Prisjakt

Q3 2026

Interim report – Prisjakt AB (publ)



Financial highlights

Third quarter

- Net revenue increased by 10.5% to SEK 127.6 million (115.5).
- Click outs increased by 2% to 31.7 million.
- Adjusted EBITDA amounted to SEK 45.0 million (45.3), corresponding to a margin of 35.3% (39.2).
- Operating profit (EBIT) amounted to SEK 25.9 million (27.4).
- Profit for the period amounted to SEK 17.2 million (14.5).
- Earnings per share after dilution amounted to SEK 0.80 (0.70).

January - September 2026

- Net revenue amounted to SEK 370.9 million.
- Click outs increased by 7% to 93.1 million.
- Adjusted EBITDA amounted to SEK 127.5 million, corresponding to a margin of 34.4%.
- Operating profit (EBIT) amounted to SEK 64.9 million.
- Profit for the period amounted to SEK 40.0 million.
- Cash flow from operating activities amounted to SEK 110.4 million.
- Net debt / adjusted EBITDA amounted to 0.9x at 30 September 2026, based on the last twelve months.

Significant events during and after the quarter

- On 16 September, Prisjakt announced its intention to file a damages claim of approximately SEK 21.4 billion against Google.
- On 9 October, Prisjakt Sverige AB filed the previously announced damages claim against Google.
- On 21 October, Prisjakt launched in Spain, the Netherlands and Poland, expanding its presence to eleven markets.
- On 23 October, Prisjakt's shares began trading on Nasdaq First North Premier Growth Market, welcoming approximately 6,100 new shareholders.
- On 26 October, Prisjakt launched its new AI shopping assistant, introducing conversational product discovery and comparison.
- Following the quarter, Prisjakt repurchased bonds in a nominal amount of SEK 10 million.

Key financial figures

(MSEK)	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	19 Feb - 30 Sep 2025 (for reference)
Net revenue	127.6	115.5	370.9	135.8
EBITDA	42.1	45.3	114.5	45.2
EBITDA margin (%)	33.0%	39.2%	30.9%	33.3%
Adjusted EBITDA	45.0	45.3	127.5	50.3
Adjusted EBITDA margin (%)	35.3%	39.2%	34.4%	37.0%
EBITA	29.4	30.9	75.3	28.3
Adjusted EBITA	32.3	30.9	88.4	33.4
Operating profit (EBIT)	25.9	27.4	64.9	24.3
Profit/loss for the period	17.2	14.5	40.0	8.2
Cash flow from operating activities	n/a	n/a	110.4	32.3
Equity ratio	36.6%	29.8%	36.6%	29.8%
Net debt	169.5	264.7	169.5	264.7
CAPEX	7.9	6.3	25.8	8.7
Avg. no. of shares, before dilution	20 853 124	20 557 777	20 846 483	20 557 777
Avg. no. of shares, after dilution	21 449 758	20 557 777	21 142 661	20 557 777
EPS, before dilution (SEK per share)	0.83	0.70	1.92	0.40
EPS, after dilution (SEK per share)	0.80	0.70	1.89	0.40

Note: Q3 2025 is comparable with Q3 2026. The year-to-date comparative period includes the operating subsidiaries only from 14 June 2025 and is therefore not directly comparable with 2026.

Earnings per share for the comparative periods have been restated for the bonus element in the new share issue on 2 February 2026. See Note 1. Cash flow from operating activities is presented year-to-date only.

Reconciliations to IFRS measures are presented in the APM section (page 21).

Comment by the CEO

In October, Prisjakt became a listed company. During the same month, we launched our AI shopping assistant and expanded into three additional European markets. These developments followed a third quarter in which net revenue increased by 10.5%, with an adjusted EBITDA margin of 35.3%. I would like to thank everyone who showed interest in the offering and welcome 6,100 new shareholders.

Third quarter performance

Net revenue increased by 10.5% year on year to SEK 127.6 million (115.5). Growth was particularly strong in Norway, where revenue increased by 18.2%, while our other markets outside Sweden and Norway grew by 23.3% combined. Click outs increased by 2% to 31.7 million, and average earnings per click continued to improve. Adjusted EBITDA amounted to SEK 45.0 million (45.3), corresponding to a margin of 35.3% (39.2), reflecting increased investments in marketing during the quarter. Reported EBITDA amounted to SEK 42.1 million (45.3). Profit for the period increased to SEK 17.2 million (14.5), and operating cash flow for the first nine months amounted to SEK 110.4 million.

Specialised AI for shopping

AI is changing how consumers discover and compare products, but the fundamental questions behind a purchasing decision remain the same: which product best meets my needs, what should I pay and where should I buy it? At Prisjakt, answering these questions is at the core of what we do.

What sets Prisjakt apart is the combination of independent price comparison, comprehensive product information and direct connections to retailers, brought together on a platform built specifically for shopping. With more than 19 million products, over 12,800 retailers and more than 60 million daily price updates, we give consumers what they need to compare alternatives and make informed purchasing decisions.

Our new AI shopping assistant builds on this, combining specialised AI with our product information, price history, expert tests and user reviews. Consumers can now describe what they are looking for and get guidance through natural conversation.

In November, Google began rolling out a new global core update, which may affect organic search rankings and visibility. Our ambition is to strengthen Prisjakt's role throughout the purchasing journey, regardless of where consumers begin their search, and to connect more shoppers with our retail partners.

Prisjakt expands to 11 markets

Our launches in Spain, the Netherlands and Poland have expanded our presence to eleven markets, with further launches planned. Each new market uses our existing technology and platform, which allows us to grow internationally with limited incremental capital and a controlled cost base. In the new markets, our focus is on gradually building local product coverage and retailer networks, without a proportionate increase in operating costs.

Legal proceedings and search landscape

Following the quarter, our subsidiary Prisjakt Sverige AB filed a SEK 21.4 billion damages claim against Google for abuse of its dominant position in comparison shopping services. Other price comparison services have been awarded substantial damages in similar proceedings, although these rulings remain subject to appeal.

In July 2026, the European Commission found Google in breach of the Digital Markets Act (DMA). Despite repeated EU intervention, we believe Google remains in breach of the DMA and that this ongoing breach, together with changes in Google Search, presents challenges for our organic search traffic.

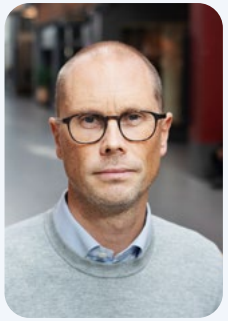
More ways to discover and compare

We enter Black Friday and the holiday season with the broadest offering in Prisjakt's history. For the first time during the busiest weeks of the year, consumers can explore and compare products through conversation, on Prisjakt and in new channels, across eleven markets.

It is still early for our AI services, and we will follow their development closely. The direction, however, is clear. We want Prisjakt to be where consumers make their purchasing decisions, from finding the right product to choosing where to buy it. That is also where we create the most value for our retail partners.

Finally, I want to thank our employees, whose efforts made both the listing and this autumn's launches possible, and our retail partners for their continued collaboration.

Peter Greberg
CEO



Prisjakt

+10.5%
Revenue growth
Q3 2026

35.3%
Adjusted EBITDA margin
Q3 2026

110.4M
Operating cash flow
Jan–Sep 2026

0.9x
Net debt / adjusted EBITDA
30 September 2026, LTM

Financial overview

Reporting basis

This interim report covers the period 1 January – 30 September 2026. The Parent Company's and the Group's first financial year comprises the period from 19 February 2025 to 31 December 2025. Prisjakt AB (publ) was incorporated on 19 February 2025, which represents the starting point for the Group's reporting under IFRS. The Group was formed on 19 March 2025 when the Company acquired Prisjakt Group AB (publ), and the operating subsidiaries (Prisjakt Sverige AB and its subsidiaries) were subsequently acquired on 13 June 2025.

Comparative figures for the corresponding periods in 2025 reflect the Company's activities from 19 February 2025 and include Prisjakt Group AB (publ) from 19 March 2025 and the operating subsidiaries from the date of acquisition on 13 June 2025. The comparative figures for the third quarter of 2025 include the operating subsidiaries for the full quarter and are comparable with the third quarter of 2026. The comparative figures for the year-to-date period (19 February – 30 September 2025) include only approximately three and a half months (14 June – 30 September 2025) of operating activities and are accordingly not directly comparable with the first nine months of 2026. The balance sheet as of 30 September 2025 is comparable with the balance sheet as of 30 September 2026.

Revenue and results

1 July – 30 September 2026

Net revenue for the third quarter of 2026 amounted to SEK 127.6 million (115.5). Growth was driven by increased click volumes and a higher average EPC. The click-based revenue stream remained the Group's dominant source of revenue. Total click outs amounted to approximately 31.7 million (31.2) for the quarter.

Other revenue categories continued to account for a smaller share of total revenue, consistent with the Group's typical revenue mix. Banner advertising revenue was more modest in the first quarter and rose in the second and third quarters compared to last year, supported by agreements signed earlier in the year and higher campaign activity among advertisers. Revenue continued to be largely generated from the Swedish and Norwegian markets.

EBITDA for the period amounted to SEK 42.1 million (45.3), corresponding to an EBITDA margin of 33.0% (39.2). The outcome reflects a higher level of marketing investments, while the Group maintained its focus on profitability.

Adjusted EBITDA amounted to SEK 45.0 million (45.3), corresponding to an adjusted EBITDA margin of 35.3% (39.2). Non-recurring items of SEK 2.8 million (0.0) were recognised during the quarter (see Note 3).

Operating profit (EBIT) for the period was SEK 25.9 million (27.4). Net financial items amounted to SEK -4.1 million (-7.0), consisting primarily of interest expenses on the bond loan, with other components including net interest income and foreign exchange effects. Profit before tax was SEK 21.9 million (20.3) and profit after tax was SEK 17.2 million (14.5).

1 January – 30 September 2026

Net revenue for the first nine months of 2026 amounted to SEK 370.9 million, reflecting continued growth across all three quarters. The click-based revenue stream remained the Group's largest source of revenue, driven by both higher click volumes and a higher average EPC. Click outs totalled approximately 93.1 million for the period. Other revenue categories continued to represent a smaller share of total revenue, consistent with the Group's typical revenue mix. Banner advertising was more modest in the first quarter and increased in the second and third quarters, supported by agreements signed earlier in the year and increased campaign activity among advertisers. The majority of net revenue was generated from the Swedish and Norwegian markets.

EBITDA for the first nine months of 2026 amounted to SEK 114.5 million, corresponding to a margin of 30.9%. Profitability was supported by continued revenue growth and disciplined cost management, while the third quarter included a higher level of marketing investments and non-recurring costs.

Adjusted EBITDA amounted to SEK 127.5 million, corresponding to an adjusted EBITDA margin of 34.4%. Non-recurring items of SEK 13.0 million were recognised during the period (see Note 3).

Operating profit (EBIT) for the period was SEK 64.9 million. Net financial items totalled SEK -14.6 million, consisting primarily of interest expenses on the bond loan, with other components including net interest income and foreign exchange effects. Profit before tax was SEK 50.3 million and profit after tax was SEK 40.0 million.

Financial overview

The Group's revenue is typically weighted towards the fourth quarter, reflecting higher consumer activity during the holiday shopping season. Interim results should therefore not be extrapolated to full-year figures.

Cash flow

1 January – 30 September 2026

The Group generated operating cash flow of SEK 110.4 million for the first nine months of 2026, supported by solid operating profitability and non-cash adjustments. Working capital movements had a net impact of SEK 7.2 million over the period, driven mainly by a seasonal decrease in trade receivables, partly offset by an increase in other receivables and lower accrued expenses and other current liabilities. The Group continues to generate positive cash flow from operations, supporting liquidity and debt servicing capacity.

Investing activities resulted in a cash outflow of SEK 25.6 million primarily attributable to investments in capitalised development expenditure related to product and technology development.

Financing activities resulted in a net outflow of SEK 23.0 million. This reflects bond-related interest payments of SEK 17.0 million and lease principal repayments of SEK 6.5 million, partially offset by proceeds from issue of share capital of SEK 0.5 million.

Net cash flow for the period amounted to SEK 61.8 million. The Group maintained a solid liquidity position at the end of the reporting period.

Parent Company

1 January – 30 September 2026

Prisjakt AB (publ) is the Parent Company of the Group.

The Parent Company's operating loss for the period amounted to SEK 5.6 million. The operating result was affected by costs of SEK 2.3 million related to non-recurring corporate and preparatory activities. Net loss for the Parent Company amounted to SEK 4.5 million.

As of the reporting date, the Parent Company's total assets amounted to SEK 190.7 million, consisting primarily of shares in subsidiaries. Total equity amounted to SEK 173.4 million and comprises share capital, share premium reserve, retained earnings and loss for the period. This reflects the Company's role as a holding entity within the Group.

Ownership structure

The Parent Company, Prisjakt AB (publ), was incorporated on 19 February 2025. The acquisition of the operating subsidiaries was completed on 13 June 2025. As of 30 September 2026, the largest shareholders of the Parent Company, Prisjakt AB (publ), are eEquity SPV Prisjakt AB (45.83%) and eEquity Growth V AB (37.39%). For changes in the ownership structure after the reporting date, see Note 7.

Employees

The average number of full-time employees (FTEs) for the third quarter was 144. On 30 September 2026, the Group's headcount was 164.

Financial overview

Comparative financial information – Prisjakt Sverige AB Group (K3)

As the operating subsidiaries were consolidated only from 13 June 2025 (see Note 1), no comparable consolidated financial information exists for the corresponding nine-month period in 2025.

For comparability purposes, selected financial information for the Prisjakt Sverige AB Group is presented below for the periods 1 July – 30 September 2026 and 2025, and 1 January – 30 September 2026 and 2025, prepared in accordance with Swedish GAAP (K3).

This information reflects the underlying business prior to the establishment of the Group and is presented for illustrative purposes only. It does not form part of the Group's consolidated financial statements and is not prepared in accordance with IFRS.

For the third quarter (July – September 2026), net revenue amounted to SEK 127.6 million (115.5), corresponding to a year-on-year growth of 10.5%. For the first nine months (January – September 2026), net revenue amounted to SEK 370.9 million (322.8), corresponding to a year-on-year growth of 14.9%. The increase in revenue was driven by a higher number of clicks and a higher average EPC, reflecting the Group's continued focus on high-quality traffic acquisition and sustained strong user engagement across the platform. The number of click outs amounted to 31.7 million for the quarter and 93.1 million for the nine-month period, representing an increase of 2% and 7% respectively compared with the corresponding periods last year. Banner revenue increased by approximately 6% year-on-year for the first nine months of 2026.

Third-quarter EBITDA amounted to SEK 43.8 million (43.7), corresponding to an EBITDA margin of 34.3% (37.8). For the first nine months, EBITDA amounted to SEK 120.4 million (92.4), corresponding to an EBITDA margin of 32.5% (28.6). In the third quarter, EBITDA was in line with the corresponding quarter last year, while the margin was affected by a higher level of investments. For the first nine months, the improvement in EBITDA and EBITDA margin compared with the corresponding period last year was driven by strong top-line growth combined with disciplined cost management, reflecting the Group's continued focus on profitability and ongoing workflow efficiency improvements.

Adjusted EBITDA amounted to SEK 46.5 million (43.7) for the third quarter and SEK 131.0 million (96.5) for the first nine months, corresponding to adjusted EBITDA margins of 36.4% (37.8) and 35.3% (29.9) respectively. Figures for both years are adjusted for non-recurring items. In 2026, non-recurring items amounted to SEK 2.7 million for the quarter and SEK 10.6 million for the nine-month period. In the corresponding periods of 2025, non-recurring items amounted to SEK 0.0 million for the quarter and SEK 4.0 million for the nine-month period.

EBITA amounted to SEK 33.0 million (31.1) for the third quarter and SEK 87.5 million (53.7) for the first nine months. Adjusted EBITA amounted to SEK 35.7 million (31.1) and SEK 98.0 million (57.8) respectively.

Bridge between IFRS and K3 financial information

The financial information for the Prisjakt Sverige AB Group has been prepared in accordance with Swedish GAAP (K3), while the Group's consolidated financial statements are prepared in accordance with IFRS.

Differences between the two frameworks primarily relate to the accounting for the acquisition of the operating subsidiaries in June 2025, including the recognition of goodwill and other acquisition-related adjustments, as well as differences in accounting policies and presentation.

Differences may also arise from the application of IFRS-specific standards, such as IFRS 16 Leases, which are not applied under K3.

Accordingly, the financial information presented for the Prisjakt Sverige AB Group is not directly comparable to the Group's consolidated financial statements.

Prisjakt AB (publ) (Consolidated)

Income statement, condensed and consolidated

(MSEK)	Notes	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	19 Feb - 30 Sep 2025 (for reference)
Net revenue	2	127.6	115.5	370.9	135.8
Capitalised work on own account		7.9	6.3	25.8	7.8
Other operating income		0.1	0.1	0.2	0.1
Total		**135.6**	**121.8**	**396.9**	**143.7**
Personnel costs	5	-33.7	-32.8	-121.5	-40.6
Other external expenses	5	-59.8	-43.7	-160.2	-56.7
Depreciation and amortisation		-16.2	-17.9	-49.6	-21.0
Other operating expenses		0.0	-0.0	-0.7	-1.2
Operating profit/loss (EBIT)		**25.9**	**27.4**	**64.9**	**24.3**
Financial items	6	-4.1	-7.0	-14.6	-10.1
Profit/loss before tax		**21.9**	**20.3**	**50.3**	**14.2**
Income tax		-4.6	-5.9	-10.3	-6.0
Profit/loss for the period		**17.2**	**14.5**	**40.0**	**8.2**
Attributable to:					
– Equity holders of the parent		17.2	14.5	40.0	8.2
Earnings per share (EPS)					
Earnings per share (EPS) – before dilution, SEK		0.83	0.70	1.92	0.40
Earnings per share (EPS) – after dilution, SEK		0.80	0.70	1.89	0.40

Prisjakt AB (publ) (Consolidated)

Statement of comprehensive income, condensed and consolidated

(MSEK)	Notes	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	19 Feb - 30 Sep 2025 (for reference)
Profit/loss		17.2	14.5	40.0	8.2
Items that may be reclassified to profit or loss:					
Translation differences		1.9	-0.6	3.6	-0.6
Other comprehensive income for the period		**1.9**	**-0.6**	**3.6**	**-0.6**
Comprehensive income for the period		19.1	13.8	43.6	7.6
Attributable to:					
– Equity holders of the parent		19.1	13.8	43.6	7.6

Note: Q3 2025 is comparable with Q3 2026. The year-to-date comparative period includes the operating subsidiaries only from 14 June 2025 and is therefore not directly comparable with 2026.

Earnings per share for the comparative periods have been restated for the bonus element in the new share issue on 2 February 2026. See Note 1.

Prisjakt AB (publ) (Consolidated)

Balance sheet, condensed and consolidated

(MSEK)	Notes	30 Sep 2026	30 Sep 2025	31 Dec 2025
ASSETS				
Non-current assets				
Goodwill		154.8	154.8	154.8
Trademarks		78.2	78.2	78.2
Technology platform		189.5	208.6	202.3
Property, plant and equipment		10.0	17.1	15.3
Right-of-use assets		4.0	14.1	11.6
Deferred tax assets		7.1	0.6	1.7
Total non-current assets		**443.6**	**473.4**	**464.0**
Current assets				
Trade receivables		61.3	56.2	82.0
Other current receivables		18.7	9.8	10.1
Prepaid expenses and accrued income		30.3	21.1	30.7
Cash and cash equivalents		150.5	61.4	88.3
Total current assets		**260.7**	**148.5**	**211.1**
Total assets		**704.4**	**621.9**	**675.1**

(MSEK)	Notes	30 Sep 2026	30 Sep 2025	31 Dec 2025
EQUITY AND LIABILITIES				
Equity	**4**			
Share capital		0.5	0.0	0.0
Other contributed capital		180.7	177.8	180.7
Translation reserve		1.9	-0.6	-1.7
Retained earnings including profit for the period		74.6	8.2	34.7
Equity attributable to equity holders of the parent		**257.7**	**185.4**	**213.7**
Non-current liabilities				
Borrowings	6	317.1	312.8	313.8
Lease liabilities, non-current		-	2.8	0.8
Deferred tax liabilities		41.2	44.2	43.7
Total non-current liabilities		**358.4**	**359.9**	**358.3**
Current liabilities				
Lease liabilities, current		2.9	10.4	9.4
Trade payables		11.8	9.5	9.2
Current tax liabilities		22.8	10.0	18.3
Other current liabilities		6.3	4.2	12.7
Accrued expenses and deferred income		44.5	42.5	53.5
Total current liabilities		**88.2**	**76.7**	**103.1**
Total equity and liabilities		**704.4**	**621.9**	**675.1**

Note: The balance sheet at 30 September 2025 includes the operating subsidiaries and is comparable with the balance sheet at 30 September 2026. See Note 1.

Prisjakt AB (publ) (Consolidated)

Cash flow, condensed statement

(MSEK)	Notes	Jan-Sep 2026	19 Feb - 30 Sep 2025
Operating activities			
Operating profit/loss		64.9	24.3
Adjustments for non-cash items		50.4	22.2
Interest received		1.8	-
Income tax paid		-13.9	-3.0
Changes in working capital		7.2	-11.2
Cash flow from operating activities		**110.4**	**32.3**
Investing activities			
Acquisition of shares in subsidiaries		-	-395.5
Investments in intangible assets		-25.8	-8.4
Acquisition of PPE		0.0	-0.3
Proceeds from disposal of non-current assets		0.2	-
Cash flow from investing activities		**-25.6**	**-404.2**

(MSEK)	Notes	Jan-Sep 2026	19 Feb - 30 Sep 2025
Financing activities			
Borrowings	6	-	300.0
Transaction costs	6	-	-10.7
Shareholder contributions received		-0.0	177.8
Proceeds from issue of share capital		0.5	-
Interest paid	6	-17.0	-6.0
Lease payments		-6.5	-2.8
Payment of dividend to former owners (pre-acquisition)		-	-25.0
Cash flow from financing activities		**-23.0**	**433.3**
Cash flow for the period		**61.8**	**61.4**
Exchange rate differences in cash and cash equivalents		0.4	-
Cash and cash equivalents at beginning of period		88.3	-
Cash and cash equivalents at end of period		**150.5**	**61.4**

Note: The comparative figures for the year-to-date period (19 February – 30 September 2025) include the Parent Company from 19 February 2025 and Prisjakt Group AB (publ) from 19 March 2025 (primarily establishment and pre-closing activities, of marginal scope), and the operating subsidiaries only from 14 June 2025, following closing on 13 June 2025. Cash flow items are accordingly not directly comparable with 2026. See Note 1.

Prisjakt AB (publ) (Consolidated)

Statement of changes in equity, condensed

(MSEK)	Note	Share capital	Other contributed capital	Translation reserve	Retained earnings incl. profit for the period	Total equity
Opening balance 19 Feb 2025		**-**	**-**	**-**	**-**	**-**
Profit/loss for the period		-	-	-	34.7	34.7
Other comprehensive income (translation differences)		-	-	-1.7	-	-1.7
Comprehensive income for the period		**-**	**-**	**-1.7**	**34.7**	**33.0**
Transaction with owners						
- At incorporation of parent (19 Feb 2025)		0.0	-	-	-	0.0
- Shareholder contribution		-	177.8	-	-	177.8
- Paid in premiums for warrants		-	0.9	-	-	0.9
- New share issues		-	2.0	-	-	2.0
Closing balance 31 Dec 2025		**0.0**	**180.7**	**-1.7**	**34.7**	**213.7**
Opening balance 1 Jan 2026		**0.0**	**180.7**	**-1.7**	**34.7**	**213.7**
Profit/loss for the period		-	-	-	40.0	40.0
Other comprehensive income (translation differences)		-	-	3.6	-	3.6
Comprehensive income for the period		**-**	**-**	**3.6**	**40.0**	**43.6**
Transaction with owners						
- New share issues	4	0.5	-	-	-	0.5
Closing balance 30 Sep 2026		**0.5**	**180.7**	**1.9**	**74.6**	**257.7**

Note: All equity is attributable to the owners of the Parent Company. The comparative figures cover the Group's first financial year, 19 February – 31 December 2025, and include the Parent Company from 19 February 2025, Prisjakt Group AB (publ) from 19 March 2025 and the operating subsidiaries from 14 June 2025, following closing on 13 June 2025. See Note 1.

Parent company

Income statement, condensed

(MSEK)	Note	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	19 Feb - 30 Sep 2025 (for reference)
Net revenue		0.8	-	2.6	-
Other operating income		-	-	-0.0	-
Total income		**0.8**	**-**	**2.6**	**-**
Personnel costs		-1.2	-	-3.5	-
Other external expenses		-0.7	-0.0	-4.6	-0.0
Operating profit/loss (EBIT)		**-1.1**	**-0.0**	**-5.6**	**-0.0**
Financial items		0.0	-	0.0	-
Profit/loss before tax		**-1.1**	**-0.0**	**-5.6**	**-0.0**
Income tax		0.2	-	1.2	-
Profit/loss for the period		**-0.9**	**-0.0**	**-4.5**	**-0.0**

Note: The Parent company was incorporated 19 February 2025.

Parent company

Balance sheet, condensed

(MSEK)	Note	30 Sep 2026	30 Sep 2025	31 Dec 2025
ASSETS				
Non-current assets				
Shares in subsidiaries		177.8	177.8	177.8
Deferred tax assets		2.0	-	0.9
Total non-current assets		**179.8**	**177.8**	**178.6**
Current assets				
Other current receivables		7.5	-	0.7
Receivables from Group Companies		0.4	-	1.5
Cash and cash equivalents		3.0	0.0	2.6
Total current assets		**10.9**	**0.0**	**4.8**
Total assets		**190.7**	**177.8**	**183.4**

(MSEK)	Note	30 Sep 2026	30 Sep 2025	31 Dec 2025
EQUITY AND LIABILITIES				
Equity				
Restricted Equity				
Share capital		0.5	0.0	0.0
Unrestricted Equity				
Share premium reserve		2.0	-	2.0
Retained earnings		175.4	177.8	178.7
Profit/loss for the period		-4.5	-0.0	-3.3
Total equity		**173.4**	**177.8**	**177.4**
Current liabilities				
Trade payables		0.5	-	0.0
Liabilities to Group Companies		15.4	-	3.8
Accrued expenses and deferred income		1.3	0.0	2.3
Total current liabilities		**17.3**	**0.0**	**6.0**
Total equity and liabilities		**190.7**	**177.8**	**183.4**

Note: The Parent company was incorporated 19 February 2025.

Notes to the condensed interim financial statements

Note 1 – Basis of preparation and accounting policies

This interim report covers the period 1 January – 30 September 2026. The Parent Company's and the Group's first financial year comprises the period from 19 February 2025 to 31 December 2025.

Prisjakt AB (publ) (the "Company") was incorporated on 19 February 2025 in Sweden, which represents the starting point for the Group's reporting under IFRS. On 19 March 2025, the Company acquired Prisjakt Group AB (publ), thereby forming the Group. The operating subsidiaries (Prisjakt Sverige AB and its subsidiaries) were subsequently acquired on 13 June 2025 ("Closing") and are consolidated from that date.

Accordingly, the comparative figures for 2025 reflect the Company's activities from 19 February 2025 and Prisjakt Group AB (publ) from 19 March 2025 — primarily relating to establishment and pre-closing activities, which were of marginal scope — together with the operating subsidiaries' activities from 14 June 2025. The comparative figures for the third quarter of 2025 (1 July – 30 September 2025) include the operating subsidiaries for the full quarter and are comparable with the third quarter of 2026. The comparative figures for the year-to-date period (19 February – 30 September 2025) include only approximately three and a half months (14 June – 30 September 2025) of the operating subsidiaries' activities, while the current period covers the full nine months. As a result, the year-to-date comparative figures for the income statement and cash flow items are materially lower than those of the current period and are not directly comparable. Growth and margin measures calculated against the year-to-date comparatives should be interpreted with caution. The balance sheet at 30 September 2025 is comparable with the balance sheet at 30 September 2026.

The interim consolidated financial statements have been prepared in accordance with IAS 34 Interim Financial Reporting and the Swedish Annual Accounts Act. The consolidated financial statements are prepared in accordance with IFRS Accounting Standards as adopted by the EU, based on the historical cost convention.

The Parent Company's financial statements are prepared in accordance with the Swedish Annual Accounts Act and RFR 2 Accounting for Legal Entities.

The accounting policies applied are consistent with those applied in the 2025 annual financial statements. The Group has one operating segment. Segment revenue and profit correspond to the consolidated income statement.

The preparation of financial statements in conformity with IFRS requires management to make estimates and judgements, primarily relating to intangible assets and goodwill, deferred taxes and financial instruments.

No new or amended standards effective from 2026 have had a material impact on the Group's financial statements. IFRS 18 Presentation and Disclosure in Financial Statements (effective 2027) has not been early adopted and is expected to primarily affect presentation and disclosures.

All subsidiaries are wholly owned; the Group has no non-controlling interests.

The Group's revenue is typically weighted towards the fourth quarter, reflecting higher consumer activity during the holiday shopping season. Interim results should therefore not be extrapolated to full-year figures.

Notes to the condensed interim financial statements

Note 1 (cont.)

Restatement of earnings per share

On 2 February 2026, the Company issued 19 798 362 new shares at quota value to all shareholders in proportion to their holdings. Under IAS 33, such an issue contains a bonus element, and the number of shares for periods before the issue shall be adjusted retrospectively. The weighted average number of shares before 2 February 2026 has therefore been multiplied by a factor of 19.72, in addition to the adjustment for the share consolidation (170:1).

This adjustment was not made in previously published reports. Earnings per share, before and after dilution, have been restated as follows:

SEK	Previously reported	Restated
19 February–31 December 2025	33.20	1.68
January–March 2026	0.82[1]	0.55
January–June 2026	1.3	1.09

[1] *Originally reported as SEK 10.8 in the interim report for the first quarter and corrected to SEK 0.82 in the interim report for the second quarter, as the weighted average number of shares did not then reflect the new share issue.*

Comparative figures in this report are presented on the restated basis. The restatement has no effect on profit, financial position or cash flow.

Notes to the condensed interim financial statements

Note 2 – Revenue from contracts with customers

Revenue categories

The Group generates revenue from digital services provided to e-retailers through click-based advertising (click outs), banner advertising, feeds and featured brands.

Revenue from click outs is recognised at a point in time when a user interacts with the Group's platform. Revenue from banner advertising, feeds and featured brands is recognised over time in accordance with the contractual terms.

(MSEK)	Jul - Sep 2026	Jul - Sep 2025	Jan - Sep 2026	19 Feb - 30 Sep 2025 (for reference)
Click outs	115.2	104.2	334.0	121.8
Banner advertising	11.0	9.5	32.7	12.0
Feeds and featured brands	1.4	1.8	4.1	2.1
Total	**127.6**	**115.5**	**370.9**	**135.8**

Geographical information

Revenues are generated primarily in Sweden, with additional revenues from Norway and other countries.

(MSEK)	Jul - Sep 2026	Jul - Sep 2025	Jan - Sep 2026	19 Feb - 30 Sep 2025 (for reference)
Sweden	67.4	65.2	200.1	76.6
Norway	43.4	36.7	125.0	43.5
Other countries	16.8	13.6	45.8	15.7
Total	**127.6**	**115.5**	**370.9**	**135.8**

Non-current assets are mainly located in Sweden, where the Group's head office and technical platform are based.

Major customers

No single external customer represents 10 percent or more of the Group's total revenue.

Notes to the condensed interim financial statements

Note 3 – Significant events during the period

On 3 March 2026, the Company's registered name was changed from Prisjakt Sverige Holding AB (publ) to Prisjakt AB (publ). The change of name followed the resolution passed at the extraordinary general meeting held on 2 February 2026 to convert the Company from a private to a public limited liability company, which was registered on 11 February 2026.

On 12 May 2026, the Company's wholly owned subsidiary, Prisjakt Group AB (publ), submitted an application to Nasdaq Stockholm for admission to trading of its senior secured floating rate bonds (ISIN: SE0024392252) on Nasdaq Stockholm's Corporate Bond List. In connection therewith, a prospectus prepared for this purpose was approved by and registered with the Swedish Financial Supervisory Authority (Finansinspektionen) on the same date. On 15 May 2026, the Bonds were admitted to trading on Nasdaq Stockholm's Corporate Bond List. The Bonds were previously admitted to trading on the Transfer Market segment of Nasdaq First North Bond Market on 7 July 2025.

On 16 September 2026, the Group announced that its wholly owned subsidiary Prisjakt Sverige AB plans to bring an action against Google at the Patent and Market Court (Patent- och marknadsdomstolen) in Stockholm. The claim, amounting to approximately SEK 21.4 billion, relates to the damage that Prisjakt Sverige AB and affected Group companies are considered to have suffered as a result of Google's abuse of its dominant position, as established by the European Commission in 2017, and Google's continued conduct thereafter.

No amounts relating to the claim have been recognised in the financial statements.

During the period, preparatory work for a potential initial public offering has continued, mainly relating to the continued development of frameworks for internal governance and control, further adaptation of processes and documentation for financial reporting, and preparatory discussions with external advisors.

During the first nine months of 2026, the Group recognised non-recurring items related to organisational restructuring, corporate and preparatory activities, employee-related costs and the bond. Restructuring items amounted to SEK 7.9 million, all of which was recognised in the first half of the year. Costs associated with corporate and preparatory activities amounted to SEK 2.3 million for the first nine months, of which SEK 0.1 million was recognised in the third quarter. Non-recurring employee-related costs of SEK 2.7 million were recognised in the third quarter. In addition, costs of SEK 0.1 million were recognised in the first half of the year, relating to the administration of a written procedure for bondholders and the admission of the Bonds to trading on Nasdaq Stockholm's Corporate Bond List.

Notes to the condensed interim financial statements

Note 4 – Equity

During the first quarter of 2026, the Company carried out a share consolidation (170:1), completed a new share issue and was converted into a public limited liability company. The share consolidation reduced the number of shares but did not affect total equity or share capital. The new share issue increased share capital from SEK 25 thousand to SEK 500 thousand, and the number of shares was adjusted accordingly.

The share consolidation and the bonus element in the new share issue have been applied retrospectively in accordance with IAS 33. The adjustment for the bonus element was not reflected in the 2025 annual report or in the interim reports previously issued during 2026. Earnings per share have been restated in this report; see Note 1.

No transactions with shareholders occurred during the third quarter of 2026. No dividends have been paid during the period.

The table below reconciles the number of shares from the opening to the closing balance for each period presented. The table shows the actual number of shares; earnings per share are calculated on the weighted average number of shares adjusted as described above.

The warrants of series 2025/2028, exercised on 8 October 2026, were dilutive in the third quarter of 2026, as the estimated fair value of the share, based on the listing price of SEK 31, exceeded the exercise price of SEK 10.83. In earlier periods the warrants were anti-dilutive.

Number of shares	Jul – Sep 2026	Jan – Sep 2026	19 Feb – 31 Dec 2025
Opening balance	20 853 124	179 309 581	-
Shares issued on incorporation, 19 Feb 2025	-	-	25 000
Share split, 19 Mar 2025	-	-	177 226 526
New share issue, 10 Nov 2025	-	-	2 058 055
Share consolidation 170:1, 2 Feb 2026	-	-178 254 819	-
New share issue, 2 Feb 2026	-	19 798 362	-
Closing balance	**20 853 124**	**20 853 124**	**179 309 581**

Note 5 – Related party transactions

Prisjakt AB (publ) is the Parent Company of the Group.

Transactions with related parties during the first nine months of 2026 were limited to ordinary course of business transactions on market terms within the Group.

Notes to the condensed interim financial statements

Note 6 – Borrowings

Borrowings consist primarily of the Group's senior secured bond issued in May 2025, as well as a vendor loan.

Borrowings are measured at amortised cost and include accrued interest and unamortised transaction costs.

The bond carries a floating interest rate of STIBOR (3 months) + 5.5% and matures in May 2029. Its carrying amount is considered a reasonable approximation of fair value. The vendor loan carries a floating interest rate of STIBOR (3 months) + 6.0% and matures in May 2029, and its carrying amount substantially equals its fair value. For the Group's other financial assets and liabilities measured at amortised cost, the carrying amount is considered a reasonable approximation of fair value, as the instruments are short-term in nature.

No significant changes in borrowings have occurred during the period.

The terms of the bonds include financial covenants regarding leverage. The covenants are tested quarterly, are defined in the bond terms and conditions and are calculated on a pro forma basis in accordance with those terms. The covenants apply to the consolidated sub-group covered by the bond terms and not to the Group as a whole. As of 30 September 2026, the sub-group complied with all financial covenant requirements under the bond terms.

For information purposes, and in accordance with the definitions set out in the bond terms, net debt as of 30 September 2026 amounted to SEK 169.7 million and LTM EBITDA to SEK 189.0 million, corresponding to a net debt to LTM EBITDA ratio of 0.9x. These figures are calculated on a pro forma basis, excluding IFRS 16 lease liabilities and IFRS 16 effects on EBITDA, and are not part of the Group's IFRS-reported financials.

Note 7 – Events after the reporting date

Changes in share capital

In October 2026, ahead of the listing on Nasdaq First North Premier Growth Market, all outstanding warrants were exercised, resulting in the issue of 917 208 new shares and proceeds of SEK 9.9 million.

The Company acquired all shares in eEquity SPV Prisjakt AB through a non-cash share issue of 9 557 870 shares. This was followed by the redemption of 9 557 885 shares in Prisjakt AB held by eEquity SPV Prisjakt AB. The transaction was recognised directly in equity and did not affect profit or loss.

Following a share split and the introduction of preference shares, the Company had 43 540 634 shares, comprising 21 770 317 ordinary shares and 21 770 317 preference shares. The rights attached to the preference shares are set out in the Company's Articles of Association.

Legal proceedings

On 9 October 2026, Prisjakt Sverige AB filed a claim for damages of approximately SEK 21.4 billion against Google before the Patent and Market Court in Stockholm. The claim concerns losses allegedly suffered as a result of Google's abuse of its dominant position in comparison shopping services.

International expansion

On 21 October 2026, Prisjakt launched its price comparison service in Spain, the Netherlands and Poland, expanding its presence to eleven markets.

Listing

On 23 October 2026, trading in Prisjakt's ordinary shares commenced on Nasdaq First North Premier Growth Market.

AI shopping assistant

On 26 October 2026, Prisjakt launched its new AI shopping assistant, introducing conversational product discovery and comparison.

Repurchase of bonds

On 4 November 2026, the Group repurchased bonds in a nominal amount of SEK 10 million at a price of 102.30% of the nominal amount. Following the repurchase, the nominal amount held by external investors is SEK 290 million.

Note 8 – Risks and uncertainties

The Group is exposed to a number of risks and uncertainties, including macroeconomic developments, competition, dependency on traffic acquisition and technical platform stability, as well as financial risks related to interest rates and financing.

A detailed description of the Group's risks and uncertainties is provided in the 2025 annual report and in the prospectus approved by the Swedish Financial Supervisory Authority in October 2026. No new material risks or uncertainties have been identified beyond those described in the annual report and the prospectus.

Other information

The Board of Directors and the CEO certify that this interim report gives a fair view of the performance of the business, position and income statements of the Parent Company and the Group, and describes the principal risks and uncertainties to which the Parent Company and the Group are exposed.

Prisjakt AB (publ)

Stockholm, 27 November 2026

Fredrik Malm
Chair of the Board

Magnus Wiberg
Board Member

Stina Bergfors
Board Member

Aida Jammal
Board Member

Johan Adalberth
Board Member

Peter Greberg
Chief Executive Officer

The report has not been subject to review by the Company's auditor.

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Financial calendar

Year End Report 2026
26 February 2027

Annual Report 2026
25 March 2027

Annual General Meeting 2027
29 April 2027

Interim Report January–March 2027
28 May 2027

Company information

Prisjakt AB (publ)
Corporate registration number: 559520-3356
Registered office: Malmö, Sweden
Address: Kamengatan 6, 262 32 Ängelholm, Sweden
Website: **www.prisjakt.nu**

The share

Prisjakt AB (publ)'s shares are listed on Nasdaq First North Premier Growth Market.
ISIN: SE0030361564.

The bond

The company's bonds 2025/2029 are listed on the Corporate Bond List of Nasdaq Stockholm.
ISIN: SE0024392252.

Certified Advisor

The Company's Certified Adviser is FNCA Sweden AB.

Alternative performance measures (APM)

In addition to the financial measures prepared in accordance with IFRS, the Group presents certain alternative performance measures (APMs), such as EBITDA, Adjusted EBITDA and Net debt.

These measures are used by management to analyse the Group's financial performance and position and to provide investors with a consistent view of underlying trends.

The definitions of these APMs and reconciliations to the most directly comparable IFRS measures are presented below.

EBITDA

MSEK	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	19 Feb - 30 Sep 2025 (for reference)
Operating profit (EBIT)	25.9	27.4	64.9	24.3
Depreciation and amortisation	16.2	17.9	49.6	21.0
EBITDA	**42.1**	**45.3**	**114.5**	**45.2**
Net revenue	127.6	115.5	370.9	135.8
EBITDA margin %	**33.0%**	**39.2%**	**30.9%**	**33.3%**

Adjusted EBITDA

MSEK	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	19 Feb - 30 Sep 2025 (for reference)
EBITDA	**42.1**	**45.3**	**114.5**	**45.2**
Adjustments:				
- Acquisition-related costs (M&A advisory, legal, due diligence)	-	-	-	3.9
- Other non-recurring costs (see Note 3)	2.8	-	5.1	-
- Restructuring and integration costs	-	-	7.9	1.2
Total Acquisition-related costs and other non-recurring items	**2.8**	**-**	**13.0**	**5.1**
Adjusted EBITDA	**45.0**	**45.3**	**127.5**	**50.3**
Net revenue	127.6	115.5	370.9	135.8
Adjusted EBITDA margin %	**35.3%**	**39.2%**	**34.4%**	**37.0%**

Alternative performance measures (APM)

EBITA

MSEK	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	19 Feb - 30 Sep 2025 (for reference)
EBIT	**25.9**	**27.4**	**64.9**	**24.3**
Adjusted for				
- Amortisation of acquisition-related intangible assets	3.5	3.5	10.5	4.1
EBITA	**29.4**	**30.9**	**75.3**	**28.3**

Adjusted EBITA

MSEK	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	19 Feb - 30 Sep 2025 (for reference)
EBITA	**29.4**	**30.9**	**75.3**	**28.3**
Adjustments:				
- Acquisition-related costs (M&A advisory, legal, due diligence)	-	-	-	3.9
- Other non-recurring costs (see Note 3)	2.8	-	5.1	-
- Restructuring and integration costs	-	-	7.9	1.2
Total Acquisition-related costs and other non-recurring items	**2.8**	**-**	**13.0**	**5.1**
Adjusted EBITA	**32.3**	**30.9**	**88.4**	**33.4**

Organic Growth

MSEK	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	19 Feb - 30 Sep 2025 (for reference)
Net revenue	127.6	115.5	370.9	135.8
Organic growth (%)	**10.5%**	**-**	**-**	**-**

Note: All growth during the period is organic, as the Group was established during 2025 and no additional acquisitions have been completed during the period.

Alternative performance measures (APM)

Capex

MSEK	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	19 Feb - 30 Sep 2025 (for reference)
Acquisition of PPE	0.0	0.0	0.0	0.3
Investments in intangible assets	7.9	6.3	25.8	8.4
CAPEX	**7.9**	**6.3**	**25.8**	**8.7**

Equity ratio

MSEK	30 Sep 2026	30 Sep 2025	31 Dec 2025
Equity attributable to equity holders of the parent	257.7	185.4	213.7
Balance Sheet total	704.4	621.9	675.1
Equity ratio %	**36.6%**	**29.8%**	**31.7%**

Net working capital

MSEK	30 Sep 2026	30 Sep 2025	31 Dec 2025
Trade receivables	61.3	56.2	82.0
Other current receivables	18.7	9.8	10.1
Prepaid expenses and accrued income	30.3	21.1	30.7
Current assets (excl. cash)	**110.3**	**87.1**	**122.8**
Trade payables	11.8	9.5	9.2
Current tax liabilities	22.8	10.0	18.3
Other current liabilities	6.3	4.2	12.7
Accrued expenses and deferred income	44.5	42.5	53.5
Current liabilities (excl. interest-bearing liabilities)	**85.4**	**66.3**	**93.7**
Net working capital	**24.9**	**20.8**	**29.1**

Net debt

MSEK	30 Sep 2026	30 Sep 2025	31 Dec 2025
Borrowings	317.1	312.8	313.8
Lease liabilities, non-current	-	2.8	0.8
Lease liabilities, current	2.9	10.4	9.4
Cash and cash equivalents	-150.5	-61.4	-88.3
Net Debt	**169.5**	**264.7**	**235.7**

Net debt/LTM Adjusted EBITDA

MSEK	30 Sep 2026
Net debt	169.5
Adjusted EBITDA, Oct–Dec 2025	66.5
Adjusted EBITDA, Jan–Sep 2026	127.5
LTM Adjusted EBITDA	194.0
Net debt/LTM Adjusted EBITDA	**0.9**

Definitions

Net revenue
Total revenue from services rendered during the period, excluding value added tax, discounts, and intra-group sales.

EBITDA
Earnings before interest, taxes, depreciation and amortisation. This measure shows the Group's operating performance before non-cash items and financing effects.

EBITDA margin (%)
EBITDA as a percentage of net revenue.

Indicates the profitability of the Group's operations before depreciation and amortisation.

Adjusted EBITDA
Earnings before interest, taxes, depreciation and amortisation, adjusted for non-recurring items affecting comparability, such as restructuring costs, due diligence costs, costs related to corporate and preparatory activities, non-recurring employee-related costs and monitoring fees.

EBITA
EBITA is defined as operating profit/loss (EBIT) before amortisation of acquisition-related intangible assets recognised in business combinations. This measure is used by management to analyse the Group's operating performance excluding amortisation arising from acquisitions.

Adjusted EBITA
Adjusted EBITA is defined as EBITA adjusted for items affecting comparability, such as restructuring costs, due diligence costs, costs related to corporate and preparatory activities, non-recurring employee-related costs and monitoring fees.

This measure is used by management to provide a consistent view of the Group's underlying operating performance.

Adjusted EBITDA margin (%)
Adjusted EBITDA as a percentage of net revenue.
Indicates the profitability of the Group's underlying operations before depreciation and amortisation, excluding items affecting comparability.

Acquisition costs and other non-recurring items
Include costs related to completed acquisitions (e.g., advisory fees, legal and due diligence expenses) as well as other non-recurring items such as restructuring or integration costs and costs related to corporate and preparatory activities, non-recurring employee-related costs and monitoring fees, none of which are expected to recur in future periods.

Organic growth
Organic growth is defined as the change in net revenue excluding the effects of acquisitions, divestments and foreign exchange differences compared with the corresponding period.

This measure is used by management to illustrate the underlying growth in the Group's existing operations.

Capex
Capex is defined as investments in property, plant and equipment and capitalised development expenditure during the period.

This measure is used by management to illustrate the level of investments made to support the Group's operations and technology platform.

Net working capital
Net working capital is defined as current assets excluding cash and cash equivalents, less current liabilities excluding interest-bearing liabilities.

This measure is used by management to analyse the Group's short-term capital efficiency and working capital management.

Operating profit/loss (EBIT)
Earnings before financial items and tax.

Represents the result generated by the Group's ordinary business operations.

Cash flow from operating activities
Cash flow generated from the Group's core business operations during the period, before investing and financing activities.

Definitions

Equity ratio (%)
Total equity as a percentage of total assets at the end of the period.

Indicates the proportion of assets financed by shareholders' equity and reflects the Group's financial stability.

Net debt
Interest-bearing liabilities less cash and cash equivalents at the end of the period. Net debt includes lease liabilities recognised under IFRS 16. The carrying amount of liabilities is reported net of unamortised transaction costs.

Represents the Group's net interest-bearing debt position and is used to assess financial leverage.

Net debt/LTM Adjusted EBITDA
Net debt at the end of the period divided by Adjusted EBITDA for the last twelve months (LTM).

This measure is used by management to assess the Group's leverage and its capacity to service its debt. It differs from the leverage ratio defined in the bond terms and conditions, which is calculated on a pro forma basis and excludes IFRS 16 effects.

Average EPC (earnings per click out)

Net click-based revenue for the period divided by the number of click outs during the period. This measure is used by management to monitor the average monetisation of traffic. Net click-based revenue is presented in Note 2 and the number of click outs is disclosed among the Group's operating key figures.