

BULLETIN FROM THE ANNUAL GENERAL MEETING IN VERTISEIT

At the annual general meeting of Vertiseit AB (publ) today, May 2, 2024, the income statement and balance sheet for the parent company and the group for the fiscal year 2023 were approved. The meeting resolved that no dividend will be distributed for the fiscal year 2023. The board of directors and the CEO were discharged from liability for the fiscal year 2023.

Approval of the Annual Accounts and Discharge from Liability

The annual general meeting resolved to approve the income statement and balance sheet for the parent company and the group for the fiscal year 2023. The meeting decided that the company's earnings for the fiscal year 2023 be carried forward to new account and that no dividend be distributed. The board of directors and the CEO were discharged from liability for the fiscal year 2023.

Board of Directors and Auditor

In accordance with the nomination committee's proposal, the annual general meeting decided that the board should consist of six members elected by the meeting without deputies. The meeting re-elected board members Vilhelm Schottenius, Jon Lindén, Mikael Olsson, Adrian Nelje, Johanna Schottenius, and Ann Öberg. Ann Öberg was newly elected as the chairman of the board for the period until the end of the next annual meeting, as Vilhelm Schottenius had declined re-election.

Furthermore, in accordance with the nomination committee's recommendation, it was decided that a fee of 230,000 SEK shall be paid to the chairman of the board, and 115,000 SEK to each of the other elected members. The total remuneration thus amounts to 805,000 SEK. All fees to the board remain unchanged compared to the previous year. No remuneration will be paid for committee work.

KPMG AB was re-elected as auditor until the end of the next annual meeting. KPMG has announced that the authorized auditor Mikael Ekberg will continue as the lead auditor. It was decided that fees to the auditors shall be paid according to the approved account.

Nomination Committee Rules

The meeting also decided on unchanged rules for the appointment of the nomination committee for the next annual meeting.

Guidelines for Remuneration of Senior Executives

The meeting decided on new guidelines for the remuneration of senior executives, in accordance with the board's proposal. The guidelines are valid until the annual meeting of 2028.

Directed Issue of Warrants - Incentive Program

The corporate meeting decided, in accordance with the board's proposal, on a directed issue of a maximum of 640,000 warrants, corresponding to approximately 3.1 percent of the company's total number of outstanding shares, under the terms presented in the notice for the introduction of an incentive program. The right to subscribe for the warrants shall, with deviation from the shareholders' pre-emptive rights, be granted to the wholly-owned subsidiary In-Store Experiences AB. The corporate meeting approved that the subsidiary may, on one or more occasions against payment, be entitled to transfer warrants to current and future key personnel in senior positions and other employees within the group.

Authorization for the Board to Decide on a Directed New Issue of Shares and/or Convertibles

Finally, the meeting resolved to authorize the board to, on one or more occasions until the next annual meeting, decide on a new issue of shares and/or convertibles in accordance with the proposal presented to the meeting. The board may decide on the issuance of shares and/or convertibles with deviation from the shareholders' preemptive rights and/or with provision for contribution in kind, set-off, or other conditions in accordance with the Companies Act. The total number of shares and/or convertibles covered by the issuances under the authorization may amount to a maximum of 10 percent of the total number of issued shares on the day of the call for the annual meeting.

CONTACTS**Johan Lind, Vertiseit Group CEO / Media Contact**

johan.lind@vertiseit.com

+46 703 579 154

Jonas Lagerqvist, Vertiseit Group Deputy CEO / CFO / Investor Relations

jonas.lagerqvist@vertiseit.com

+46 732 036 298

Redeye AB is the company's Certified Adviser

ABOUT VERTISEIT

Vertiseit is a leading Digital In-store company offering the In-store Experience Management (IXM) SaaS platforms Grassfish and Dise. The platforms help global brands and leading retailers strengthen the customer experience by offering seamless customer journeys through connecting the physical and digital meeting. The company has around 150 employees in Sweden, Norway, Denmark, Austria, Germany and UK. During the period 2012-2023, Vertiseit performed an average profitable growth of recurring SaaS revenue (ARR) of 53 percent (CAGR). For the full year of 2023, the group's net revenue amounted to SEK 348 million, with an adjusted EBITDA margin of 17 percent. Since 2019, Vertiseit's B-share is listed on Nasdaq First North Growth Market.

VERTISEIT AB (publ)

Phone: +46 340 848 11

E-mail: info@vertiseit.com

Kyrkogatan 7, 432 41 Varberg, Sweden

Org.no: 556753-5272

www.vertiseit.com

ATTACHMENTS

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