

October 4, 2021
PRESS RELEASE

Vertiseit presents new long-term and financial goals for global growth

The Board of Vertiseit AB (publ) ("Vertiseit" or the "Company") has updated its strategy for global growth and established new long-term and financial goals. The new goals include that the Group's Annual Recurring Revenue (ARR) will amount to at least SEK 200 million by the end of 2024, with the ambition of becoming the world-leading platform company within Digital In-Store. The goals replace those presented in connection with the company's listing on Nasdaq First North Growth Market in May 2019, which were achieved during the second quarter of 2021. The new strategy entails a new group structure with a distinct focus on global scalability and acquisitions.

Through the acquisition of Grassfish in May 2021, Vertiseit achieved the long-term goals that was set in May 2019 - by a good margin, 18 months earlier than planned. Through the acquisition, Vertiseit is now the market-leading platform company within Retail Digital Signage in Europe and ready to take the next step growing both organically and through acquisitions. The new, purified strategy focuses on the Company becoming the world-leading platform company within Digital In-store.

NEW STRATEGY FOR GLOBAL GROWTH

Through the acquisition of Grassfish, the Vertiseit Group has shifted from being a regional full-service provider in the Nordics to a global platform company with related consulting services. The aim is to meet the needs of global brands, where the platform is a strategic and integrated part of the customers digital ecosystems. With this shift in focus, the business model is now globally scalable and has a greater growth potential, where SaaS revenue will constitute the largest part of the company's revenue as hardware and infrastructure will be managed through partners.

NEW GROUP STRUCTURE SUPPORTING THE GROWTH STRATEGY

In the Group's new structure, the parent company Vertiseit will become a pure holding company within Retail Tech with the aim of acquiring and developing SaaS companies within Digital Signage with a focus on Digital In-store. Vertiseit's operational activities will be integrated with the subsidiary Grassfish and transferred to operating under the Grassfish brand. Dise will continue to be a long-term subsidiary of Vertiseit. Through these changes, the group will be able to maintain a high acquisition rate through both independent and complementary acquisitions to Grassfish and Dise.

NEW LONG-TERM GOALS

- The Group's Annual Recurring Revenue (ARR) will amount to at least SEK 200 million at the end of 2024
- #1 Global Digital In-store software company at the end of 2026, defined through the number of active SaaS licenses

NEW FINANCIAL GOALS 2022-2024

- Growth of Annual Recurring Revenue (ARR) of at least 25 percent (CAGR)
- EBITDA-margin of at least 30 percent at the end of 2024
- Annual Net Revenue Retention to exceed 100 percent

CAPITAL MARKETS DAY ON OCTOBER 5

Due to the new strategy and the new goals, Vertiseit has invited to a Capital Markets day which will be held on 5 October at 09.00-11.30 at Arena Varberg.

Sign up here:

<https://forms.gle/j96uEUFzgYemnEPY7>

Or follow the event online:

<https://www.redeye.se/events/820802/capital-markets-day-vertiseit>

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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.

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ATTACHMENTS

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