VERTISEIT CAPITAL MARKETS DAY 2021

VERTISEIT

AGENDA

Market Outlook	Johanna Schottenius, Member of the board
Strategy update	Johan Lind, CEO Jonas Lagerqvist, CFO
Q&A	Fredrik Nilsson, Analyst Redeye

JOHANNA SCHOTTENIUS

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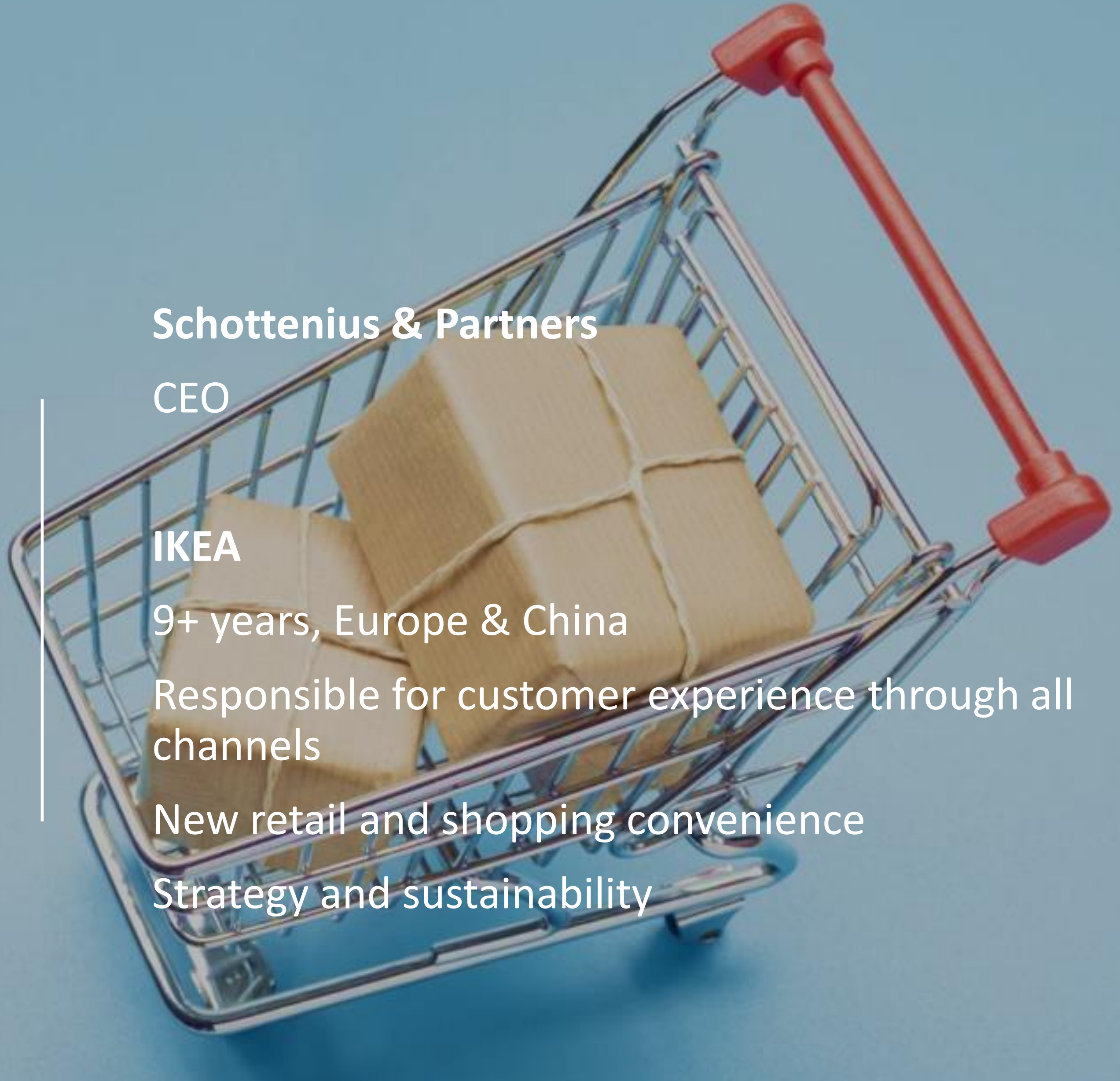
Market Outlook

Future of shopping

HOW WILL RETAIL LOOK IN THE FUTURE?

HOW WILL PEOPLE SHOP?



JOHANNA SCHOTTENIUS

Schottenius & Partners

CEO

IKEA

9+ years, Europe & China

Responsible for customer experience through all channels

New retail and shopping convenience

Strategy and sustainability

”Not since the Industrial Revolution has shopping been in such upheaval”

Henry Tricks, The Economist

WHAT IS THE MAIN CHANGE IN RETAIL?

It’s us.

The consumer.

“At the turn of the 20th century, the commander-in-chief of commerce was the retailer, with the manufacturer as equal partner.

Today it’s the customer who’s in charge.”

Mark Cohen,

Director of retail studies at Columbia University Graduate School of Business in New York

HOW DOES THE CUSTOMER WANT IT?

Smooth, Easy & Convenient

Meet MY needs at the right point of the journey – inspiration, decision, transaction etc

Friction free

FRICTION

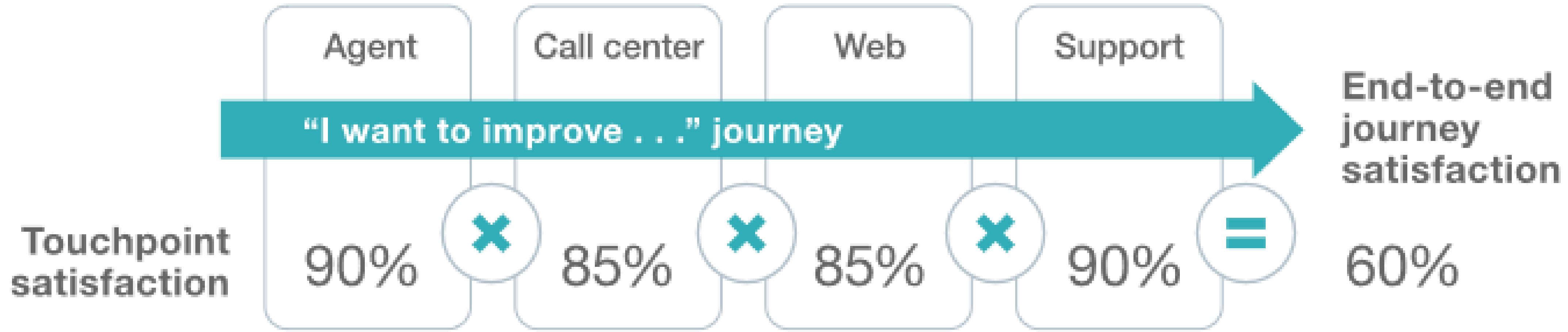
FRICTION

KILLS

CUSTOMER EXPERIENCE

Best-in-class companies optimize customer journeys, not just touchpoints.

Individual touchpoints may perform well even if the overall experience is poor



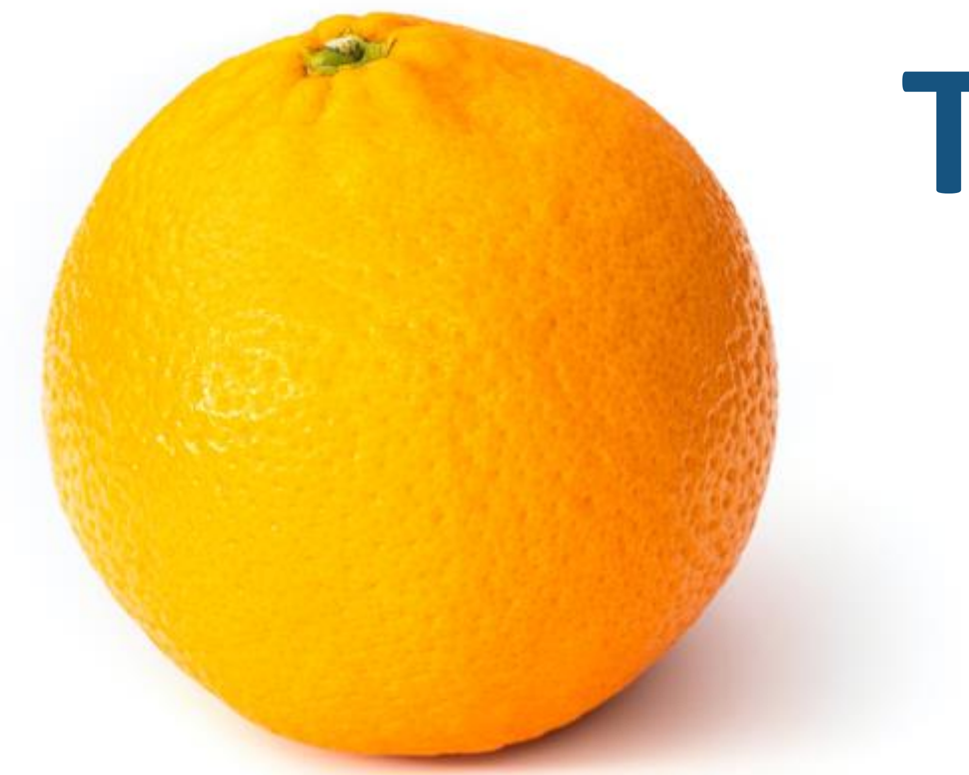
McKinsey&Company | Source: McKinsey Digital Labs

BEST-IN-CLASS COMPANIES OPTIMIZE CUSTOMER JOURNEYS.

NOT JUST TOUCHPOINTS.

IMPORTANT AREAS FOR FUTURE RETAIL

CONSUMER DATA IS THE MAIN ASSET



New consumer behaviour

Bricks & Mortar
>75% 2024

Direct-To-Consumer
DTC

The Role of the store is changing

Personalized & Data driven

Omnichannel

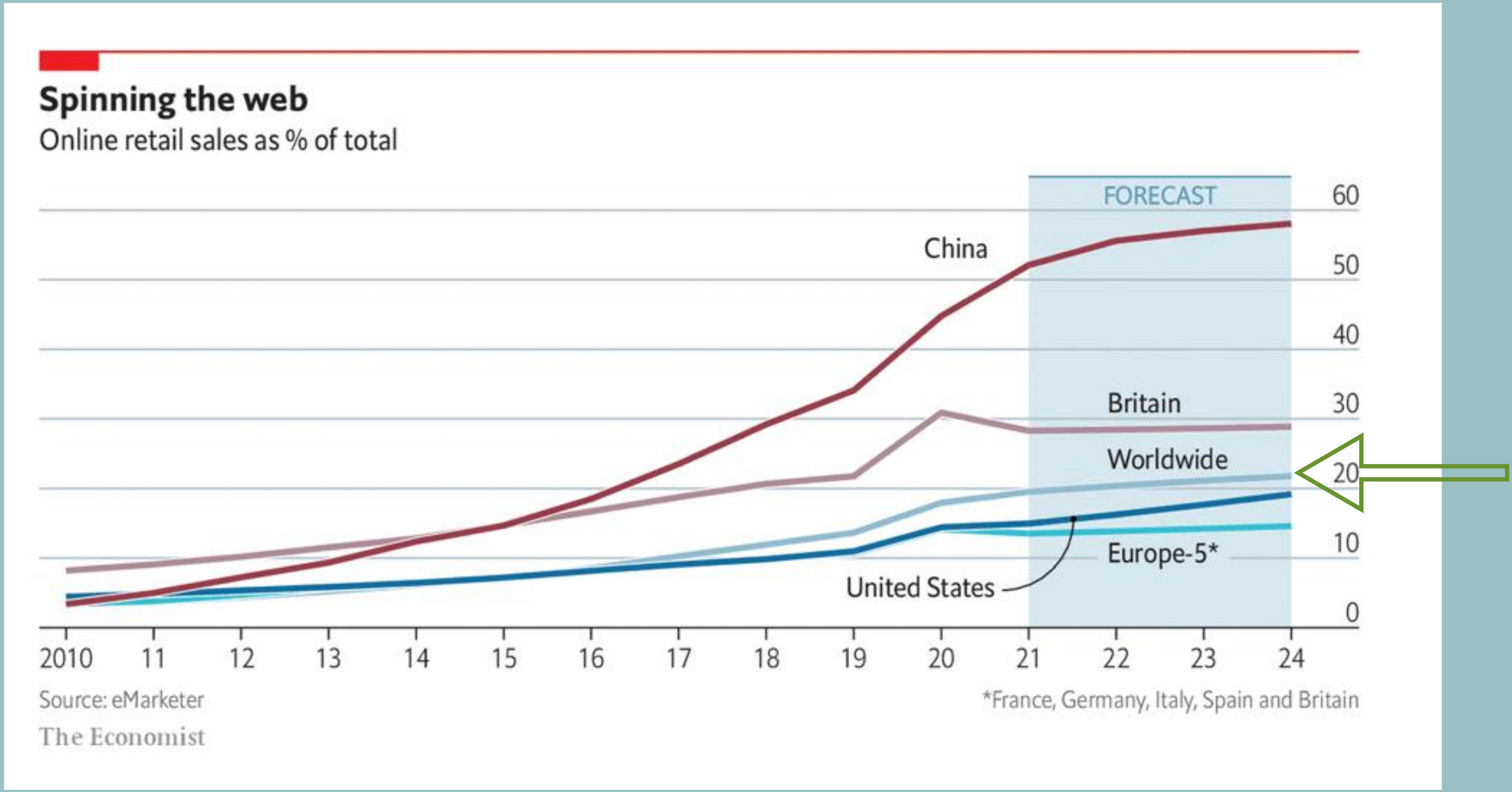
NEW CONSUMER BEHAVIOUR

- **Digital behaviour:** The consumer is floating between the digital and physical world in almost everything they do

- **Optimising consumers:** Time is becoming the main scarcity in life. The optimising consumer of today and tomorrow have little or no patience.

- Customer act differently than what they say – most likely meaning that the customers also are on a journey

BRICKS AND MORTAR >75% 2024



DIRECT-TO-CONSUMER (DTC)

Yet since 2017 the firm has been cutting the cord with many of its wholesalers, including Amazon, the world's biggest online retailer, to focus on becoming a "direct-to-consumer" (dtc) company.

DTC now accounts for 40% of Nike's revenues. Its shoppers' use of digital technology has enabled Nike to recreate that hallowed "one-to-one world", says Ms O'Neill.

THE ROLE OF THE STORE IS CHANGING

- The store will not die – but it needs to be re-imagine – to a new type of experience
- It needs to embrace and highlight the things you can’t get online
- Online and offline journey
- Service! Make the shopping more intimate – more direct – more one-to-one

PERSONALIZED AND DATA DRIVEN

- The data-driven shopping is unstoppable. It will change the nature of stores, so that physical and digital shopping seamlessly interact.

- Understand MY needs!

- Base the decisions on data, not own experience and intuition

OMNICHANNEL

- The customer in the center and ensuring that the customer gets an equally good experience regardless of which channel she or he choose to visit and/or shop from

- Technical solutions and clear strategy are needed to make this work

- Service! If the seller or customer service does not understand the omnichannel solution, the whole experience potentially falls for the customer

OMNICHANNEL

”The future will be both online and offline”

”For consumers the benefits are obvious. They will gain greater convenience from being able to shop either physically or virtually, depending on their mood and circumstances.

But for retailers, the challenges are immense.”

The Economist

HOW WILL RETAIL LOOK IN THE FUTURE?

HOW WILL PEOPLE SHOP?

1. A good mix of channels that are working seamless together
2. Friction free and convenient shopping
3. Know your consumer – Consumer data is the main asset
4. Agile

”NEW SPORTS OF RETAIL”

...with continuesly changeing expectations

... with a new competitor landscape

...consumers last experience is their new expectation


Irrelevant

THANKS!

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STRATEGY UPDATE

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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

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In-store experience agency

GRASSFISH

Retail Experience
Digital Signage platform

dise

In-store experience platform

GRASSFISH

SPAR
BOSS HUGO BOSS
BMW
PORSCHE
valora
orange

VERTISEIT

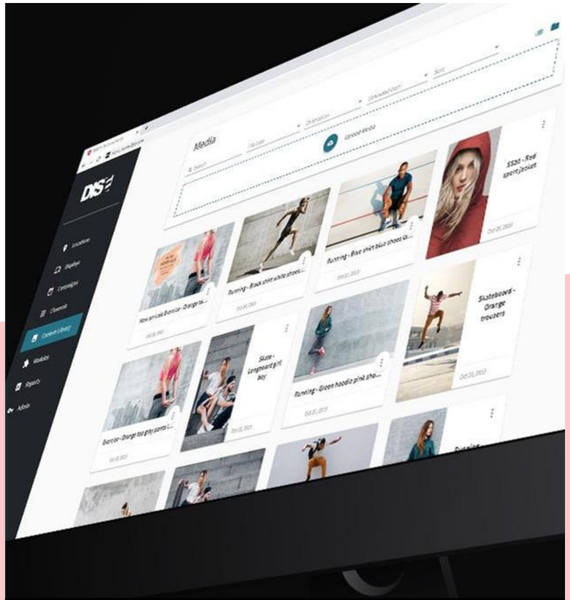
J.LINDEBERG
skistar.com
3
LINDEX
Stena Line

dise

L'ORÉAL
UNI QLO
PeakPerformance
M&S
VOLVO

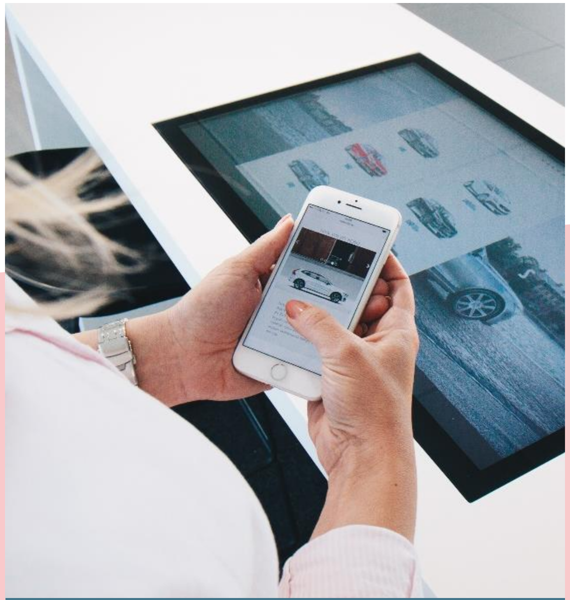
YOUR **DIGITAL IN-STORE** AGENCY

This is how we make it happen



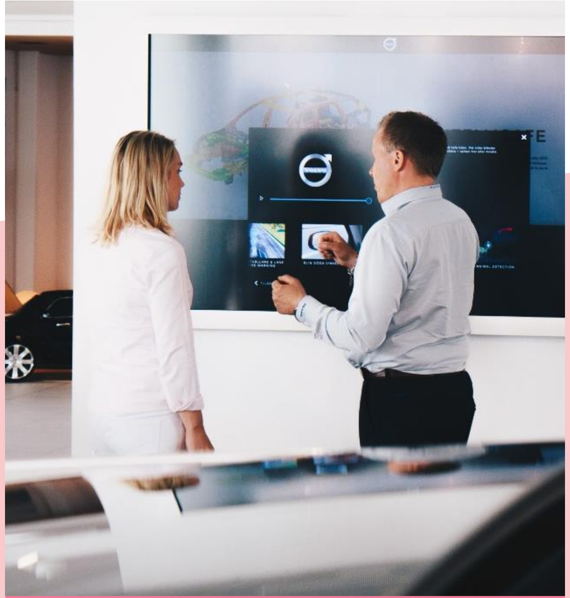
DISE IN-STORE EXPERIENCE PLATFORM

CHANNELS, SCENARIOS, CAMPAIGNS, DYNAMIC CONTENT



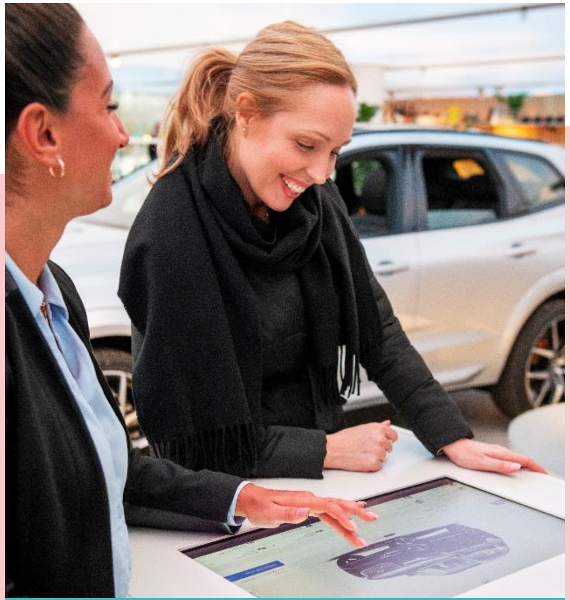
MODULES & API

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

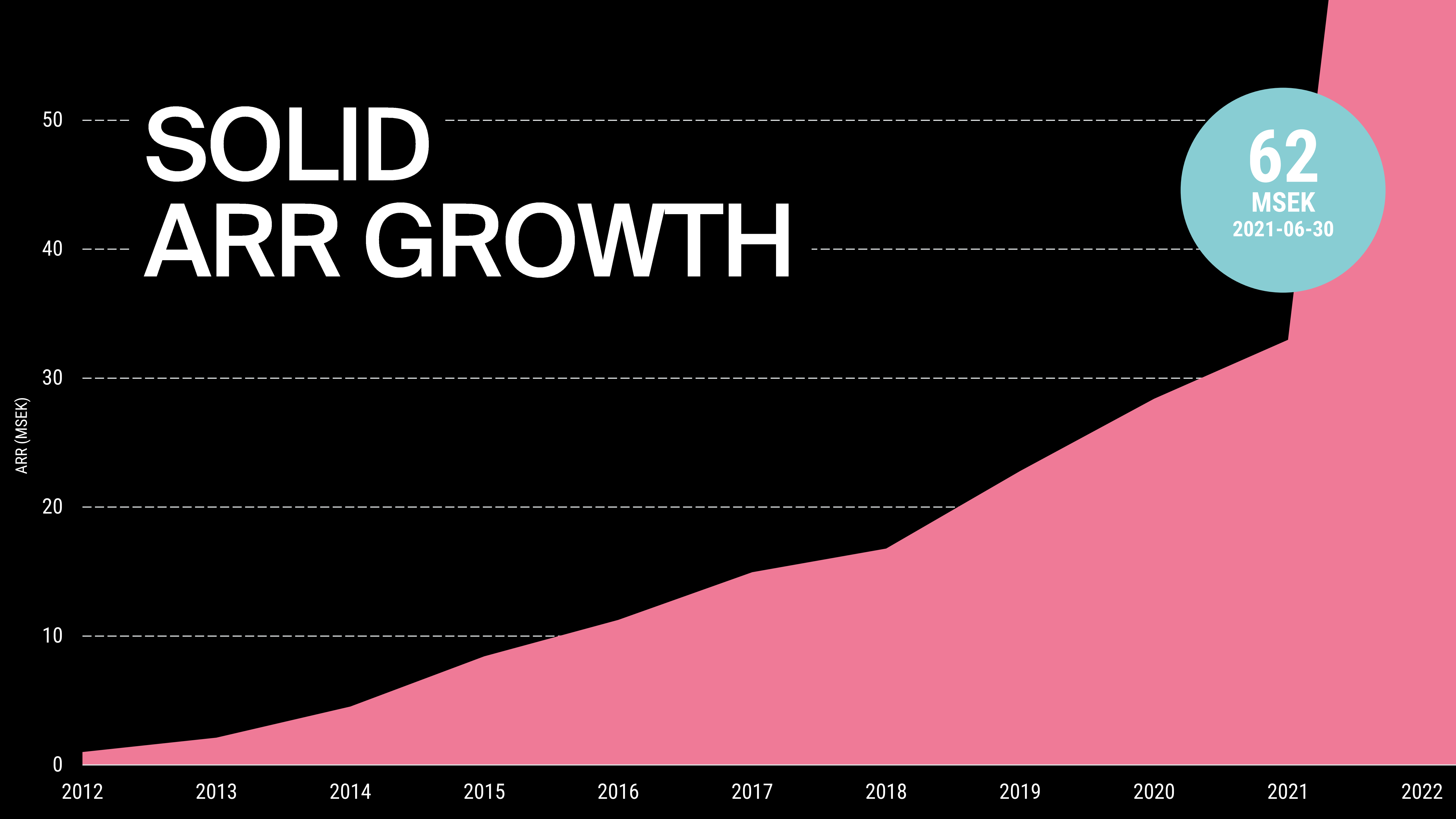
VERTISEIT TODAY

#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
ARR (MSEK)
0
10
20
30
40
50
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022

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

VERTISEIT

LEADER IN **RETAIL TECH**

Our previous long-term goals

2022

MISSION 50

The group’ … venue shall
amoun … million
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1 … 2

62

MSEK ARR

2023

BRAND TOP 50

One of th … strongest
consum … Vertiseit
wh … re
conce … f 2023

VERTISEIT

MARKET IS CHANGING

Full-service	**Specialization and collaboration**
Fragmented platform market	**Category winners**
Digital signage as a silo	**Integrated part of the IT ecosystem**
National digital concept	**Platform first – global**

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MARKET
IS CHANGING

NEW STRATEGY
GOING GLOBAL

BECOMING THE GLOBAL LEADER IN DIGITAL IN-STORE

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

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

Market brands

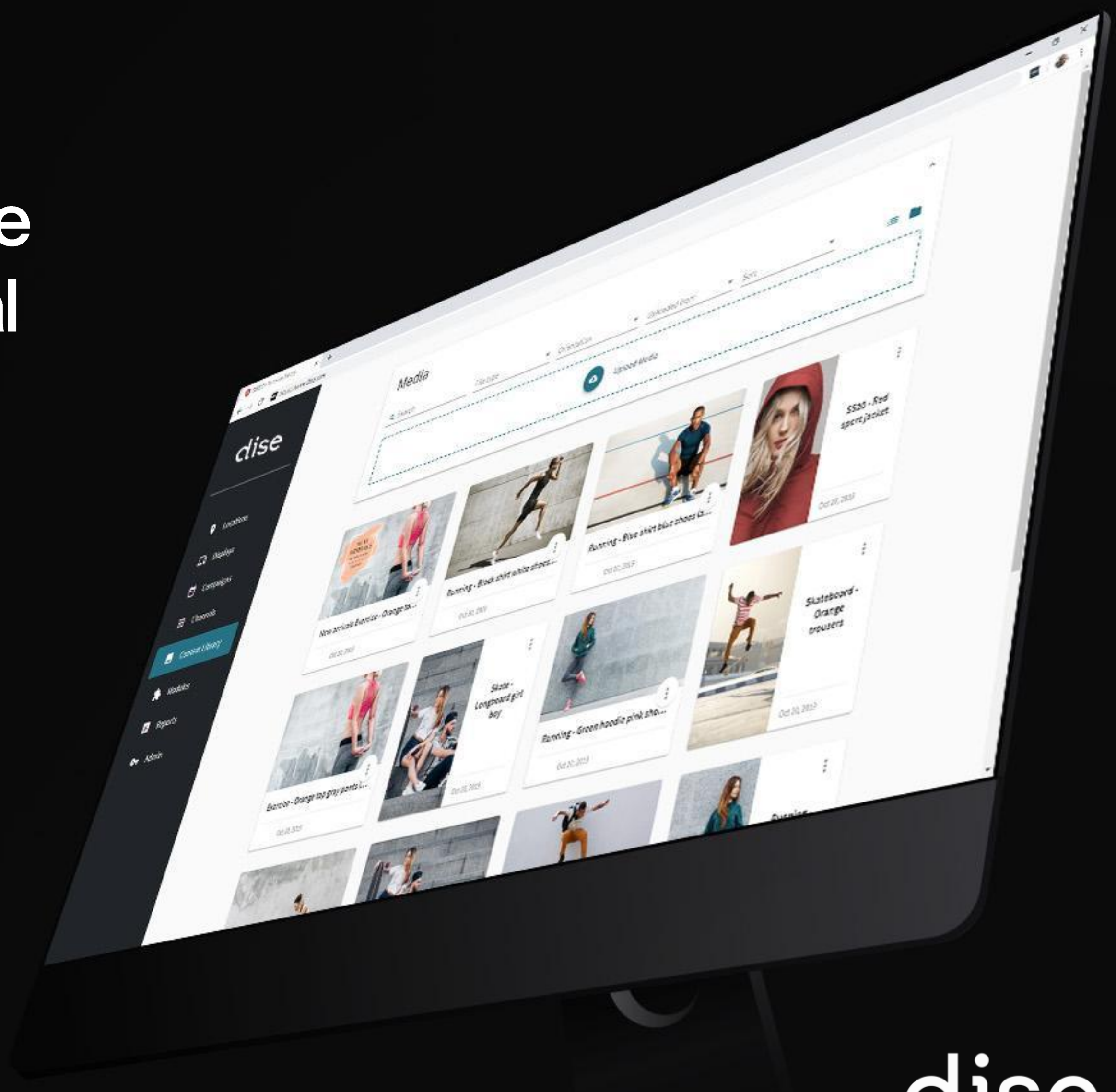
GRASSFISH

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



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

1st Place

Digital Signage software DACH

Invidis 2021

GRASSFISH

BMW

GRASSFISH

accenture

TRISON

+8000
touchpoints

Content Pool

Dealer App

Workflow Management

Media Mixer

MARKET IS CHANGING

Full-service	**Specialization and collaboration**
Fragmented platform market	**Category winners**
Digital signage as a silo	**Integrated part of the it eco system**
National digital concept	**Platform first – global**

GRASSFISH

SPECIALIZATION AND COLLABORATION

GRASSFISH

X

accenture

LIGANOVA

umdasch

TRISON

CATEGORY WINNERS

salesforce

Adobe

shopify

inRiver

Magento™

GRASSFISH

INTEGRATED PART OF THE IT ECOSYSTEM

ERP	PIM	DAM	MRM	ECOM	DIM

PLATFORM FIRST
GOING GLOBAL

CONCEPT

PLATFORM

GRASSFISH

PLATFORM FIRST
GOING GLOBAL

PLATFORM

CONCEPT

CONCEPT

CONCEPT

GRASSFISH

NEW BUSINESS MODEL

dise

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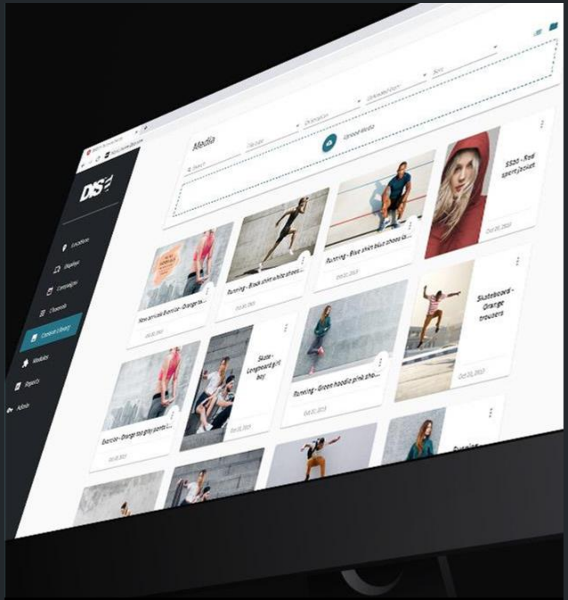

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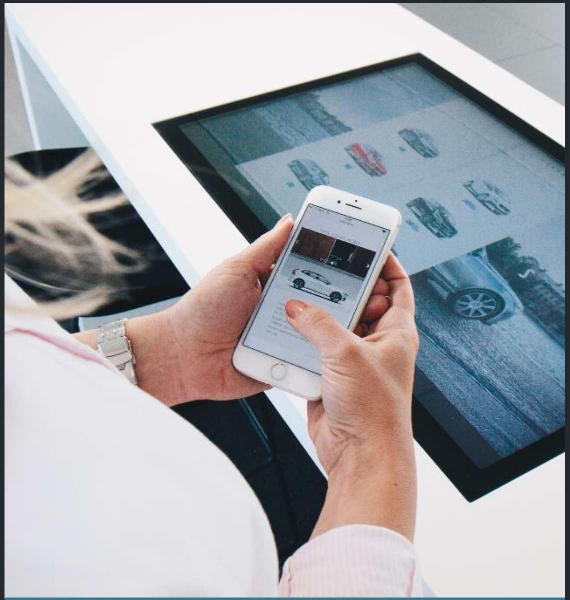

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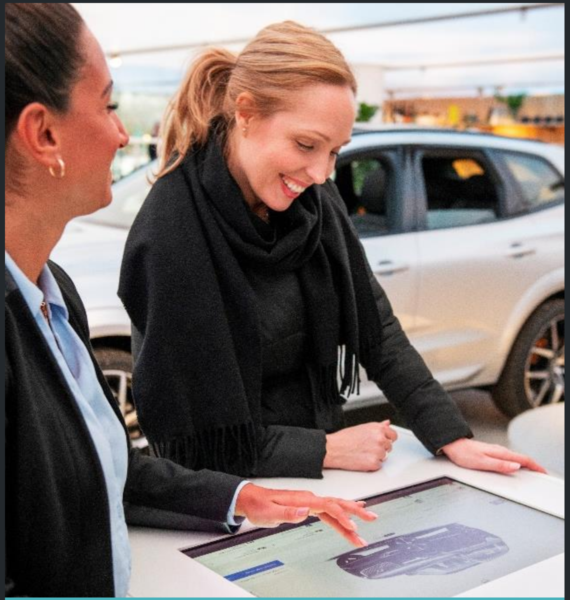


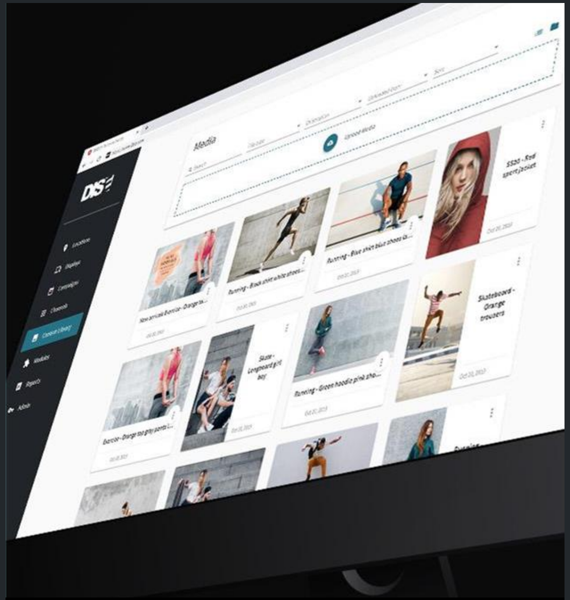
DISPLAYS & OPERATIONS

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

Previous model

dise | Partner

GRASSFISH | Partner



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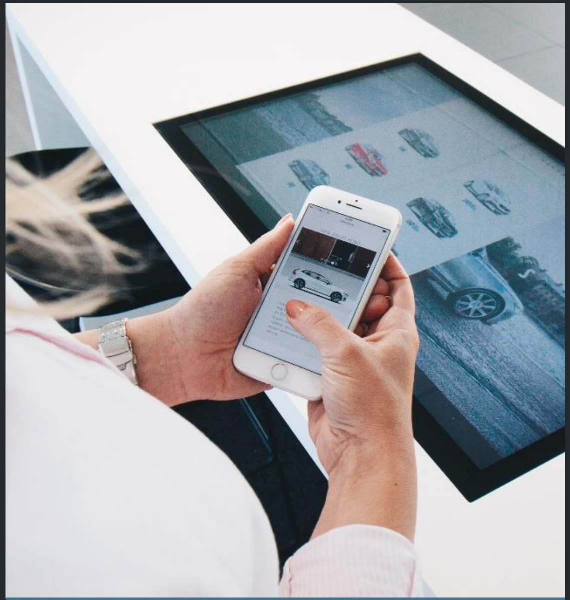

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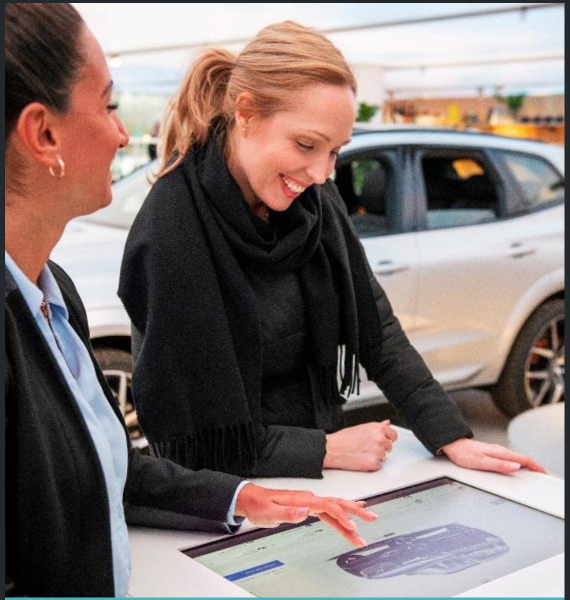
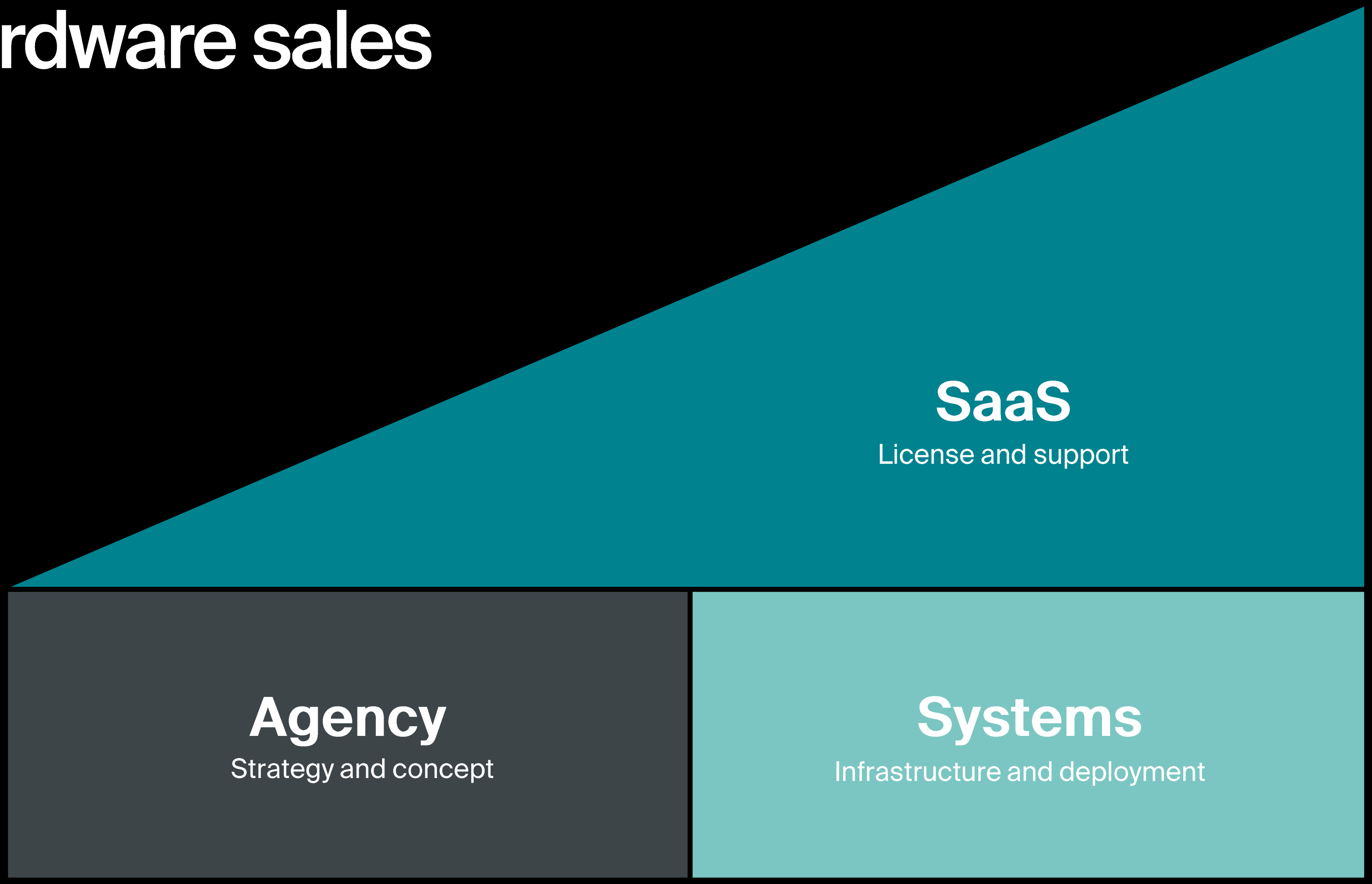


DISPLAYS & OPERATIONS

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

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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

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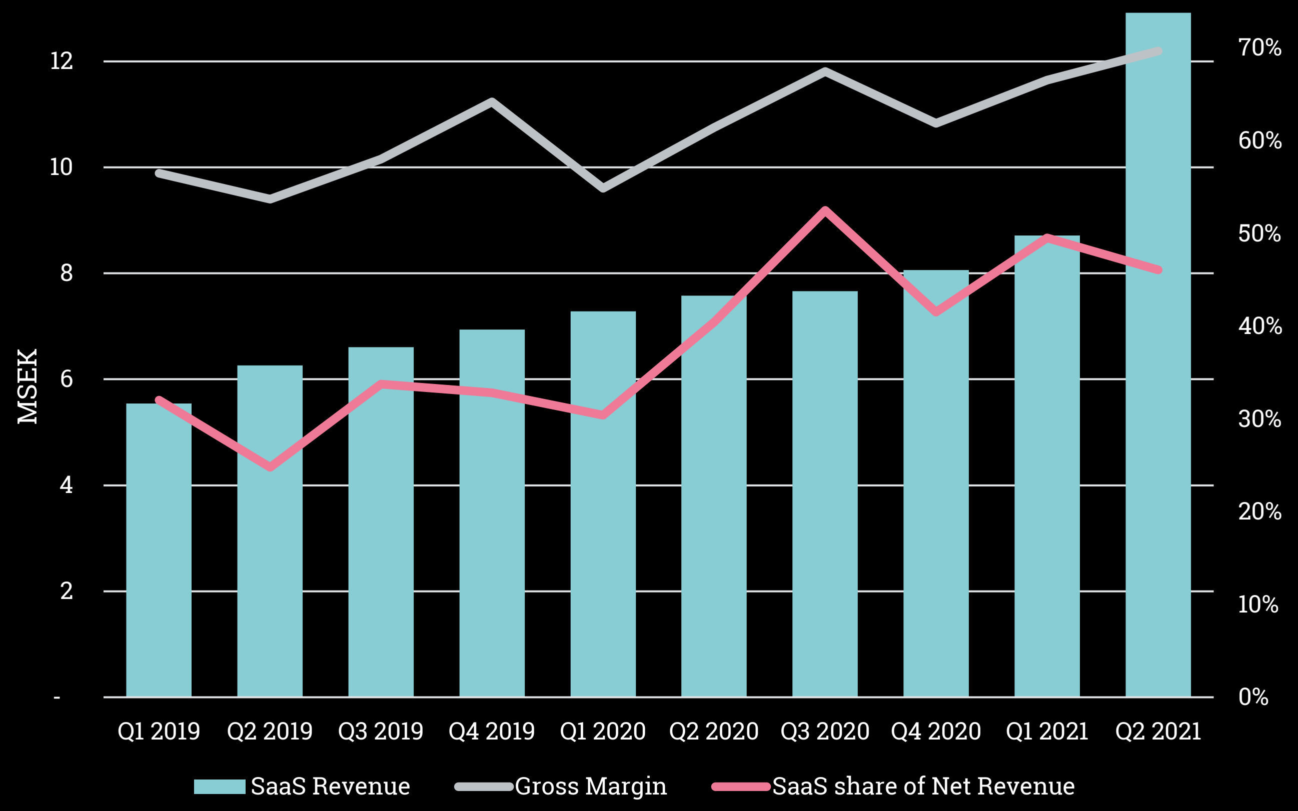
Increased share of SaaS revenue correlating with gross margin



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GROWTH STRATEGY

Organic growth	Acquired growth
Existing customers	New customers
New customers	New markets
New applications	New products

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

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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

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DIRECTED SHARE ISSUE

Nordea

KL Capital
Knutsson & Lundström

Alcur Fonder

Protean Capital

...

Adding MSEK 100 to support acquisition strategy

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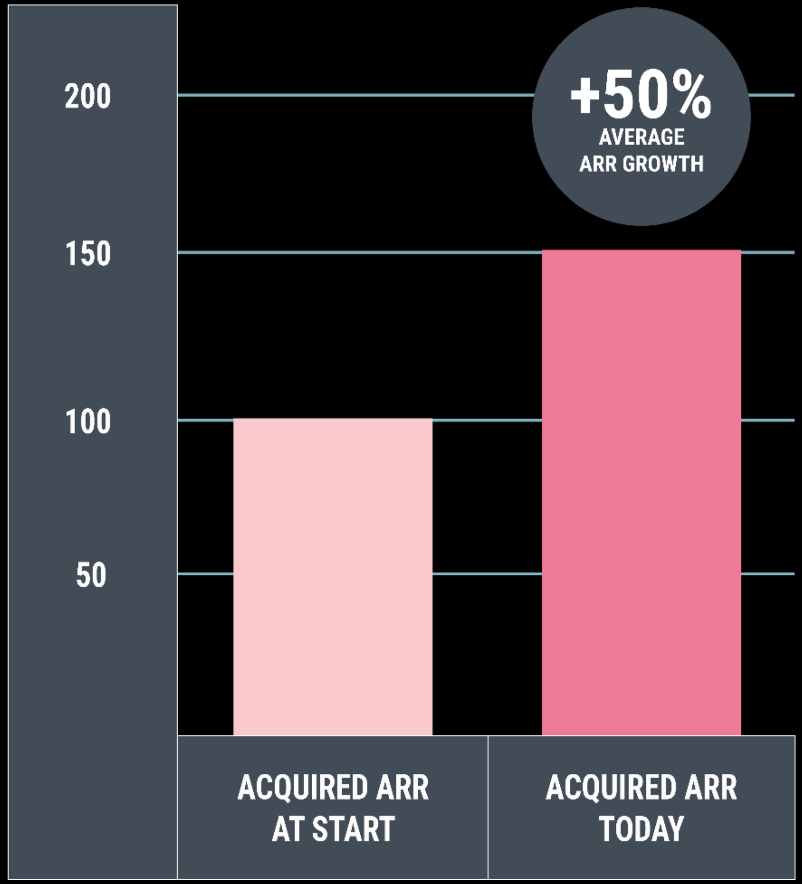
Proven track record of successful acquisitions

8 successful acquisitions 2012-2021

150% Net Revenue Retention from acquisitions 2012-2020



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New group structure supporting acquisition strategy

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GRASSFISH

dise

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

Q&A

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BECOMING THE GLOBAL LEADER IN DIGITAL IN-STORE

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