

September 1, 2021

PRESS RELEASE

VERTISEIT STRENGTHENS THE ORGANIZATION IN ITS SUBSIDIARY DISE

Vertiseit's subsidiary DISE strengthens the organization to support the continued international expansion. Sebastian Kryh becomes the new CEO and Richard Horsey takes on the role of Global Head of Sales.

During years of product focus, major investments have been made in DISE SaaS platform for Digital In-store; "DISE CX Portal". The product was launched in the autumn of 2020 and market reactions have exceeded expectations. This is noticeable as more and more companies choose DISE as their platform for Digital In-store. During the second quarter this year, for example, Marks & Spencer chose the platform after a procurement.

The company is now entering a new phase of international expansion, where the product focus is complemented with increased sales activity to establish a strengthened global partner network. To support this, the company is now strengthening the organization through the following personnel changes that will take effect on October 1, 2021.

Sebastian Kryh takes over the role of the new CEO of DISE. He comes from the position as Key Account Manager within Vertiseit and was partly responsible for the company's sales strategy. Sebastian has a background from management consulting with experience from Stena and SEB, among others.

Richard Horsey takes on the role of Global Head of Sales. He is one of the founders of the company InStoreMedia (UK) Ltd, which was acquired by DISE in 2020. Richard has extensive experience of international sales to global customers and adds a large professional network and a wide range of expertise within Digital In-store.

For the past two years, Vertiseit Group's CTO and co-founder, Oskar Edespong, has also served as CEO of DISE. During this period, the company has delivered strong growth, while the main focus has been on development of the platform and a new product was launched last year. In his role as Group CTO, Oskar can now concentrate on technology and innovation strategies for the Group's companies.

"For several years, we've had full focus on building the DISE CX Portal to become the leading platform for Digital In-store. The company is now entering a new phase, and it feels fantastic to let Sebastian Kryh and Richard Horsey take the company further on its path of international expansion," comments Oskar Edespong, Group CTO at Vertiseit.

"I am honored to take on the role of CEO of DISE. During my time at Vertiseit, I have had the privilege of getting to know DISE's employees and am impressed by the commitment

and competence in the organization. Together they have created a unique product that has been very well received by the market. The next step will now be to level up the international expansion through a strengthened partner network in new markets," comments Sebastian Kryh, appointed CEO of Dise.

ABOUT DISE

Dise is a platform company for Digital In-store. The company's product, "Dise CX Portal", is a SaaS platform for the digital customer experience in retail and is sold via a global partner network. The company was founded in Karlstad, Sweden, in 2003 and acquired by Vertiseit 2017. At the end of the second quarter of 2021, the company's recurring SaaS revenues amounted to SEK 17 million (ARR, Annual Recurring Revenue), a growth of 37% compared with the previous year. Since Q1 2021, Dise's complete SaaS metrics can be found in [Vertiseit's quarterly reports](#).

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 retail tech company and a full-service provider of Digital in-store solutions. Products and services enables a seamless customer journey by bridging the physical and digital customer meeting. Vertiseit offers a leading SaaS platform, strategy and solutions for the future of digital in-store experiences. Our aim is global, and the Nordics our main market. We are +60 employees with a unique mix of competences. During the period 2012-2020, we performed an average profitable growth of 29.0 percent (CAGR). For the full year of 2020, the group's net revenue amounted to SEK 76.7 million, with an EBITDA margin of 15.5 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

[VERTISEIT STRENGTHENS THE ORGANIZATION IN ITS SUBSIDIARY DISE](#)

