

VERTISEIT ACQUIRES SCALA - STRENGTHENING GLOBAL POSITION WITHIN IN-STORE EXPERIENCE MANAGEMENT

Vertiseit AB (publ), a leading platform company within In-Store Experience Management (IXM), today announces the acquisition of Scala, one of the Digital Signage industry's most recognized software brands. The acquisition marks a transformative step in strengthening Vertiseit's global position within Digital Signage and IXM, while significantly expanding its international partner ecosystem, reinforcing its partner-first strategy, and accelerating growth in North America and other key markets.

Founded in 1987, Scala is recognized as the pioneer of the global Digital Signage industry, with millions of software licenses deployed worldwide over the years and a customer base that includes many of the world's leading retailers and brands. The acquisition reinforces Vertiseit's foundation for continued international growth and significantly strengthens the group's presence in North America and other key markets.

The acquisition adds approximately SEK 85 million in Annual Recurring Revenue (ARR) to the Vertiseit group. With a profitability after synergies in line with Vertiseit's long-term Cash EBITDA target of 35 percent, the transaction is expected to contribute positively to the group's profitability during 2026. Synergies are expected to be fully realized during 2026.

The purchase price for the acquisition amounts to approximately SEK 265 million and will be financed through an expanded credit facility with Nordea Bank and proceeds from a directed share issue, which will be announced in a separate press release.

"Scala is the most iconic software brand in our industry, with a strong global footprint, deep industry expertise, and long-standing relationships with many of the world's leading retailers and brands. This acquisition aligns closely with our strategy to scale through partners, strengthen our global market position, and deliver on our vision of becoming the world's leading platform company within In-Store Experience Management. As a former Scala partner, the opportunity to bring Scala back to a partner-first strategy will create significant value for the partner community," says Johan Lind, CEO of Vertiseit.

Following its completion of the transaction, Scala will continue as a strategic software offering within Dise and expand their global partner ecosystem. Dise intends to accelerate Scala's transition toward a modern SaaS-based and device-agnostic offering, fully aligned with its partner-first go-to-market strategy.

The combination of Scala's global installed base and brand recognition with Dise's cloud technologies, IXM capabilities and ecosystem, is expected to create significant opportunities for partners and customers globally. The focus going forward will include accelerated product innovation, strengthened partner enablement, expanded hardware flexibility, and a gradual transition from traditional perpetual licensing toward a true SaaS offering.

“Scala has played an important role in shaping the Digital Signage industry over several decades. Dise intends to accelerate Scala’s transition toward a modern SaaS-based and device-agnostic offering, fully aligned with a partner-first go-to-market strategy focused on openness, enablement, and long-term ecosystem growth,” says Sebastian Kryh, CEO of Dise.

THE TRANSACTION

Based on previous performance by Scala, the acquisition is expected to, on a full-year basis, add approximately SEK 200 million in total revenue, of which approximately SEK 85 million consists of Annual Recurring Revenue (ARR) from SaaS- and Maintenance contracts. Remaining revenue consists of Perpetual License-, Consulting- and Systems sales. With a profitability after synergies in line with Vertiseit’s long-term Cash EBITDA target of 35 percent, the transaction is expected to contribute positively to the group’s profitability during 2026. Synergies are expected to be fully realized during 2026.

The acquisition consists of shares and assets. The purchase price amounts to approximately SEK 265 million and will be paid in full on closing through a combination of an expanded credit facility with Nordea Bank and proceeds from a directed share issue, which will be announced in a separate press release.

The acquisition is expected to close during May 2026, subject to customary closing conditions. Scala will be consolidated into Vertiseit’s financial reporting from the closing date.

ABOUT SCALA

Founded in Norway in 1987 by entrepreneur Jon Bøhmer, Scala laid the foundation for the modern Digital Signage industry. Originally developed as the multimedia platform Digital Vision, Scala was the first company to make networked visual communication scalable and widely deployed.

Today, Scala delivers an enterprise CMS platform for global Digital Signage deployments across a variety of industries including Fashion, DIY, Automotive, Airports, Grocery, QSR and Convenience. With a global network of more than 100 partners and over 1,000 brands as customers, Scala powers some of the world’s most recognized retail and brand experience environments.

Scala is headquartered in Malvern, Pennsylvania, with operations across Europe and Asia, and has been part of the STRATACACHE Group since 2016.

INVESTOR PRESENTATION

Vertiseit invites investors, analysts, and media representatives to an investor presentation where Johan Lind, CEO, and Jonas Lagerqvist, CFO, will present the transaction and answer questions.

Date: 21 May 2026

Time: 13.00 CEST

Webcast: [Click here to join](#)

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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 2012-2025, Vertiseit performed an average profitable growth of recurring SaaS revenue (ARR) of 48 percent (CAGR). For the full year of 2025, the group's net revenue amounted to SEK 676 million, with an adjusted EBITDA margin of 16 percent. Since 2019, Vertiseit's B-share is listed on Nasdaq First North Growth Market.

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ATTACHMENTS[Vertiseit acquires Scala - strengthening global position within In-store Experience Management](#)