

VERTISEIT'S SUBSIDIARY VISUAL ART SIGNS AGREEMENT WITH SALLING GROUP

Vertiseit, through its wholly owned subsidiary Visual Art, has signed a five-year framework agreement with Denmark's largest grocery retailer, Salling Group – with brands including Netto, Føtex and Bilka – to deliver licenses for Visual Art's platform for In-store Experience Management (IXM) and related services. The partnership constitutes the start of an expansive collaboration with Salling Group on Denmark's single largest Retail Media network.

Visual Art is a leading provider of Digital In-store solutions, with a strong footprint within the Food & Beverage sector, including grocery and convenience retail. With a focus on driving business value for its customers, Visual Art has earned strong international recognition for its Digital In-store concept development, tech and platform.

Salling Group is a Danish retail company headquartered in Aarhus, operating major grocery brands including Netto, Føtex and Bilka. Founded in 1906, operating more than 2,000 retail venues in Denmark – of which more than 700 grocery stores – the group is one of Denmark's largest private employers and plays a central role in the country's retail sector.

Within the retail sector, Salling Group's drive and innovative mindset truly stand out. They have a purposeful and forward-looking approach to how digital communication and Retail Media can elevate the customer experience and create business value. We look forward to building a long-term partnership together," says Pontus Meijer, CEO of Visual Art.

"Visual Art offers a market-leading solution combined with a strategic understanding of both retail and media – something that is rare. We see great potential in optimizing existing processes and launching new components that further enhance the customer experience and commercial value," says Anders Spicker, Head of Retail Media, at Salling Group.

The agreement has an initial duration of minimum five years and includes licenses to Visual Art's IXM Platform with enhanced Retail Media capabilities – delivered as SaaS – as well as related services for call-off during the period. The agreement with Salling Group, covering Denmark's single largest Retail Media network, is an important proof of the relevance for Retail Media in Digital In-store solutions within retail.

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ABOUT VERTISEIT

Vertiseit is a leading platform company within In-Store Experience Management (IXM). The company operates through its subsidiaries Dise, Grassfish and Visual Art that enable global brands and leading retailers to strengthen the customer experience by offering a seamless customer journey 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 2012-2024, Vertiseit performed an average profitable growth of recurring SaaS revenue (ARR) of 50 percent (CAGR). For the full year of 2024, the group's net revenue amounted to SEK 464 million, with an adjusted EBITDA margin of 21 percent. Since 2019, Vertiseit's B-share is listed on Nasdaq First North Growth Market.

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