

# VERTISEIT RECRUITS ANDERS HENRICSON AS NEW CEO OF GRASSFISH

**Vertiseit AB announces that Anders Henricson has been appointed as the new CEO of its subsidiary Grassfish. Anders Henricson, currently serving as Business Regional Manager at IKEA, will assume the role as CEO of Grassfish on November 4 and will be part of Vertiseit's group management team.**

This summer, Grassfish conducted an extensive recruitment process for the company's CEO position. The selection process included several stages and involved more than 200 candidates. Anders Henricson will officially take over as CEO on November 4, 2024.

Henricson brings extensive experience in successfully integrating physical and digital customer interactions from brands such as IKEA, Vagabond, and NilsonGroup.

*"I am pleased to announce that we have recruited Anders Henricson as the new CEO of Grassfish. Anders has solid experience in leading large teams with diverse skill sets and understands retailers' needs regarding the physical customer experience. From his previous roles, including Store Manager at IKEA and Manager IT Operations at NilsonGroup, Anders will contribute a unique combination of skills and experience. I am confident that Anders will further accelerate Grassfish's development,"* commented Johan Lind, CEO of Vertiseit.

*"I am proud and excited to be entrusted with leading Grassfish on its continued international growth journey. Retail is undergoing a significant digital transformation to meet customers' new expectations for the customer experience. This is incredibly inspiring, and I look forward to leading and developing the company alongside our customers, partners, and employees,"* said Anders Henricson, incoming CEO of 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 Grassfish and Dise. 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 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.*

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