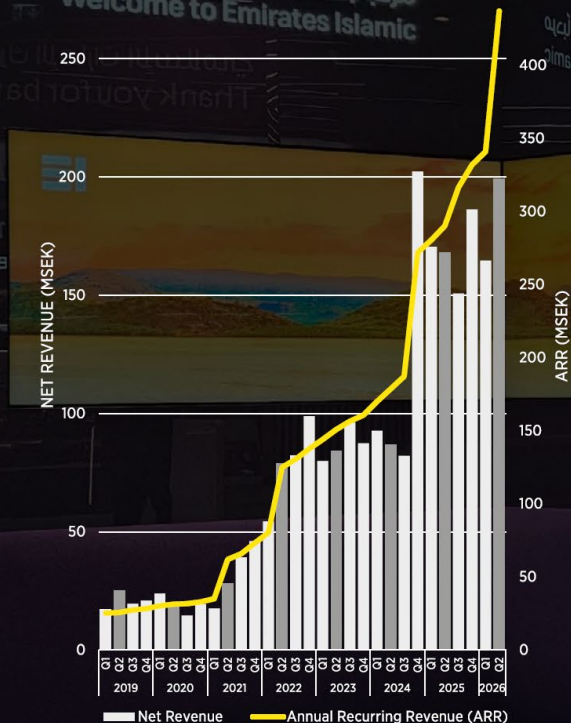


VERTISEIT

INTERIM REPORT
JANUARY – JUNE 2026

GLOBAL GROWTH



ARR
440 MSEK
(290)

ANNUAL RECURRING
REVENUE (ARR)
2026-06-30

VERTISETT

EARNINGS CALL Q2 2026

VERTISEIT GROUP Q2 2026

AGENDA

- SCALA ACQUISITION
- FINANCIALS
- HIGHLIGHTS
- Q&A

**ARR
440 MSEK
(290)**

ANNUAL RECURRING
REVENUE (ARR)
2026-06-30

Q2 2026 KPI's

52%

ARR GROWTH Y.O.Y

18%

EBITDA MARGIN

329

OF EMPLOYEES

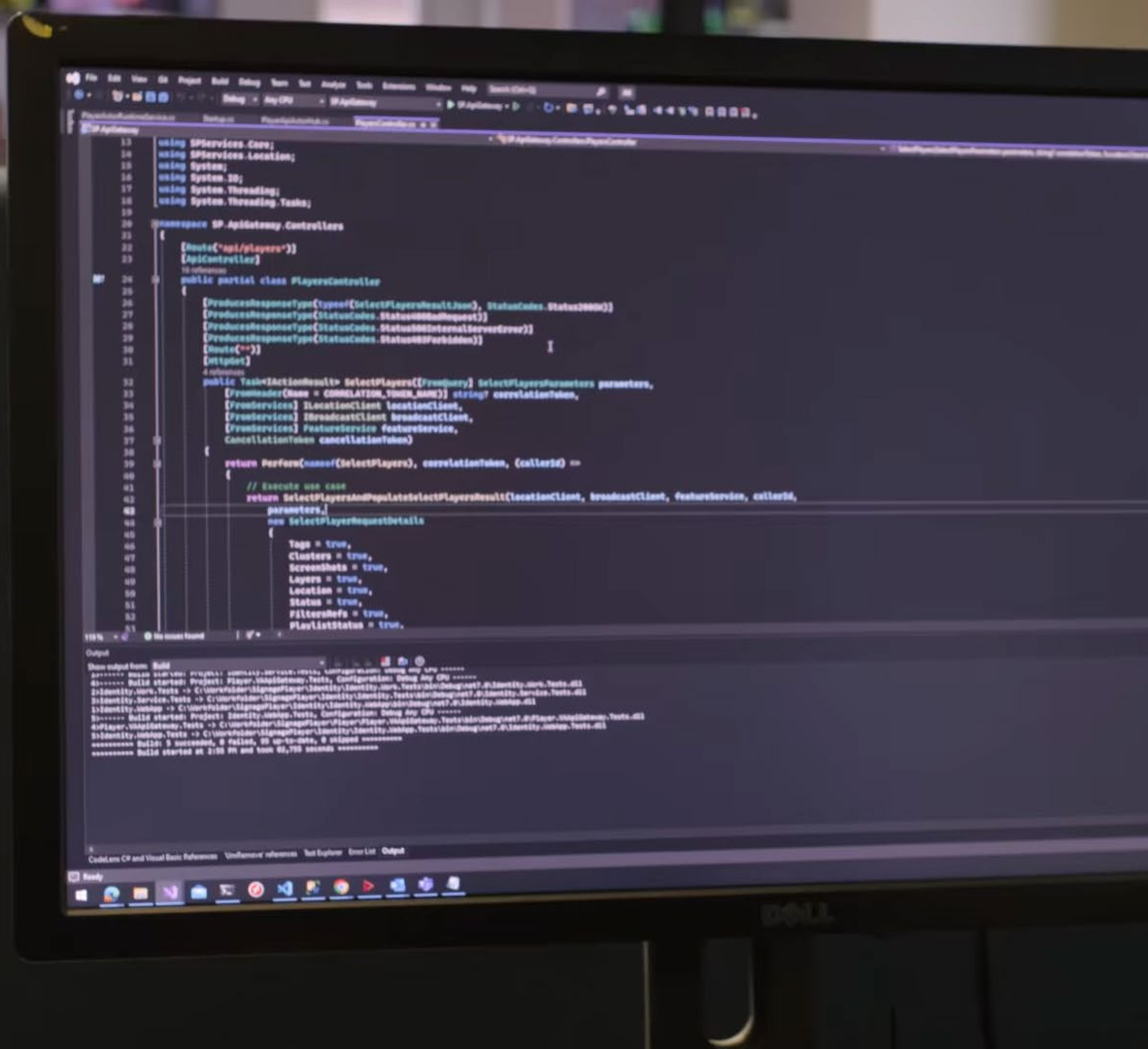
VERTISEIT

The background image shows a modern retail store interior. On the left, there are white shelving units with various clothing items, including a blue jacket and a green and blue long-sleeved shirt. In the center, a large digital display shows a person wearing a white balaclava and a patterned jacket, standing in front of a blue, rocky background. The text "CONNECTING A WORLD OF RETAIL" is overlaid on the display, with "WORLD OF" in white and "RETAIL" in yellow. Below the main title, the text "IN-STORE EXPERIENCE MANAGEMENT" is displayed in white. At the bottom center, the "VERTISEIT" logo is visible in white.

CONNECTING A WORLD OF RETAIL

IN-STORE EXPERIENCE MANAGEMENT

VERTISEIT



IN-STORE EXPERIENCE MANAGEMENT

THE IXM SAAS PLATFORM
ORCHESTRATING EVERY DIGITAL
TOUCHPOINT IN-STORE TO
CREATE CONNECTED, ENGAGING
CUSTOMER EXPERIENCES.

VERTISEIT GROUP

ARR
440 MSEK
(290)

ANNUAL RECURRING
REVENUE (ARR)
2026-06-30

+300

Brilliant
People

+2000

Brands
trust Vertiseit

+450K

Operating
Touchpoints

+13

Global
Offices

VISION

**CONNECTING
A WORLD OF
RETAIL**

AMBITION

**GLOBAL #1
IXM PLATFORM
COMPANY**

VERTISEIT GROUP

GOALS 2025-2032

2032

1 BILLION ARR

Annual Recurring Revenue (ARR)
exceeding MSEK 1,000 by end of 2032

2032

35% PROFITABILITY

Cash EBITDA margin to
exceed 35% by end of 2032

FINANCIAL TARGETS

>20%

GROWTH

ARR growth (CAGR)

>25%

PROFIT GROWTH

Cash EBITDA per share growth Y/Y (CAGR)

>100%

REVENUE RETENTION

Annual Net Revenue Retention (NRR)

SCALA ACQUISITION

SCALA



INVESTOR CALL 2026-05-21

SCALA ACQUISITION

- ABOUT SCALA
- ACQUISITION RATIONALE
- ACQUISITION STRUCTURE
- Q&A



EARNINGS CALL Q2 2026

ABOUT SCALA

- FOUNDED 1987
- GLOBAL PRESENCE
- DIGITAL SIGNAGE PIONEER
- LARGE INSTALLED BASE

200

MSEK REVENUE

85

MSEK ARR

+100

EMPLOYEES



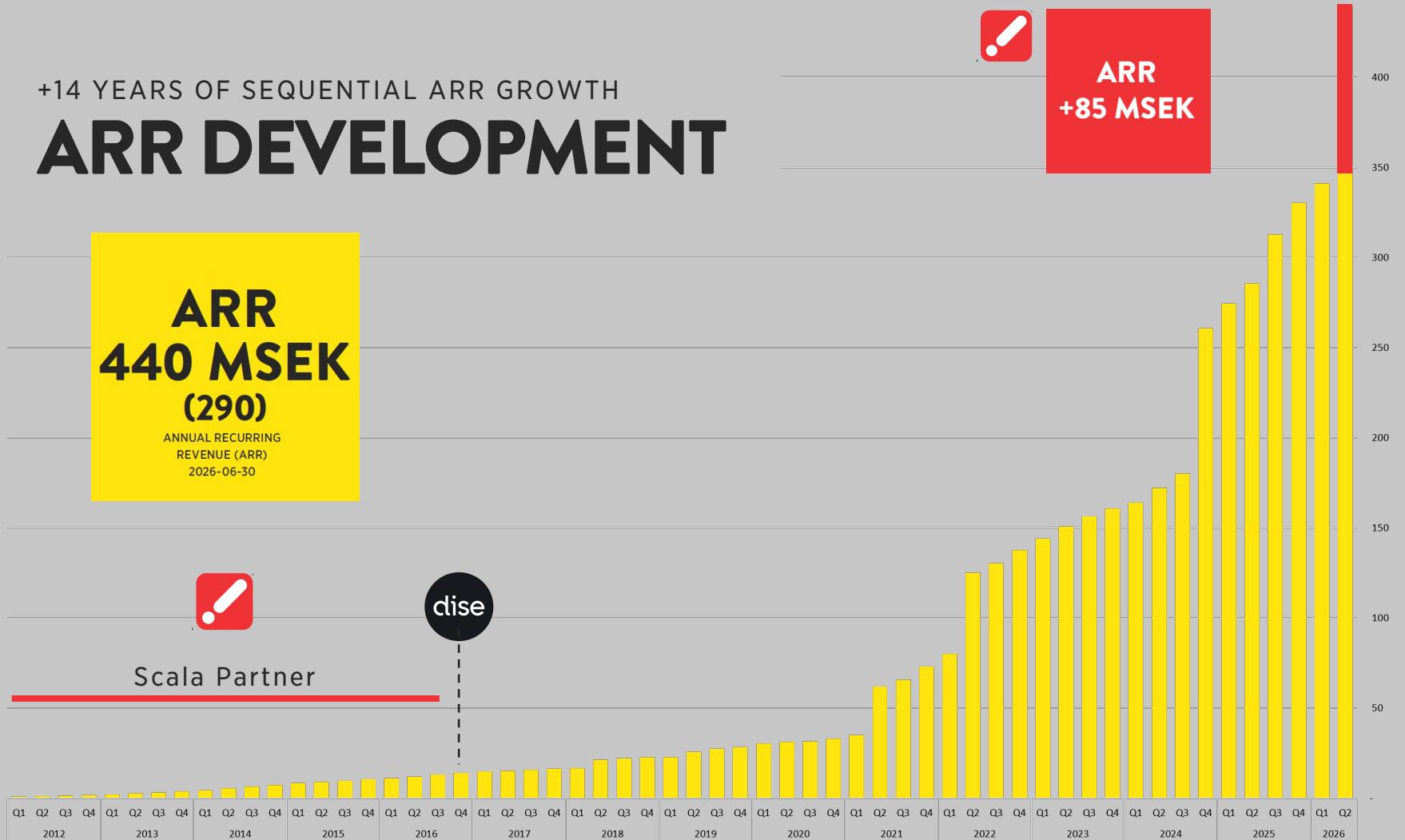
+14 YEARS OF SEQUENTIAL ARR GROWTH

ARR DEVELOPMENT

**ARR
440 MSEK
(290)**

ANNUAL RECURRING
REVENUE (ARR)
2026-06-30

**ARR
+85 MSEK**



EARNINGS CALL Q2 2026

ACQUISITION RATIONALE

- Significantly expanding the international partner ecosystem
- Strengthening Vertiseit global position within IXM
- Accelerating growth in North America and other key markets
- Adding a large installed base with untapped SaaS potential
- Profitability in-line with long-term target after synergies

+100

PARTNERS

+1K

BRANDS

35%

CASH EBITDA
AFTER SYNERGIES

SCALA 

EARNINGS CALL Q2 2026

ACQUISITION STRUCTURE

- Share and Asset Acquisition
- Purchase Price 265 MSEK (3,1x ARR)
- Financing

Directed Share Issue: 182 MSEK

(60 SEK per share, Approximately 28.5% price premium to closing 2026-05-20)

Bank Financing: up to 150 MSEK

(Expanded credit facility with Nordea Bank)



EARNINGS CALL Q2 2026

INTEGRATION

- Scala will continue as a strategic software offering within Dise
- Partner first. Partner only.
- Gradual transition from Perpetual licenses to a true SaaS offering
- Device Agnostic Offering
- All integration costs 28,7 MSEK recognized in Q2



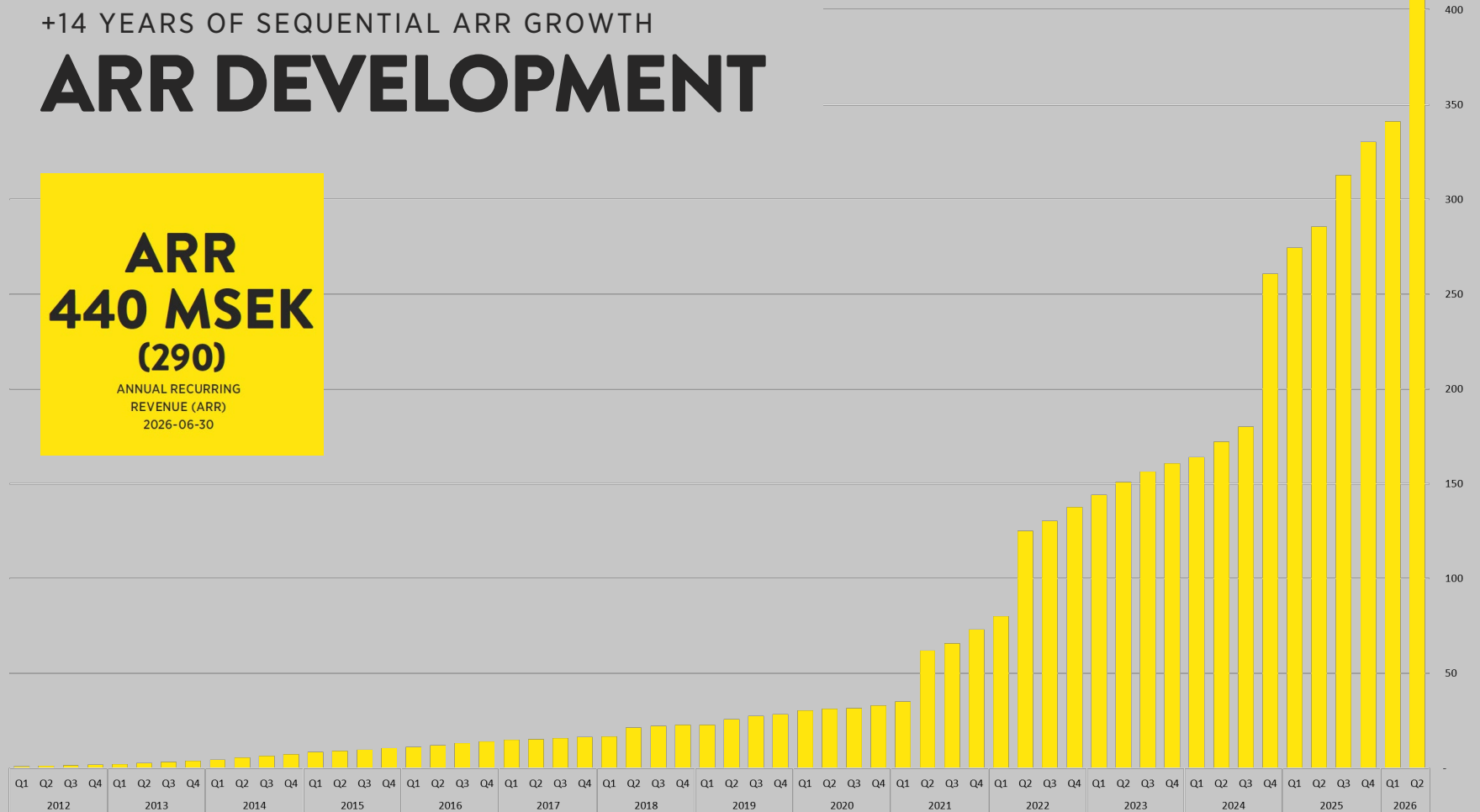
FINANCIALS

+14 YEARS OF SEQUENTIAL ARR GROWTH

ARR DEVELOPMENT

ARR
440 MSEK
(290)

ANNUAL RECURRING
REVENUE (ARR)
2026-06-30



VERTISEIT GROUP Q2 2026

Q2 IN REVIEW

- Continue to combine growth and profitability
- 52% ARR growth, exceeding Financial Target
- Cash EBITDA per share doubled YoY, exceeding Financial Target
- Scala acquired, adding global reach, 85 MSEK ARR and further SaaS potential
- Strong international pipeline, including major North American tenders

VERTISEIT GROUP Q2 2026

ARR GROWTH MOMENTUM

Q2 Annual Recurring Revenue

ARR	440 MSEK
Y/Y Growth	52%
Annualized NRR (excl Scala)	107%
Annualized Churn (excl Scala)	3%

- ARR step-up driven by Scala and continued organic growth
- Organic ARR growth of 12% annualized
- NRR remains above target
- Churn remains low

VERTISEIT GROUP Q2 2026

REVENUE AND PROFITABILITY

Q2 Revenue

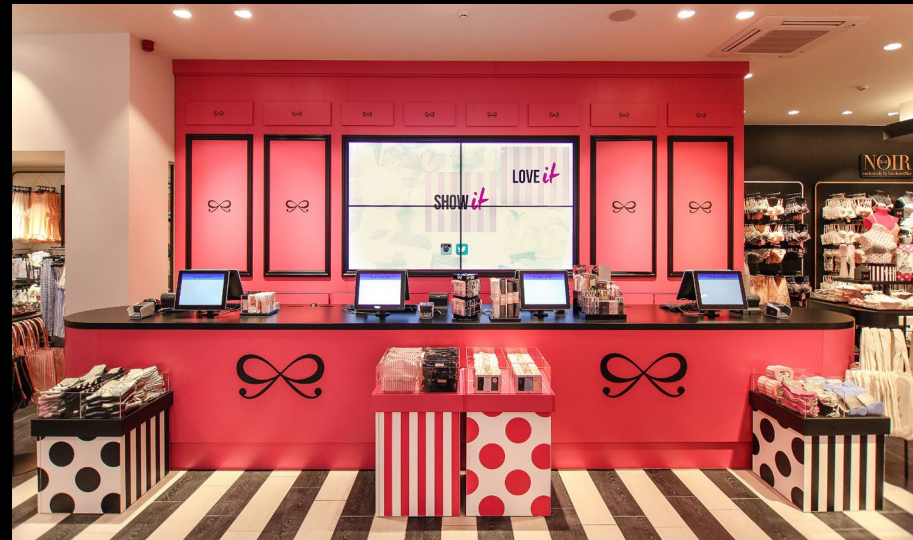
Net Revenue	199 MSEK
Y/Y Growth	19%
SaaS % of revenue	49%
Consulting % of revenue	9%
Systems % of revenue	42%

Q2 Profitability

Adj EBITDA	37 MSEK
EBITDA Margin	18%
Cash EBITDA	29 MSEK
Cash EBITDA Margin	15%

- 70% Adj EBITDA increase YoY
- Strong margin expansion despite Scala consolidated only from June

HIGHLIGHTS



VERTISEIT GROUP Q2 2026

CIRCLE K POLAND

- Continued expansion
- +350 service stations
- Rollout started



VERTISEIT GROUP Q2 2026

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