

# VERTISEIT STRENGTHENS GROUP MANAGEMENT

**Vertiseit announced today that, following its acquisition of Visual Art, the company is expanding its Group Management team with three new members: Monika Lindquist, Pontus Meijer, and Lisa Spjut.**

Monika Lindquist, who has served as Chief Marketing Officer (CMO) for Visual Art since 2019, will assume the role of CMO for the Vertiseit group. She brings extensive experience working with strong brands and, in addition to her role at Vertiseit, she teaches Growth Marketing at IHM Business School and is an angel investor in several growth companies.

Pontus Meijer, currently CEO of Visual Art, holds a Bachelor's degree in Computer Science from Chalmers University of Technology and has substantial experience in B2B sales of technical solutions. He has been with Visual Art since 2014 and has held his current position since 2022.

Lisa Spjut, Head of IXM Grid, is responsible for developing Vertiseit's shared platform backend, IXM Grid. With over ten years of experience leading product teams at companies such as Polestar, Juni, Zettle, and Klarna, she brings valuable expertise to Vertiseit's management team. Lisa Spjut holds a Master's degree in Mathematics from Lund University and joined Vertiseit in 2024.

*"We are very pleased to welcome Monika, Pontus, and Lisa to our team. With this addition, we now have all prerequisites to continue building a world's leading platform company in Digital In-store. Together, we are strengthening our market position by adding essential expertise and deep industry knowledge,"* comments Johan Lind, CEO of Vertiseit.

In addition to the new members, Vertiseit's group management team remains as follows:

- Johan Lind, CEO Vertiseit
- Jonas Lagerqvist, Deputy CEO & CFO
- Sandra Malmberg, HR Manager
- Oskar Edespong, CTO
- Roland Grassberger, CINO
- Emil Kihlberg, Head of Business Development
- Sebastian Kryh, CEO Dise
- Anders Henricson, CEO Grassfish

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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 Dise, Grassfish and Visual Art. The platforms enable global brands and leading retailers to strengthen the customer experience by offering seamless customer journeys through connecting the physical and digital meeting. The company has around 270 employees in Sweden, Norway, Denmark, Finland, Austria, Germany, Spain, UK and USA. 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.*

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