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PRESS RELEASE

Vertiseit's subsidiary Grassfish signs agreement with Liganova

Vertiseit's subsidiary Grassfish has signed a partner agreement with the brand and retail experience agency Liganova. The agreement refers to Grassfish platform, for strengthening the in-store customer experience for one of its' customers – a luxury lifestyle brand in the consumer goods sector with more than 800 stores worldwide.

Since May 2021, Grassfish is a fully owned subsidiary in the Vertiseit group. Grassfish is the leading platform company within Retail Digital Signage in Europe, based in Vienna, Austria.

Liganova is a leading brand and retail experience agency. With 400 employees in Stuttgart, Berlin, Amsterdam and Chicago the agency serves several of the world's most influential global companies and brands in creating seamless brand and retail experiences. Consumer behaviour around the globe is changing rapidly, and Liganova is at the forefront of the change towards unforgettable physical and digital brand experiences.

Grassfish and Liganova's first joint project is a luxury lifestyle brand in the consumer goods sector with more than 800 stores worldwide.

"We are pleased to sign this agreement with Liganova, one of the leading brand and retail agencies globally. Consumer behaviour is changing rapidly. Together, Grassfish and Liganova can support global brands on their journey creating the future of retail," says Roland Grassberger, CEO Grassfish.

The agreement is signed with Liganova and is expected to have a minor impact on this years earnings, but constitutes a good growth and profit potential for the coming years.

CONTACTS

Johan Lind, Group CEO / Media Contact

johan.lind@vertiseit.se

+46 703 579 154

Jonas Lagerqvist, Group Deputy CEO / CFO / Investor Relations

jonas.lagerqvist@vertiseit.se

+46 732 036 298

Certified Adviser

Redeye AB

certifiedadviser@redeye.se

+46 8 121 57 690

ABOUT VERTISEIT

Vertiseit is a leading platform company within Retail Digital Signage in Europe. Through its' subsidiaries Grassfish and Dise the group offers software for Digital In-store and related consulting services. The company's customers consist of global brands and retailers, using its' products and services to enable a seamless customer journey by bridging the digital and physical customer meeting. The company has +120 employees in Sweden, Austria, Germany and UK. During the period 2012-2020, Vertiseit performed an average profitable growth of 29 percent (CAGR). For the full year of 2020, the group's net revenue amounted to proforma SEK 134 million, with an EBITDA margin of 18 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.se

Kyrkogatan 7, 432 41 Varberg, Sweden

Org.no: 556753-5272

www.vertiseit.se

corporate.vertiseit.se

ATTACHMENTS

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