

STRATEGY UPDATE

Digital In-store and the Customer experience

Enhance the brand experience

Deliver a seamless customer journey

Be relevant in every situation

Empower the people in-store

Expand in-store offering



VERTISEIT

In-store experience agency



GRASSFISH

Retail Experience
Digital Signage platform

dise

In-store experience platform



VERTISEIT



LINDEX



dise

L'ORÉAL



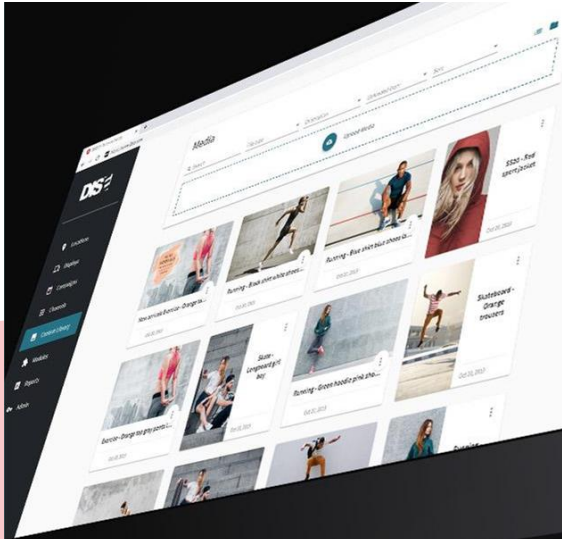
PeakPerformance®

M&S

VOLVO

YOUR DIGITAL IN-STORE AGENCY

This is how we make it happen



DISE IN-STORE EXPERIENCE PLATFORM

CHANNELS, SCENARIOS, CAMPAIGNS,
DYNAMIC CONTENT



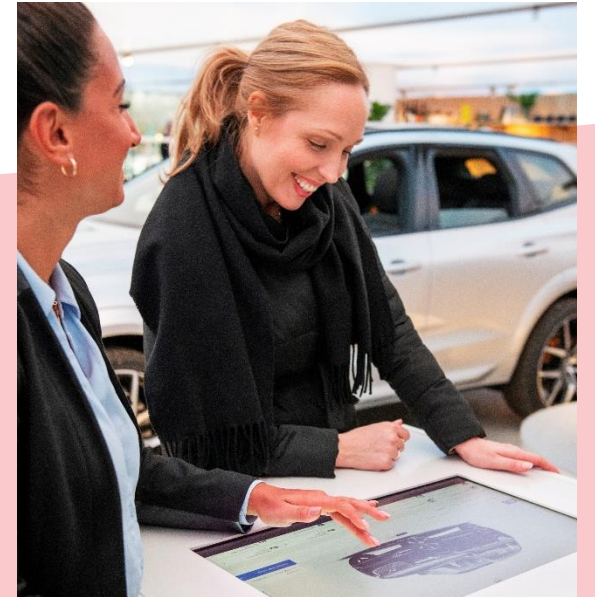
MODULES & API

INTEGRATION OF CUSTOMER DATA,
CAPABILITIES, ASSETS



DIGITAL IN-STORE SOLUTION

STRATEGY, CONCEPT, DESIGN,
UX, DEVELOPMENT



DISPLAYS & OPERATIONS

IN-STORE TECH, PROACTIVE MONITORING,
SUPPORT, ON-SITE SERVICE

VERTISEIT TODAY

#1 Retail Digital Signage software provider in Europe

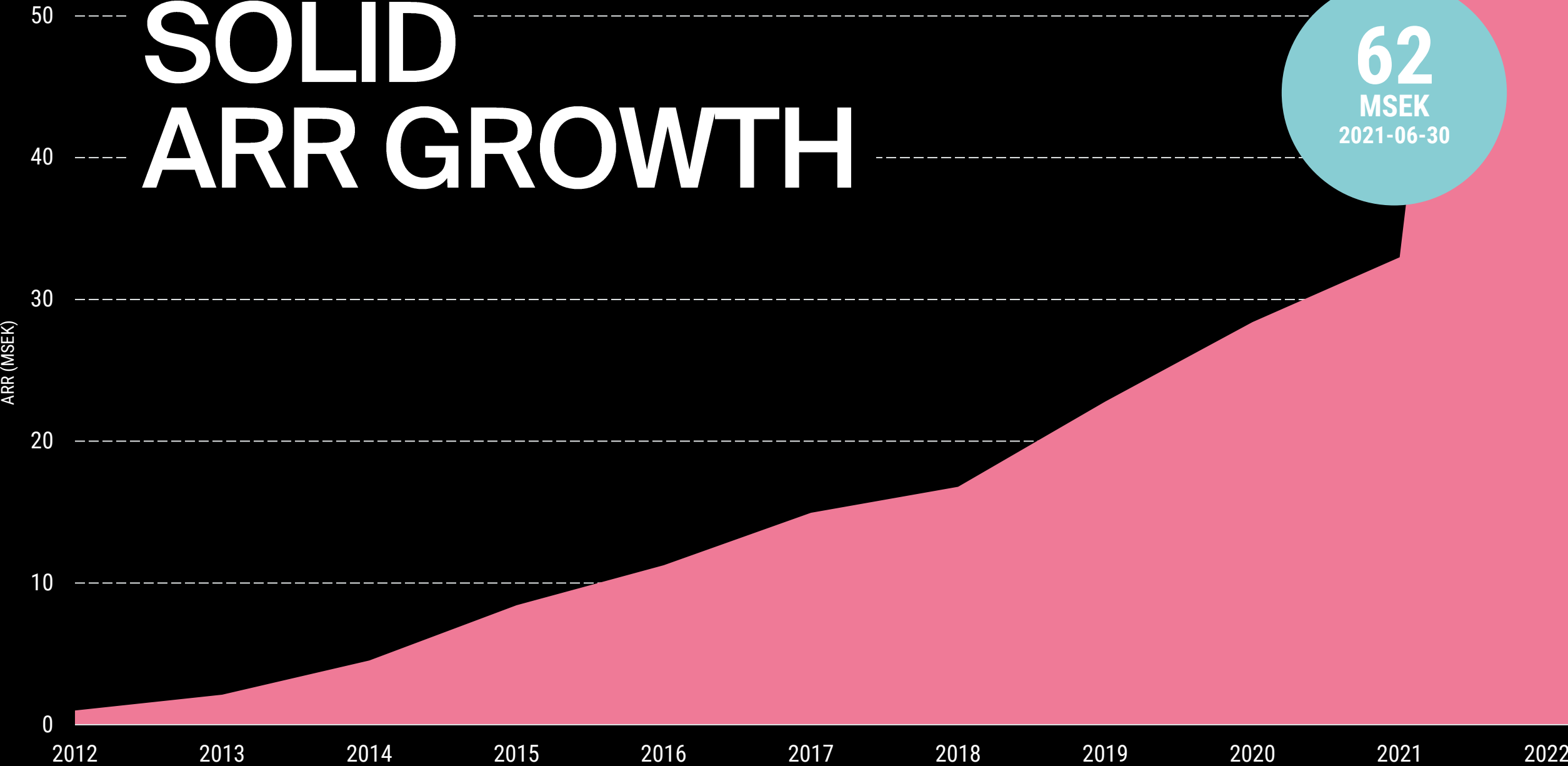
+120
PEOPLE

PRESENCE
UK
Austria
Germany
Sweden

62
MSEK ARR

SOLID ARR GROWTH

62
MSEK
2021-06-30



LEADER IN RETAIL TECH

Our previous long-term goals

2022

MISSION 50

The group's recurring revenue shall amount to at least SEK 50 million (ARR) calculated on a rolling 12 months as of 31/12 2022

2023

BRAND TOP 50

One of the world's 50 strongest consumer brands to choose Vertiseit when designing their store concept globally by the end of 2023

LEADER IN RETAIL TECH

Our previous long-term goals

2022

MISSION 50

The group's revenue shall amount to 62 million MSEK ARR (AFF) by the end of 2022

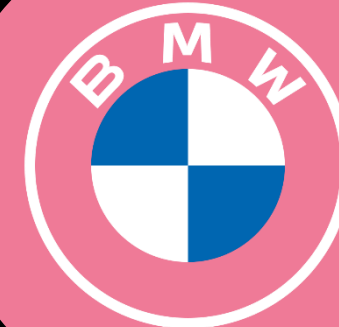
62

MSEK ARR

2023

BRAND TOP 50

One of the strongest consumer brands in the world. Vertiseit will be ranked among the top 50 brands of 2023



MARKET IS CHANGING

Full-service

Fragmented platform market

Digital signage as a silo

National digital concept



Specialization and collaboration

Category winners

Integrated part of the IT ecosystem

Platform first – global

**MARKET
IS CHANGING**

**NEW STRATEGY
GOING GLOBAL**



BECOMING THE GLOBAL LEADER IN DIGITAL IN-STORE

VERTISEIT

KEY STRATEGY CHANGES

- Group structure supporting acquisition agenda
- New business model for global scalability
- New long term goals and financial targets

New group structure

Corporate brand

VERTISETT

Holding company within Retail Tech
aiming to acquire and develop SaaS
companies within Digital Signage with
focus on Digital In-store

Market brands



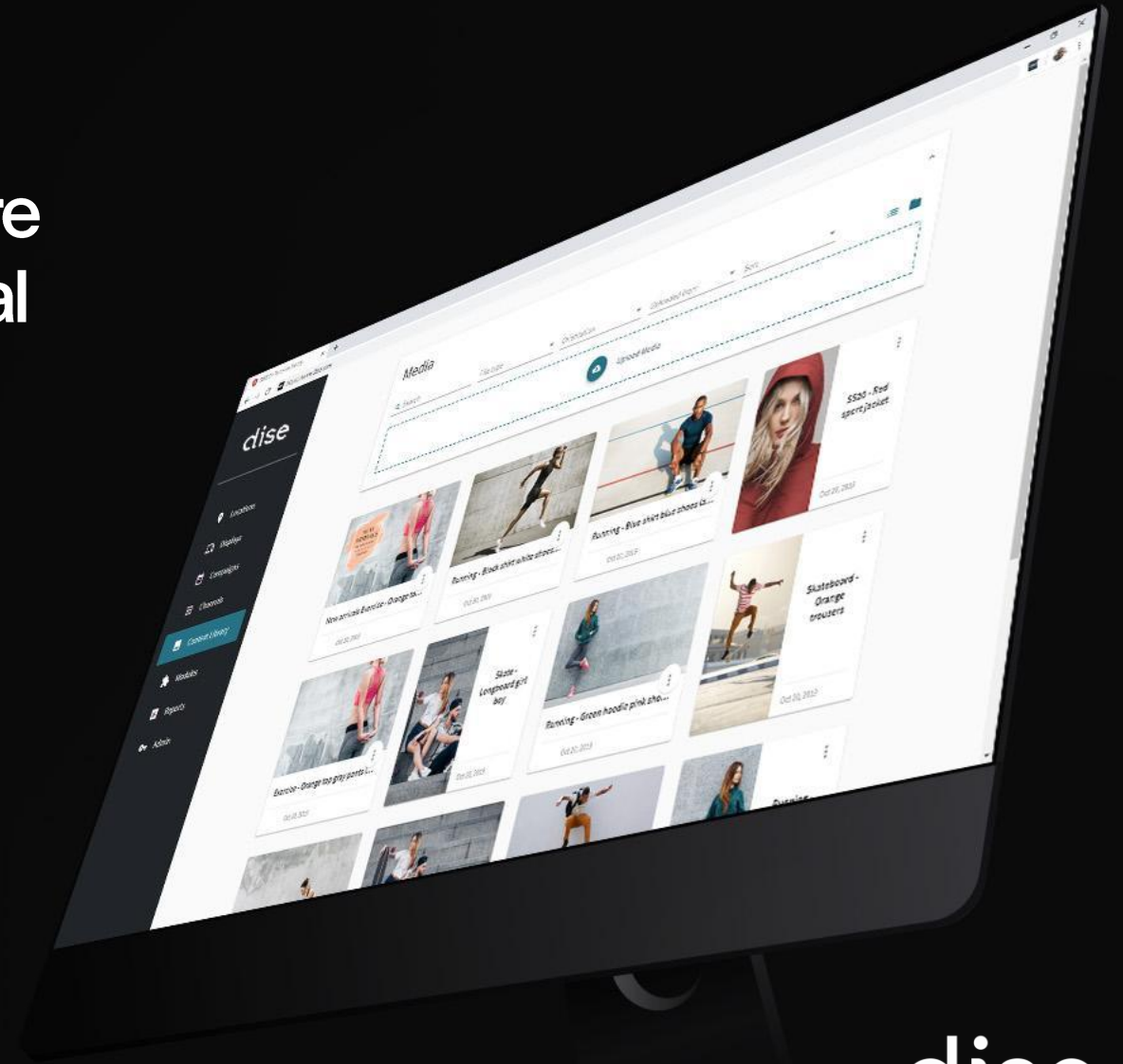
GRASSFISH

dise

dise

Dise offers the leading Digital In-store experience platform through a global partner community

Business Model	SaaS
Channel Strategy	Partner
Partners	Full-service providers
Customers	Leading brands and retailers
Services	-
Differentiator	Intuitive



dise

M&S



dise
×
pixel
INSPIRATION



+1000
touchpoints



Connected Mannequin
Fit & Style Studio
Endless Aisle
Pickup In-store
Brand Walls



GRASSFISH

Grassfish is the global
frontrunner in Digital In-store.
Powered by a best-in-class platform.
Enabled by brilliant people.

Business Model	SaaS + Services
Channel Strategy	Direct
Partners	Agencies and fulfilment partners
Customers	Global brands and retailers
Services	Consulting and implementation
Differentiator	Customized





GRASSFISH
accenture
TRISON



+8000
touchpoints



Content Pool
Dealer App
Workflow Management
Media Mixer

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Specialization and collaboration

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GRASSFISH

SPECIALIZATION AND COLLABORATION



accenture
L I G A N O V A
umdasch
TRISON

CATEGORY WINNERS



INTEGRATED PART OF THE IT ECOSYSTEM

ERP

PIM

DAM

MRM

ECOM

DIM



GRASSFISH

PLATFORM FIRST GOING GLOBAL

CONCEPT

PLATFORM

PLATFORM FIRST GOING GLOBAL

PLATFORM

CONCEPT

CONCEPT

CONCEPT

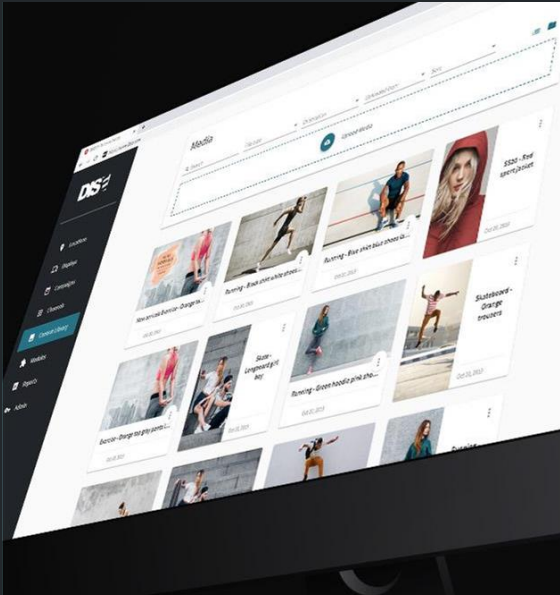


GRASSFISH

NEW BUSINESS MODEL

dise

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DISE IN-STORE EXPERIENCE PLATFORM

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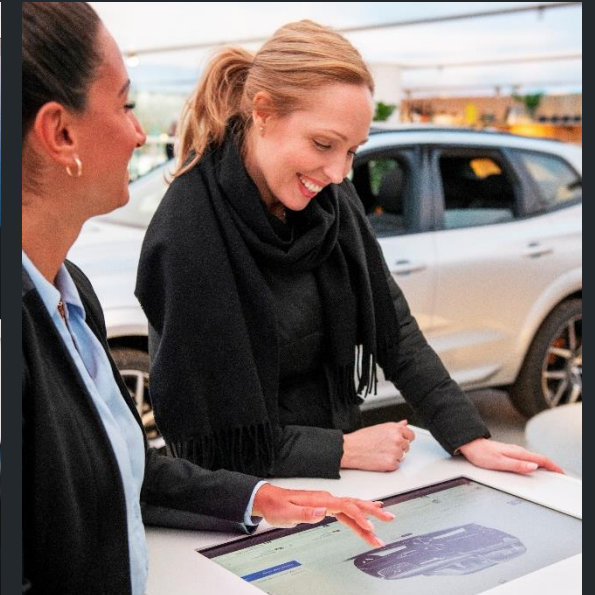
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DIGITAL IN-STORE SOLUTION

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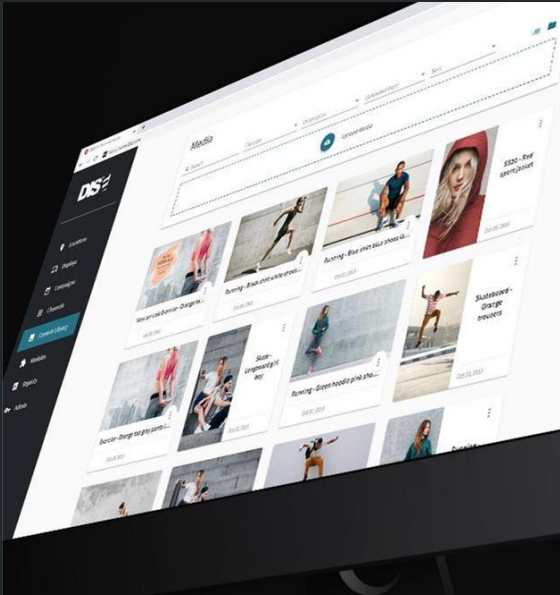
Previous model

dise

Partner



Partner



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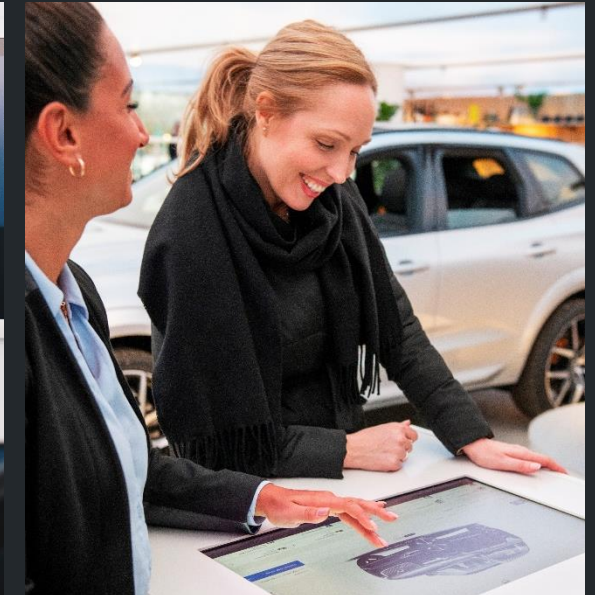
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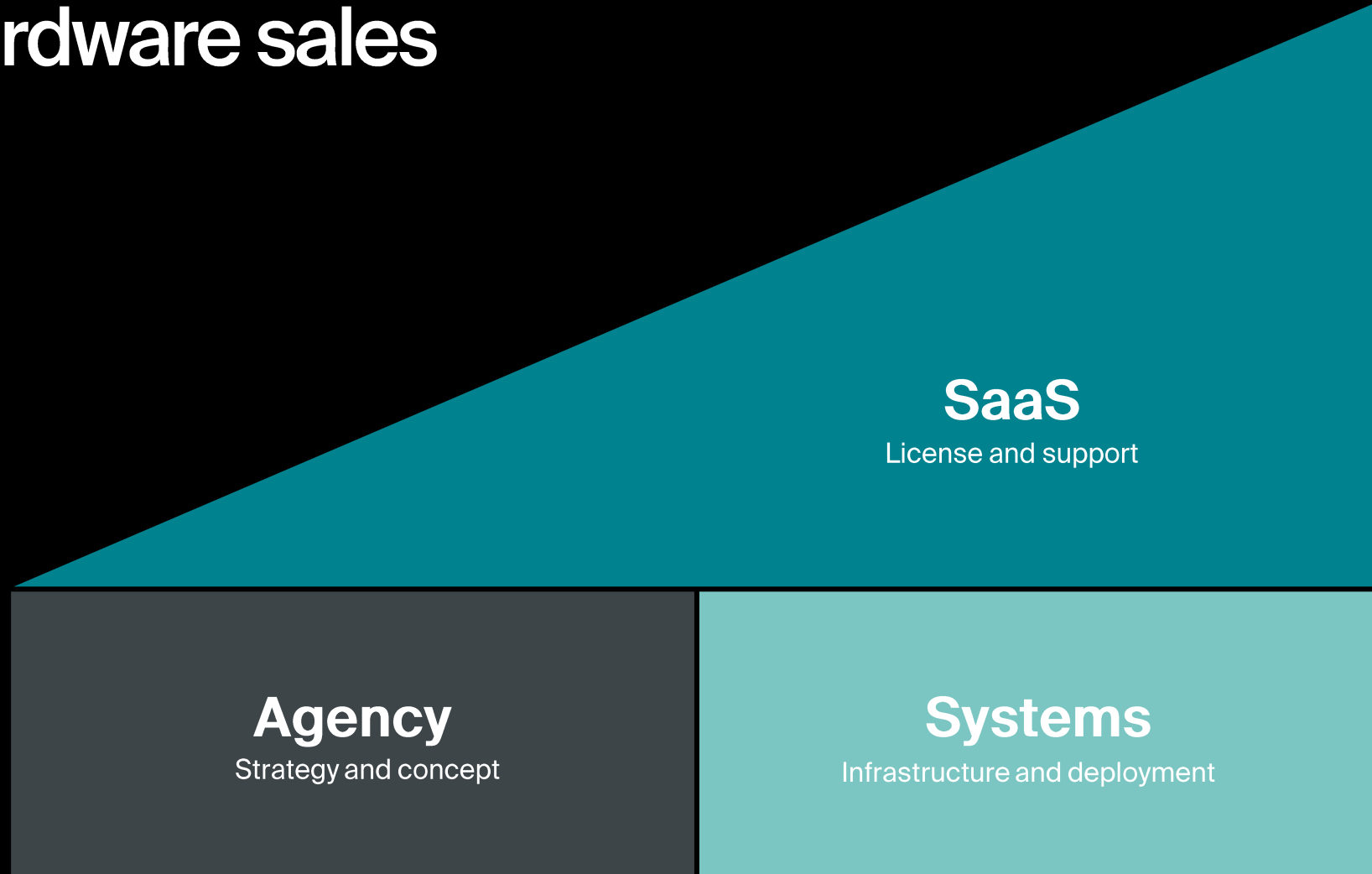


DISPLAYS & OPERATIONS

IN-STORE TECH, PROACTIVE MONITORING,
SUPPORT, ON-SITE SERVICE

New model

Previous business model including hardware sales



Scalable business model to support global expansion



FINANCIALS

Q2 INTERIM REPORT

ARR MSEK 62

SaaS revenue our top priority

ARR GROWTH +98%

18% organic / 80% acquired

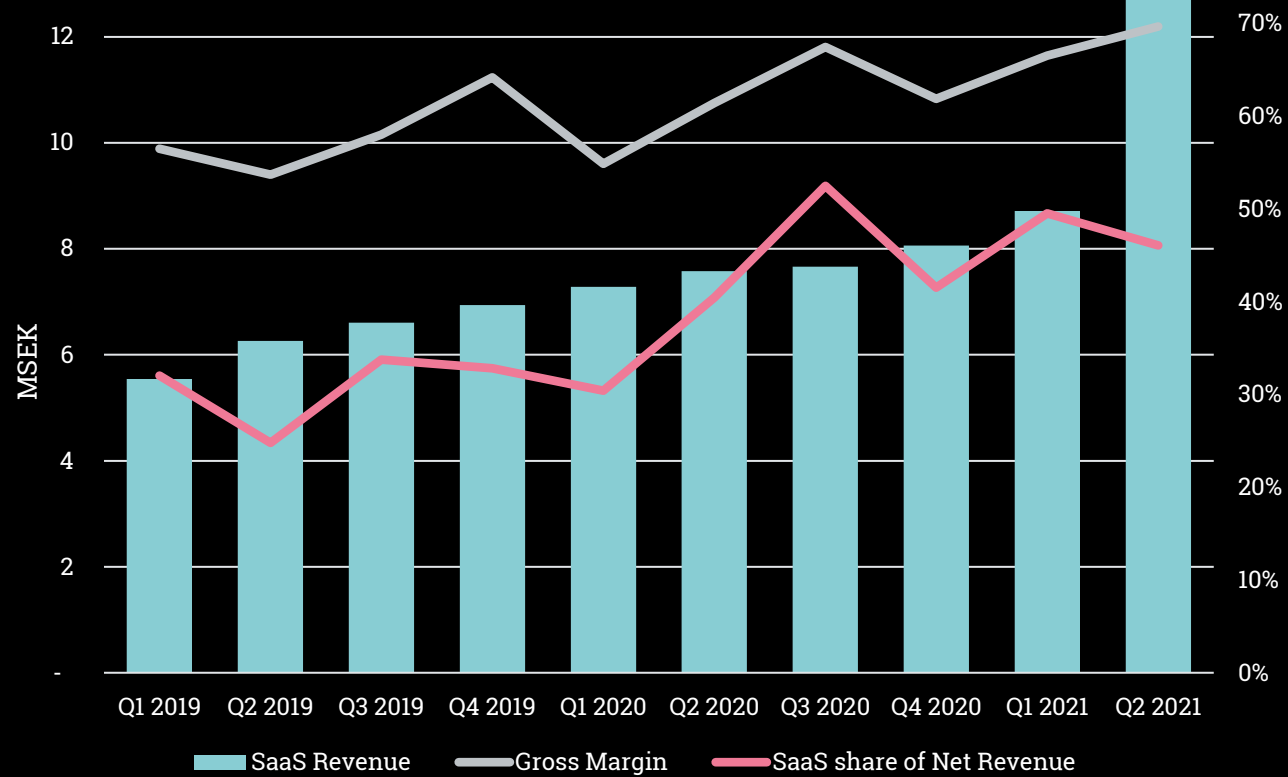
38Q growth streak

EBITDA 15% LTM

Adjusted for Q2 acquisition costs

Profitable growth - always

Increased share of SaaS revenue correlating with gross margin



GROWTH STRATEGY

Organic growth

Existing customers

New customers

New applications

Acquired growth

New customers

New markets

New products

2008-2020; 55% organic growth, 45% acquired growth

ACQUISITION STRATEGY

New customers

Acquire companies with attractive customer base and solid ARR

New markets

Acquire companies with footprint in new target markets

New products

Acquire industry premium players to strengthen offering

DIRECTED SHARE ISSUE

Nordea

KL Capital
Knutsson & Lundström

Alcur Fonder

Protean Capital

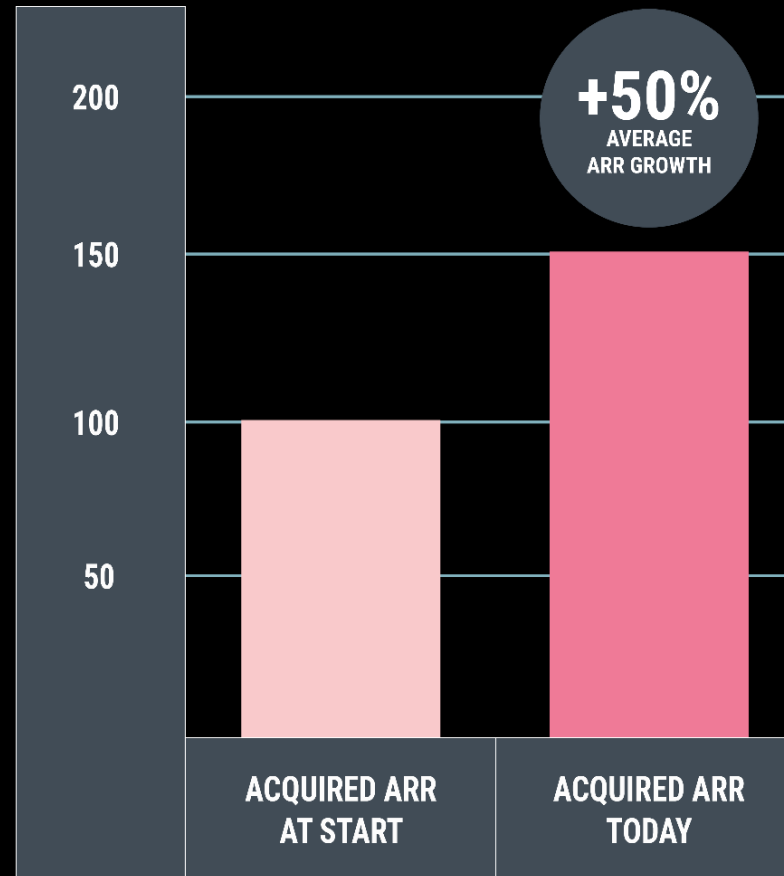
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**Adding MSEK 100 to
support acquisition strategy**

Proven track record of successful acquisitions

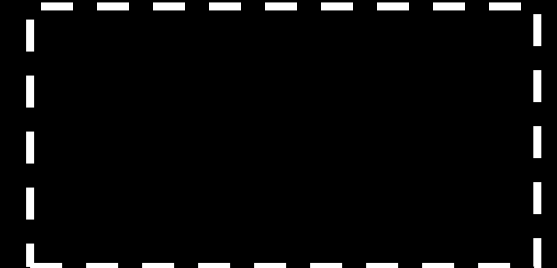
8 successful acquisitions
2012-2021

150% Net Revenue Retention
from acquisitions 2012-2020



New group structure supporting acquisition strategy

VERTISEIT



NEW LONG-TERM GOALS

2024

MISSION 200

The Group's recurring revenue to exceed MSEK 200 (ARR) by end of 2024

2026

GLOBAL #1

#1 Global Digital In-store software company by end of 2026, measured as active SaaS licenses

New financial targets

ARR GROWTH **>25% CAGR**

PROFITABILITY **>30% EBITDA, 2024**

ANNUAL REVENUE RETENTION **>100% NRR**



Johan Lind

Jonas Lagerqvist

Christina Hayward

Oskar Edespong

Emil Kihlberg

Alexander Korte

Roland Grassberger



Vilhelm Schottenius
Chairman of the board



Emma Stjernlöf



Johanna Schottenius



Jon Lindén



Adrian Nelje



Mikael Olsson

VERTISEIT CAPITAL MARKETS DAY 2021