customers.
SaaS Gross Margin	SaaS revenue less related cost of goods sold and services, expressed as a percentage of SaaS revenue.	Relevant metric for evaluating the gross profit generated from the Company’s SaaS revenue.

Alternative Metrics

Metric	Definition	Motivation
Annual Recurring Revenue (ARR)	Annualized value of recurring SaaS revenue at the end of the reporting period, calculated by multiplying recurring monthly SaaS revenue during the last month of the period by twelve. ARR is an operational measure and does not constitute IFRS revenue and should not be regarded as a substitute for net sales under IFRS.	Used by management to monitor the long-term development of the recurring SaaS business and the expected annual subscription revenue.
ARR per share	Annual Recurring Revenue (ARR) at the end of the reporting period divided by the weighted average number of shares outstanding before dilution during the period.	Used by management to monitor the development of the Group’s recurring SaaS business in relation to the number of shares.
Adjusted EBITDA	Operating profit before depreciation and amortization, adjusted for items affecting comparability. Items affecting comparability consist of predefined categories of items that are applied consistently over time.	Used by management to evaluate the Group’s underlying operating performance, excluding predefined items affecting comparability.
Adjusted EBITDA margin	Adjusted EBITDA as a percentage of net sales.	Considered a relevant measure for evaluating the profitability of ongoing operations, excluding items affecting comparability.
Adjusted EBITDA per share	Adjusted EBITDA divided by the weighted average number of shares outstanding before dilution during the period.	Used by management to evaluate the Group’s underlying operating performance, excluding predefined items affecting comparability, in relation to the number of shares.
Cash EBITDA	Adjusted EBITDA after capitalized investments in internally developed software during the period. Cash EBITDA is used by management to assess operating performance after recurring investments in product development.	Used internally to evaluate operating performance after recurring investments in product development.
Cash EBITDA-margin	Cash EBITDA as a percentage of Revenue.	Used by management to evaluate operating profitability after recurring investments in product development in relation to the Group’s revenue.
Cash EBITDA per share	Cash EBITDA divided by the weighted average number of shares outstanding before dilution during the period.	Used by management to evaluate operating performance after recurring investments in product development in relation to the number of shares.
Gross Margin	Net sales less Raw material expense, as a percentage of net sales.	Relevant measure for evaluating the gross profit generated by the business.
Net Debt	Non-current and current financial liabilities less cash and cash equivalents.	Considered a relevant measure for evaluating the Company’s financial strength and stability.

Alternative Performance Measures (APMs) are not defined under IFRS and are therefore not necessarily comparable with similar measures presented by other companies. They are intended to supplement, but not replace, the IFRS-defined financial measures presented in this report and are used by management to monitor and evaluate the Group’s operating and financial performance. During the reporting period, items affecting comparability consist of costs as described in the Financial Overview section.

ABOUT VERTISEIT

ABOUT VERTISEIT

VERTISEIT'S AMBITION IS TO BECOME THE WORLD'S LEADING PLATFORM COMPANY WITHIN IN-STORE EXPERIENCE MANAGEMENT

Through the subsidiaries Scala, Grassfish and Visual Art, Vertiseit offers IXM platforms (In-store Experience Management) for the digital customer experience in retail. The company's products and services enable a unified brand experience and cohesive customer journey by bridging the customer meeting between online and in-person.

LEADER WITHIN DIGITAL IN-STORE

New consumer behaviours and expectations place increasingly high demands on the customer experience. Leading brands and retailers turn to Vertiseit to enable a unified customer journey between digital channels and the physical customer meeting. The role of the store is changing rapidly, from being a place of transaction to an arena for experience, inspiration and service. This creates space for an actor with a focus on digital solutions for a strengthened customer meeting. The retail industry as we know it is fundamentally changing and it is happening right now.

The Vertiseit group has over 300 employees and more than 1,000 customer brands. Vertiseit was founded in 2008 and is headquartered in Varberg, with offices in Sweden, Norway, Denmark, Finland, Austria, Germany, Spain, the UK, the Netherlands and the USA. Since 2019, the company's series B share has been listed on Nasdaq First North Growth Market.

ABOUT SCALA

Scala is a global software supplier within Digital In-store founded in 1987. The company's products are tailored for the digital customer experience in-store and offered as SaaS (Software as a Service). Sales through carefully selected full-service partners in each market.

ABOUT GRASSFISH

Grassfish is a leading platform company within Digital In-store. The company offers platform and expertise to global brands and leading retailers. The company was founded in 2005 and has more than 100 employees in Sweden, Norway, Denmark, Austria, Germany and UK. Direct sales to end customers, together with selected partners.

ABOUT VISUAL ART

Visual Art is a leading provider of SaaS platforms and concepts for Digital In-store and Retail Media, and a pioneer in the industry. The company was founded in 1997 and has approximately 120 employees across the Nordics, Germany, Spain, the UK, and the USA. Direct sales to end customers, together with carefully selected full-service partners in each market.



TOGETHER WITH OUR
CUSTOMERS WE CREATE
THE FUTURE OF RETAIL

BUSINESS MODEL

Paramount in Vertiseit’s strategy is the growth of recurring revenue (SaaS). SaaS revenue is generated from licensing and support of the company’s software platforms.

SAAS
Licensing of Scala’s and Grassfish’s platforms. Billing per license and month. The SaaS delivery also includes support and proactive monitoring. The growth of SaaS revenue enables stable, predictable revenue streams that grow in line with increased customer usage.

CONSULTING
Consulting ensures long-term value creation for the company’s customers through strategy, concept development and management of in-store solutions. Efforts are performed by cross-functional teams with an wide composition of people and skills. Billed by the hour as ongoing projects or through fixed retainers.

SAAS

License and support
Billed per month and license

CONSULTING

Consulting expertise within Digital In-store
Billed per hour or retainer

GROUP STRUCTURE

Vertiseit AB is the parent company of the Group, where operations are primarily conducted through the independent business brands Scala, Grassfish, and Visual Art. The parent company is responsible for overall strategies, the development of the group-wide core platform IXM Grid, and provides supporting group functions within Marketing, IT, HR, and Finance. This structure enables a high acquisition pace of complementary acquisitions for the subsidiaries.

GROWTH STRATEGY

Since 2012, Vertiseit has successfully acquired and integrated several companies, while also performing significant organic growth. The group's strategy includes an accelerated acquisition agenda, indicating that a significant portion of future growth is expected to be generated through acquisitions.

ACQUIRED GROWTH

Vertiseit will continue to perform selected acquisitions. These can be both complementary, i.e., adding customers and market shares to Dise, Grassfish and Visual

Art, as well as strategic acquisitions that add standalone operations which complement the group's offerings.

ORGANIC GROWTH

The group aims to grow organically while maintaining profitability. For existing customers, growth is achieved by adding more applications and ensuring full-scale deployment of concepts within the customers' operations. Regarding new customers, the primary focus is on global brands and leading national retailers with a potential exceeding 1,000 systems.



LONG-TERM GOALS 2025-2032

VISION
**CONNECTING
A WORLD OF
RETAIL**

AMBITION
**GLOBAL #1 IXM
PLATFORM
COMPANY**

2032
**1 BILLION
ARR**

Annual Recurring Revenue (ARR)
exceeding 1,000 MSEK
by end of 2032

2032
**35%
PROFITABILITY**

Cash EBITDA margin
exceeding 35%
by end of 2032

FINANCIAL TARGETS

>20%
GROWTH

Annual ARR
growth (CAGR)

>25%
PROFIT GROWTH

Cash EBITDA per share
growth Y/Y (CAGR)

>100%
REVENUE RETENTION

Annual Net Revenue
Retention (NRR)

STRATEGY FOR GLOBAL EXPANSION

The market for Digital In-store and In-store Experience Management (IXM) is experiencing strong growth, driven by the digital transformation of retail. Similar to other maturing industries, there is increasing consolidation and specialization in the value chain. Vertiseit’s goal is to become the world’s leading platform company in Digital In-store.

RECURRING REVENUE INCREASE WITH SPECIALISATION IN THE VALUE CHAIN
The Digital Signage market has historically been dominated by national and regional full-service providers. As Digital In-store becomes more business critical, and a part of customers’ digital ecosystems, this is changing. Global brands and retailers are now experiencing a clear shift and strategic transition. The Digital In-store platform is now a vital part of the digital ecosystem, just as platforms for product information (PIM), digital addet management (DAM), customer relations (CRM), and e-commerce are. With a Digital In-store platform as a global resource, conditions are created for digital teams and agencies to collaboratively design, develop, and manage applications. The same logic and economies of scale are achieved in the relationship to integrators in each geographic market, who are responsible for the installation and operation of the physical infrastructure in the form of displays and technology.

PLATFORM WINNER
Similar to other industries that have undergone comparable transformation, also within the Digital In-store sector, clear platform winners will emerge. An example of this can be seen in the e-commerce platform market, which today is dominated by a few players. The former full-service providers in this industry are now increasingly acting as consultants and integrators of the dominant platforms. The reason for this is that integrators and full-service providers generally struggle to keep pace with pure platform companies, which can allocate more resources and their entire focus on product development.

PERSONALISED AND DATA DRIVEN
Customers’ changing behaviors and expectations on the customer experience are setting new requirements. For brands and retailers, the need for a unified brand experience and a unified customer journey

between online and in-person channels becomes central. The era when Digital Signage was a closed system for scheduling content on digital displays is over. To meet today’s needs and challenges, the Digital In-store platform needs to be an integrated part of the digital ecosystem to share data, content, and capabilities across channels. This is all in order to create more personalised and relevant experiences.

PLATFORM OVER APPLICATIONS
The market is developing from a scenario where the concept and customer experience dictated the choice of platform for each individual solution, resulting in limited scalability, to now selecting the platform as a central resource. By utilising a unified platform to deploy concepts and applications, significant economies of scale are accomplished, along with entirely new possibilities for creating, further developing, and managing solutions over time.

SCALABILITY

PARTNERSHIPS

Scalable growth through partners

IXM GRID

One group platform backend

ONE ERP

IT infrastructure supporting global expansion

GLOBAL REACH

PARTNER COMMUNITY

- Expand with:
- Consulting Partners
 - Integration Partners
 - Technology Partners

TOP-TIER CUSTOMERS

- Grow with:
- Global Brands
 - Leading Retailers

SELECTED ACQUISITIONS

- Acquire:
- Customers & Partners
 - Market Reach
 - Tech

SUSTAINABLE AT HEART

At Vertiseit, sustainability is our natural approach to strategic as well as to everyday decisions. A sustainable business is a prerequisite and a key success factor for the company’s development. Ultimately, it is about the world being able to accomodate the needs of today without compromising the possibilities for future generations. Vertiseit’s ambition is to contribute positively to an economic, social and environmental development. In reality, it is often the small everyday choices that together make a big difference.

320

Number of full-time employees (FTE)¹
2026-09-30

3/9

Women/men in group management
2026-09-30

38

Average age of employees
2026-09-30

2/4

Women/men in Board of Directors
2026-09-30

ECONOMIC SUSTAINABILITY

Long-term value creation for Vertiseit’s customers is the prerequisite for the company’s long-term development and profitability. Vertiseit works actively to balance economic growth with social and environmental sustainability. With economic development and stability, the company can contribute to positive change and meet the expectations set by the market, employees and society at large.

ENVIRONMENTAL SUSTAINABILITY

Vertiseit’s solutions have a large positive impact by reducing the customers’ use of resources. When e-commerce and the physical stores are connected, the rate of returns and transport can decrease. With extended digital assortments, stores can be downsized and overproduction reduced. Vertiseit’s interactive solutions create possibilities for more extensive product information and increased transparency.

In the company’s operations, all employees are committed and work systematically to identify and evaluate environmental impact. Efforts are focused on areas such as transport, energy efficiency and procurement. The company’s management system is certified according to ISO 9001 (Quality), ISO 14001 (Environment), ISO 27001 (Information Security) and compliant with SOC 2.

SOCIAL SUSTAINABILITY

At Vertiseit, diversity of people and skills is a prerequisite for the company’s current and future development. Therefore, the company has chosen to engage in the network Open Companies, which works to create competitiveness through openness. Openness is about welcoming ideas, initiatives, and diverse thinking. Openness means taking responsibility for creating a positive work environment without violations, and where differences in age, orientation, culture, and ethnicity are considered as strengths. Openness provides confidence and courage to raise ideas that drive development in the company, and ultimately, a better society. In the local community, Vertiseit contributes through collaborations with local associations, schools, young entrepreneurs, and by being an attractive employer.

ORGANISATION AND EMPLOYEES

Vertiseit is an innovative company with vast technical competence which, together with great knowledge and experience from retail and its challenges, drives development in the industry. The company consists of a team of around 270 employees with specialist skills in various disciplines. The corporate culture is Vertiseit’s most important asset and it characterises how we act towards each other and in relation to customers, suppliers and partners. The culture rests on the core values: Think like a customer,

Make it simple, Dare to challenge and Trust in diversity. Vertiseit works closely with its customers and builds trust by creating business value, caring for, and understanding their business. An approach that gives customers comfort in their digital transformation.

HOW WE ACT TOWARDS OUR CUSTOMERS

- We care for our customers and dare to challenge them
- We are uncomplicated and prestigeless
- We have an entrepreneurial approach the challenges we meet

HOW WE ACT TOWARDS EACH OTHER

- We think big and believe in innovation and diversity
- We show trust and respect for each other and have fun together
- We go from words to action and create results

A GOOD EMPLOYER

For more than fifteen years, Vertiseit has recruited and developed a fantastic team of employees with various skills. Together, we have created a unique culture where everyone is equally involved in the company’s development and success. Competence is ultimately about developing and making use of each employee’s potential. Altogether, this has resulted in that more and more talents seek to join Vertiseit.

¹ Adjusted for employees under notice period

HISTORIC MILESTONES

2026	Acquisition: Scala
2025	Acquisition: Muse Content GmbH and Stoked AI
2025	Acquisition: mdt Medientechnik GmbH
2024	Acquisition: Visual Art Sweden AB
2022	Acquisition: MultiQ International AB
2021	Acquisition: Grassfish Marketing Technologies GmbH
2020	Acquisition: InStoreMedia (UK) Ltd.
2019	Vertiseit's series B share listed on Nasdaq First NorthGrowth Market
2019	Acquisition: Digital Signage Solutions Sweden AB
2018	Acquisition: Display 4 AB
2017	Acquisition: Dise International AB
2016	Award: National Champion European Business Awards
2016	Acquisition: Högberg & Westling AB ("UCUS")
2014	Award: Deloitte Technology Fast 50
2013	Acquisition: ClearSign AB
2008	Vertiseit was founded

VISION

Connecting a world of retail

MISSION

Empowering brands to create outstanding customer experiences that drive more sustainable retail.

Cultivating a strong global ecosystem of partners, enabling innovation and growth through Digital In-store solutions.

BUSINESS IDEA

Developing the world's leading In-store Experience Management (IXM) SaaS platform for brands and retailers.

Brought to market with strong, independent business and product brands, uniquely positioned to drive value and growth.

CORE VALUES

Our corporate culture is our most important asset. It governs how we interact with each other and our customers. Today and into the future.

THINK LIKE A CUSTOMER

We know the value we create for our customers is the only path to long-term success. That's why we think like a customer.

MAKE IT SIMPLE

We love finding simple solutions to complex challenges. Simplicity colours everything we do, from the way we speak to the work we do.

DARE TO CHALLENGE

We stand up for what we believe and dare to challenge ourselves and our customers. Moving from words to actions, creating extraordinary results.

TRUST IN DIVERSITY

We see people's differences as the foundation of our culture and success. That's what unites us, we trust in diversity.

INVESTMENT CASE

Vertiseit provides a business-critical, vertically integrated SaaS platform for global brands and leading retailers, with the ambition to become the world's leading platform company within In-store Experience Management (IXM).

Integrated into customers in-store infrastructure, data, and workflows, the platform creates structural barriers and a high share of recurring revenue with long-term visibility.

With AI capabilities embedded across the entire technology stack, Vertiseit enables data-driven customer experiences, operational efficiency, and monetization of the physical customer interaction. Through data and its installed base, AI enhances the platform's scalability and long-term value creation, positioning Vertiseit to capitalize on the AI-driven transformation of retail.

INVESTMENT HIGHLIGHTS

- Platform leader within IXM
- +10 years of sequential ARR growth
- Scalable high-margin SaaS business model
- AI-powered platform embedded in device infrastructure
- Global expansion through organic growth and M&A
- Significant management ownership

THE SUBSIDIARY



We pioneered digital signage. Now we power in-store experiences.

Since 1987, Scala has helped define how retailers and brands use digital in-store to connect with people. Today, we're building on that legacy to advance In-Store Experience Management. Bringing digital touch points, content, data and experiences together through an IXM platform, delivered through a certified partner network.

Vision

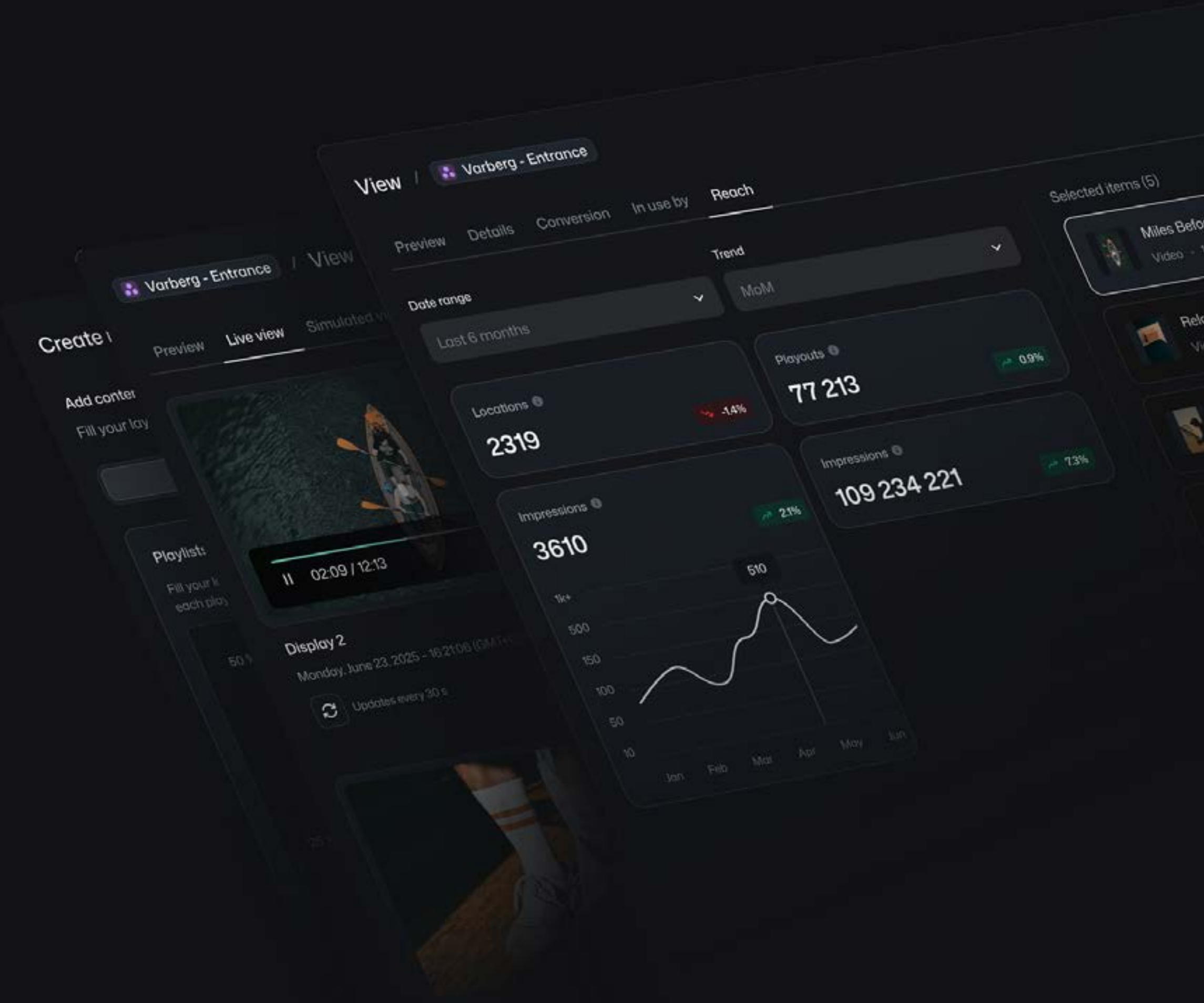
The core of every retail success story.

Mission

To enhance the customer experience in-store.

Business idea

We develop and deliver an intuitive and powerful IXM platform, through a global partner community.



Customer Cases



Pixel Inspiration Shell

Together with Pixel Inspiration, Dise enables a data-driven retail media and brand experience at the pump through real-time content delivery. Content is triggered during fueling, maximising attention during the ~2-minute dwell time. Dise powers automated distribution at scale, increasing relevance, engagement, and commercial impact across Shell’s network in the UK and the Netherlands.



First Impression ICI PARIS XL

In collaboration with First Impression, Dise delivers a scalable in-store communication platform across ICI PARIS XL’s retail network. Dynamic content is centrally managed and activated in real time, ensuring timely and relevant campaigns. Dise enables efficient rollout and seamless content orchestration, increasing customer attention, enhancing the in-store experience, and strengthening brand consistency across ICI Paris XL’s store network.



JLS Migros

Working alongside JLS, Dise enables a digital signage solution designed to activate key purchase moments across Migros stores. Content is automatically triggered based on national and local offers, ensuring relevance without manual intervention. Dise supports seamless integration and scalable deployment, enhancing customer engagement, improving operational efficiency, and delivering consistent brand communication across all formats.



THE SUBSIDIARY



The global frontrunner
in Digital In-store
solutions. Powered by our
best-in-class platform.
Enabled by brilliant
people.

Grassfish offering

Grassfish is a Digital In-store company offering the leading platform and expertise to empower brands delivering outstanding customer experiences. Grassfish IXM Platform offers brands and retailers a unified way to manage all Digital Signage touchpoints on a global scale.

We bring category expertise within Digital in-store. Acting as your strategic partner, we bridge the gap between online and in-person. Creating retail experiences that make all the difference.

Experiences make the difference

We believe that outstanding experiences make all the difference. It's how we separate the okay for the wow and the way true brand loyalty is built. Therefore, our mission is to enable extraordinary customer experiences – every day. Grassfish has earned recognition for its powerful In-store Experience Management Platform and dedicated people, helping leading global brands stand out and beat the competition.

Vision

Empower every global brand
to create exceptional retail.

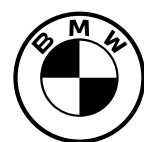
Business idea

Platform and expertise to empower
brands delivering outstanding
Digital In-store experiences.

Mission

Together we enable extraordinary
customer experiences every day.

Customer Cases



BMW’s centralized in-store solution.

BMW provides dealers a powerful channel for displaying the latest information and advertising in their car showrooms. The Grassfish IXM Platform enables users to create and manage content in an intuitive way.



Bosch enriches the customer journey.

Bosch offers customers a comprehensive experience of the product portfolio in-store, whilst facilitating the sales conversation by digitally supporting the marketing, sales, and customer service processes.



SPAR takes a leap into the future

SPAR Switzerland, part of one of the largest retail groups in the world, uses the Grassfish IXM Platform, computer vision technology and an advertisement booking platform, to create a highly personalised shopping experience in its 180+ stores.



Creating an experience to connect and inspire.

The DHL Innovation Centre offers a unique platform of logistics and supply chain innovation where customers, partners and technology enthusiasts can experience the next generation of logistics in an interactive showroom.



Digital touchpoints at their best.

FC Bayern uses advanced digital touchpoints incorporated with the store elements and fan merchandise - as well as customer specific solutions in order to deliver an unforgettable experience.



Digital advertising & entertainment.

The Swiss company Schindler AG is opening up a whole new field of business with Digital Signage solutions in their lifts. They use the increased attention in the cabin to enable targeted communication.



THE SUBSIDIARY

VISUALART

Visual Art creates Digital In-Store concepts and communication driving customers business objectives



Engaging in-store communication

Visual Art support retailers and QSR brands to drive their business objectives with exceptional digital signage concepts and communication. Visual Art designs, creates and operates engaging, and efficient Digital in-store communication.

Together with a global partner network Visual Art takes full responsibility for reducing the complexity of implementing and operating large-scale digital signage networks.

Vision

Shaping the future of digital communication

Mission

By combining creativity with tech, we empower brands to communicate with their customers – every day!

Business idea

We help brands achieve their business objectives by designing, creating, and operating effective digital signage concepts and communication.

Customer Cases



McDonald's
A Global Leader in Digital In-Store Communication

As one of the world's most recognized brands, McDonald's operates over 40,000 restaurants in more than 100 countries. With a strong focus on guest experience, innovation, and operational efficiency, McDonald's leverages cutting-edge digital signage to enhance engagement, streamline ordering, and reinforce its brand presence. Visual Art helps McDonald's in key markets in Europe create seamless, data-driven digital experiences that connect online and in-person, ensuring consistency and impact on a global scale.



Joe & the Juice
Elevating In-store Experiences at scale

Joe & the Juice is a globally expanding QSR brand, known for its strong identity, high – energy environments, and focus on speed and customer experience. With locations across Europe, the US, and key urban markets, the brand combines consistency with a distinctive in-store atmosphere. Joe & the Juice leverages digital in-store communication to enhance menu navigation, drive upsell, and reinforce its brand identity. Visual Art supports Joe & the Juice throughout its global expansion with scalable digital menu boards, craving-driven content from our Film Studio, and integrated in-store communication powered by our IXM platform – ensuring consistent, high-impact experiences that drive engagement and operational efficiency.



Circle K
Driving Digital Engagement

As one of the world's leading gas station and convenience store brands, Circle K, owned by Alimentation Couche-Tard, operates in over 20 countries with thousands of locations worldwide. Focused on speed, convenience, and customer experience, Circle K leverages digital signage to enhance in-store communication, promote offers in real-time, and create a seamless customer journey. Visual Art empowers Circle K in Europe and the US with dynamic Digital in-store solutions that connect customers with the brand, driving engagement and operational efficiency.

CONNECTING A WORLD OF RETAIL

Vertiseit is a leading SaaS company within Digital In-store, offering a platform for In-store Experience Management (IXM) through its subsidiaries Scala, Grassfish and Visual Art. The platform enables global brands and leading retailers to strengthen the customer experience and create a seamless customer journey by connecting the digital and physical meeting.