

VERTISEIT



**WELCOME TO CAPITAL
MARKETS DAY 2024**

VERTISETT

VERTISEIT CAPITAL MARKETS DAY 2024

AGENDA

11.00-11.30	Introduction and Financial Update
11.30-12.00	Grassfish
12.00-12.30	Dise
12.30-13.15	Lunch
13.15-14.00	Strategy Update
14.00-14.45	Partner Presentation – JLS
14.45-15.15	New Long-term Goals
15.15-15.45	Q&A

A hand in a dark suit jacket points towards a blue car model on a display table in a car dealership. The background is blurred, showing other vehicles and showroom lighting.

CONNECTING A WORLD OF **RETAIL**

IN-STORE EXPERIENCE MANAGEMENT

VERTISEIT

A photograph of two women in business attire at a trade show. They are standing next to a silver car with its hood open. One woman is pointing at a tablet mounted on a stand, while the other looks on. Both are wearing blue lanyards with 'Gravelly Summit' badges. The background shows other people and a wood-paneled wall.

UNIFIED COMMERCE

Enabling seamless customer experiences



IN-STORE EXPERIENCE MANAGEMENT

IN-STORE EXPERIENCE MANAGEMENT - EUROPE #1

IXM SAAS PLATFORMS

The logo for Grassfish features a stylized white icon consisting of three vertical bars of varying heights and two dots, resembling a signal or a fish tail, positioned above the company name.

GRASSFISH

The logo for Dise features the company name in a white, lowercase, sans-serif font, centered on a dark background.

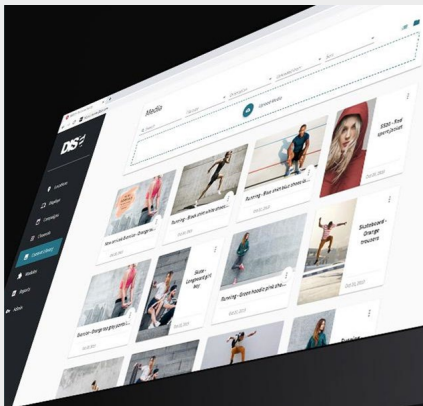
dise

dise

Always **through** partners

GRASSFISH

Always **with** partners



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



Schindler

Calvin Klein

COMMERZBANK 



Swedbank 



LINDEX


Stena Line


J. LINDEBERG



HUGO BOSS

Sams^onite[®]



+1500

Brands
trust Vertiseit

+150K

Operating
Touchpoints

150

Brilliant
People

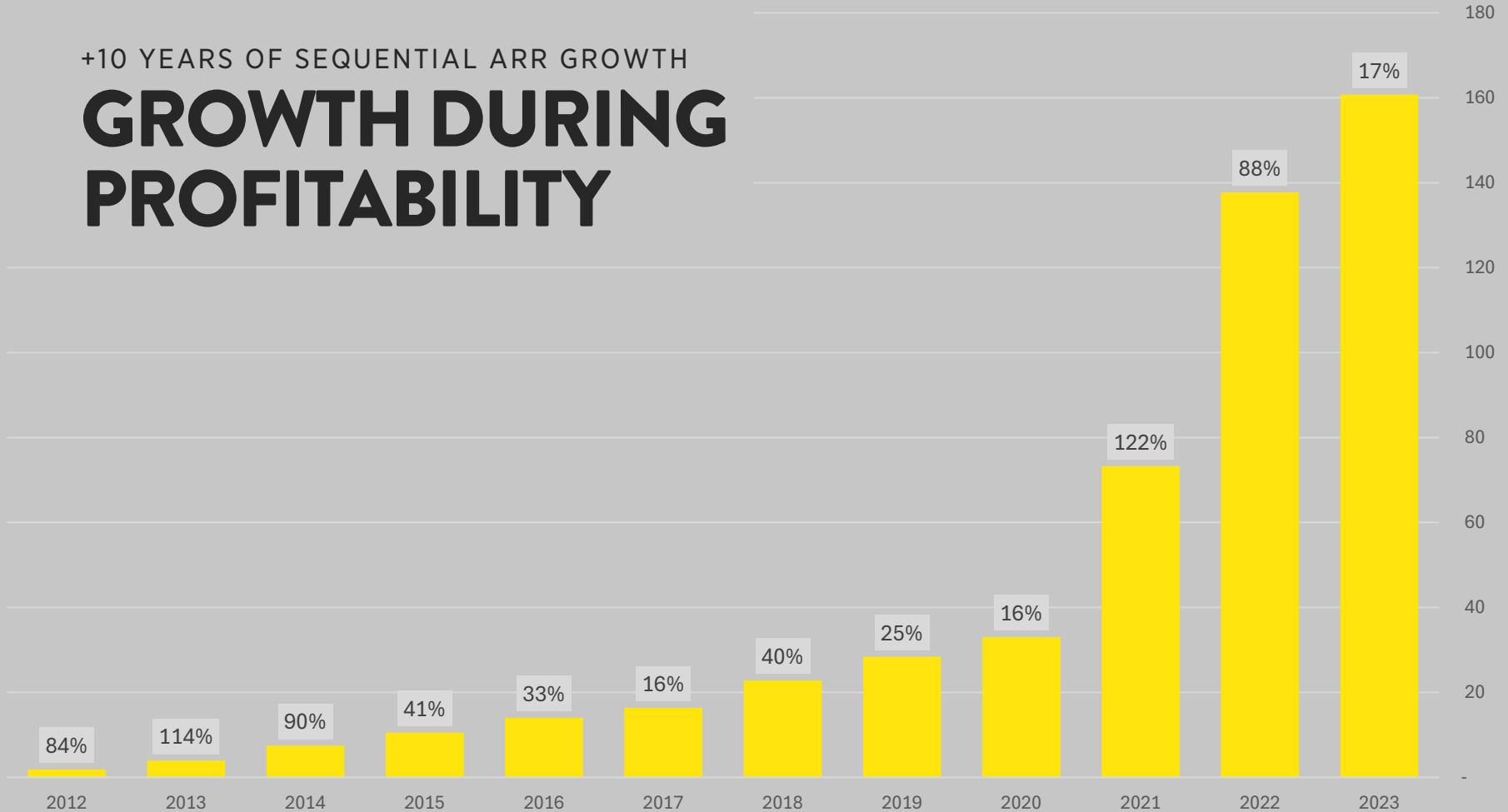
+15

Years of
Experience

FINANCIALS

+10 YEARS OF SEQUENTIAL ARR GROWTH

GROWTH DURING PROFITABILITY



FULL YEAR 2023 HIGHLIGHTS

OPERATIONAL

Partner Expansion

New Dise and Grassfish partners

One ERP

IT infrastructure supporting global expansion

ITS Divestment

MultiQ integration finalised

Measures for increased efficiency

Actions taken during Q3

FINANCIAL

ARR Growth

17% YoY growth, 24% annualised in Q4

Increased Profitability

Full year EBITDA 14%
Increasing to EBITDA 24% in Q4

Financial Position

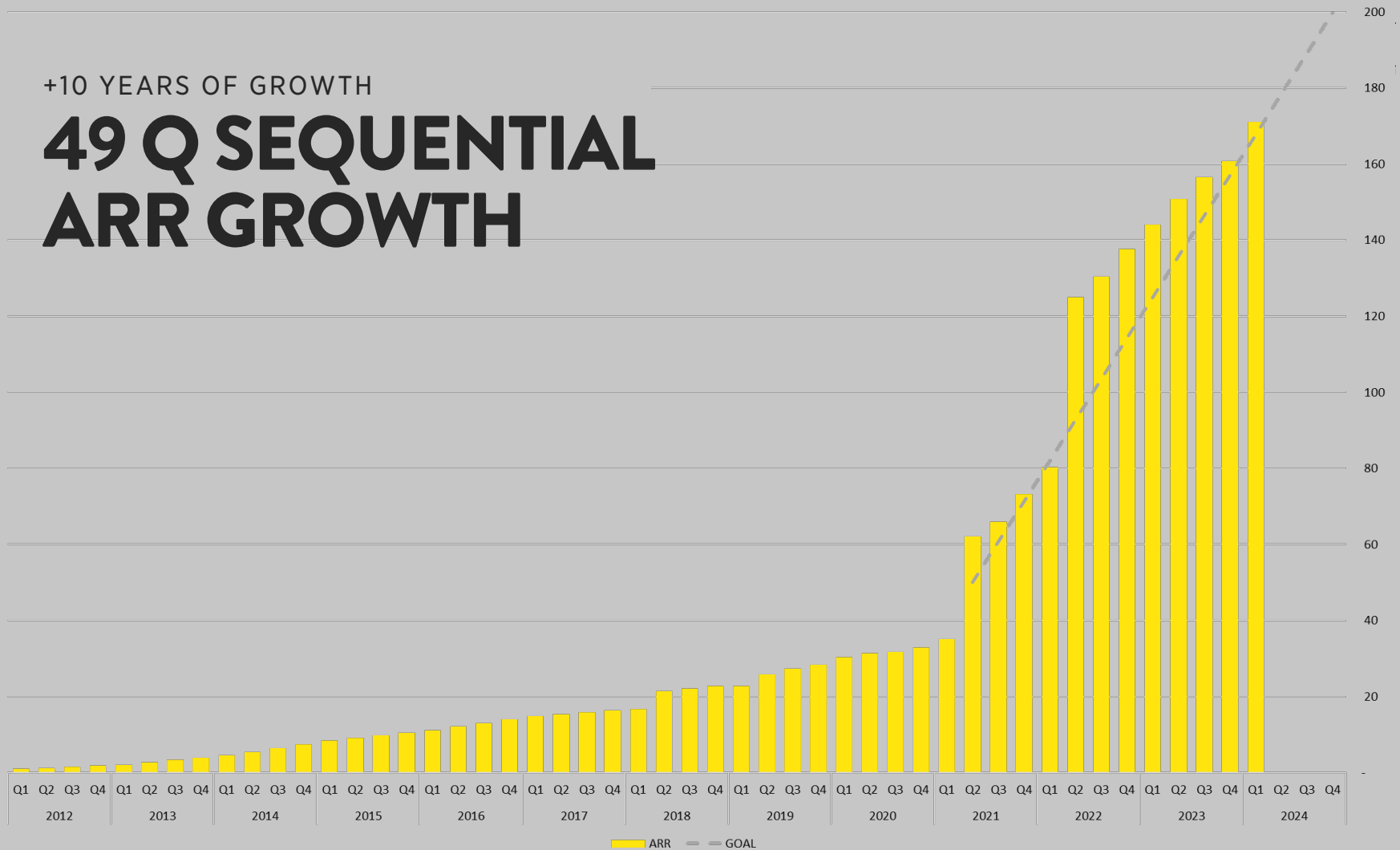
Net-debt 114 MSEK, Leverage 1,9x

Revenue Retention

NRR 109%

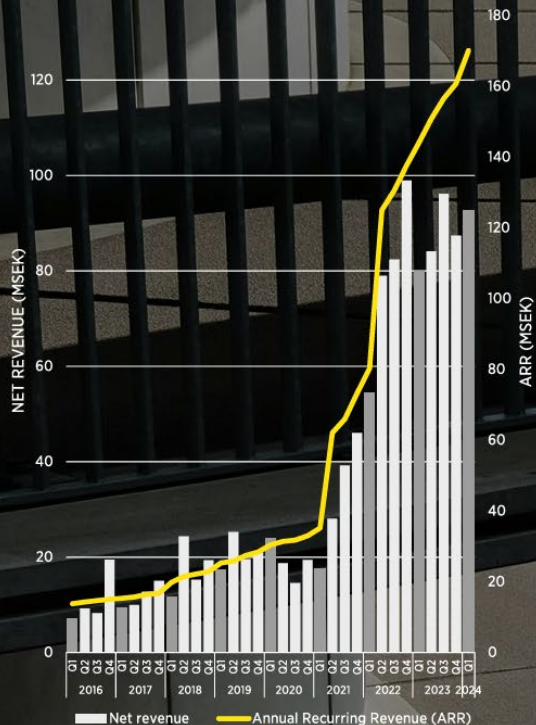
+10 YEARS OF GROWTH

49 Q SEQUENTIAL ARR GROWTH



INTERIM REPORT
JANUARY – MARCH 2024

STRONG MOMENTUM



**ARR
MSEK 170
(144)**

ANNUAL RECURRING
REVENUE (ARR)
2024-03-31

VERTISEE

VERTISEIT GROUP 2024

Q1 HIGHLIGHTS

ARR
170 MSEK
(144)

ÅTERKOMMANDE
INTÄKTER (ARR)
2024-03-31

ARR GROWTH
+18% Y/Y

PROFITABILITY
25% EBITDA

CASH FLOW
22 MSEK FCF

REVENUE RETENTION
103% Quarterly

VERTISEIT GROUP

SAAS METRICS

FULL YEAR 2023

17%

ARR Growth

109%

NRR

92,5

ARPA (KSEK)

5,6%

Churn

Q1 2024

4,4%

ARR Growth

103%

NRR

97,2

ARPA (KSEK)

1,3%

Churn

GOAL FULFILMENT

GOAL FULFILMENT

IPO GOALS 2019-2022



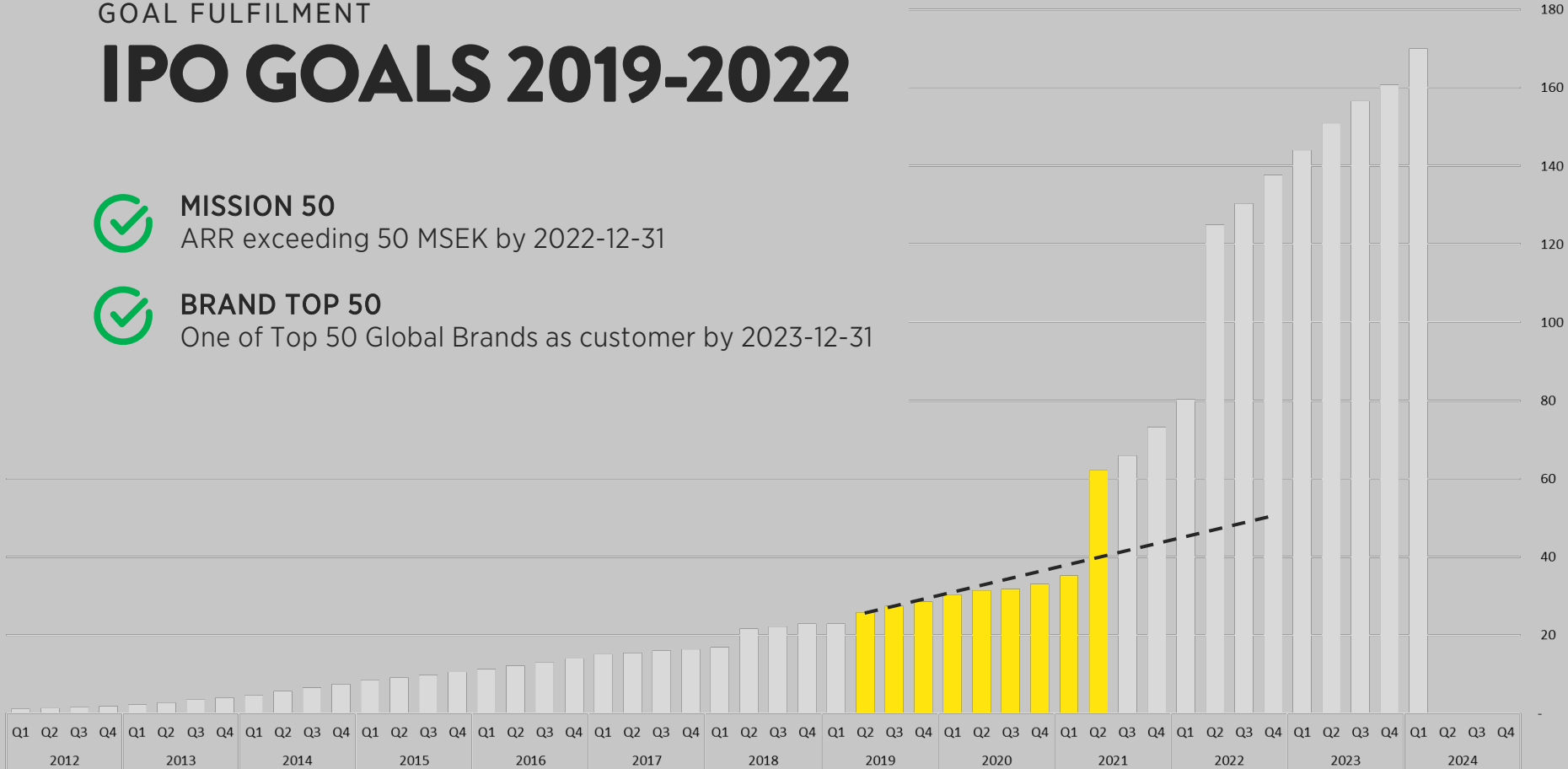
MISSION 50

ARR exceeding 50 MSEK by 2022-12-31



BRAND TOP 50

One of Top 50 Global Brands as customer by 2023-12-31



GOAL FULFILMENT

CMD GOALS 2021-2024



MISSION 200

ARR exceeding 200 MSEK by 2024-12-31



>25% ARR GROWTH

ARR Growth exceeding 25% 2021-2024



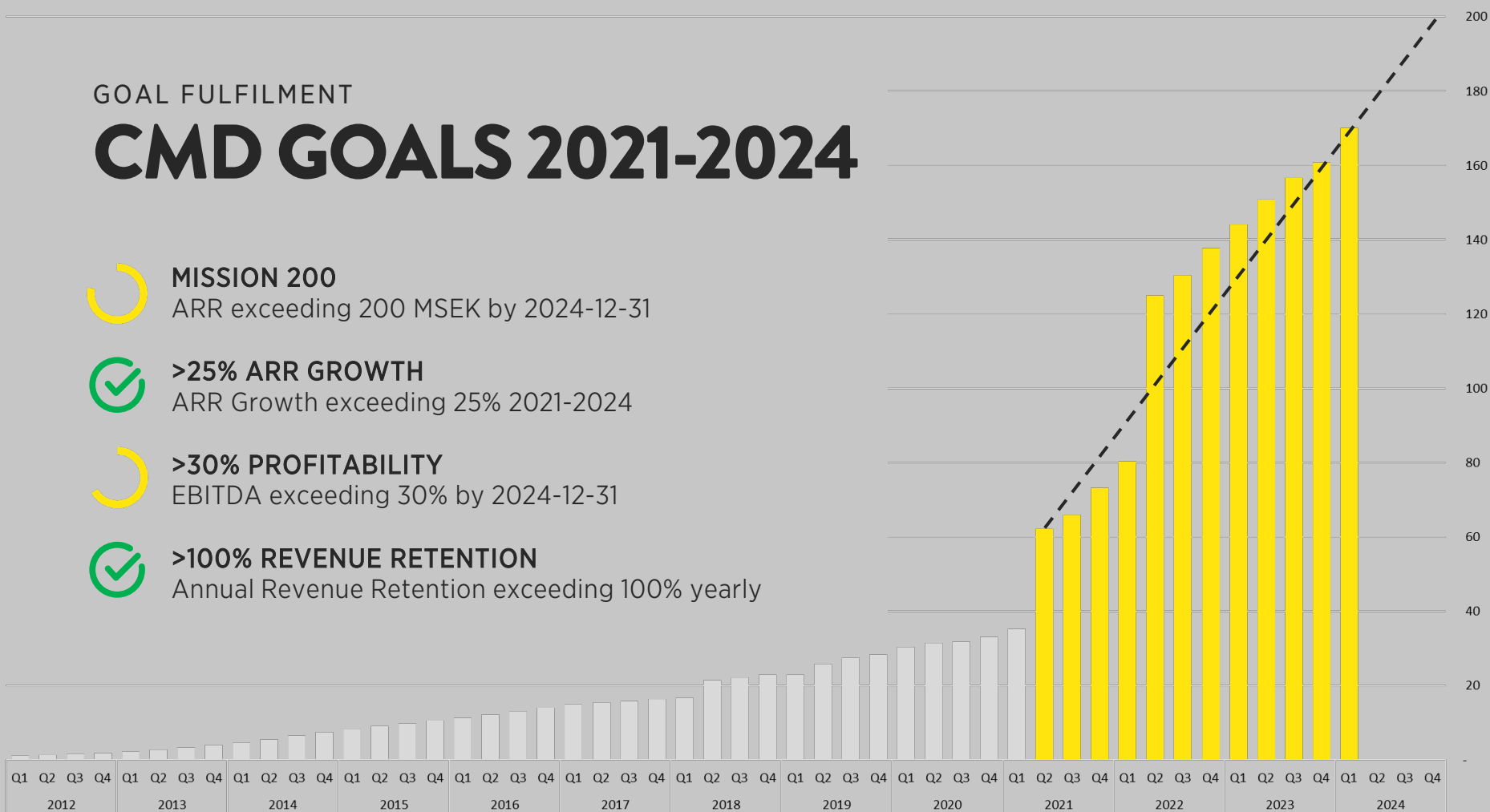
>30% PROFITABILITY

EBITDA exceeding 30% by 2024-12-31



>100% REVENUE RETENTION

Annual Revenue Retention exceeding 100% yearly



MILESTONES 2021-2024

ACQUISITION

multiQ[®]

ARR at acquisition: 50 MSEK

ARR Q1 2024: 59 MSEK

ARR Growth: 18 %

Net Acquisition Multiple: <3x ARR

MILESTONES 2021-2024

PLATFORM FOR GROWTH

Unified Way of Working

- Culture – Core Values, Guiding Principles
- Management System - ISO 9001, 14001, 27001 Certified
- CRM Platform – Sales, Marketing, Support
- License Management – Billing, SaaS Metrics
- Accounting and BI – Finance, Controlling, Reporting



Ann Hjelte
CEO Grassfish



Sebastian Kryh
CEO Dise



GRASSFISH

• ■ ▮ ▮ • GRASSFISH



No.1

Digital In-store
Platform in
Europe

+15

Years in
digital retail

+500

Forward moving
brands trust Grassfish

+100

Brilliant people
serving you every
day



Our offering

IXM Platform



Expertise



Brand Experience



Personalised Communication

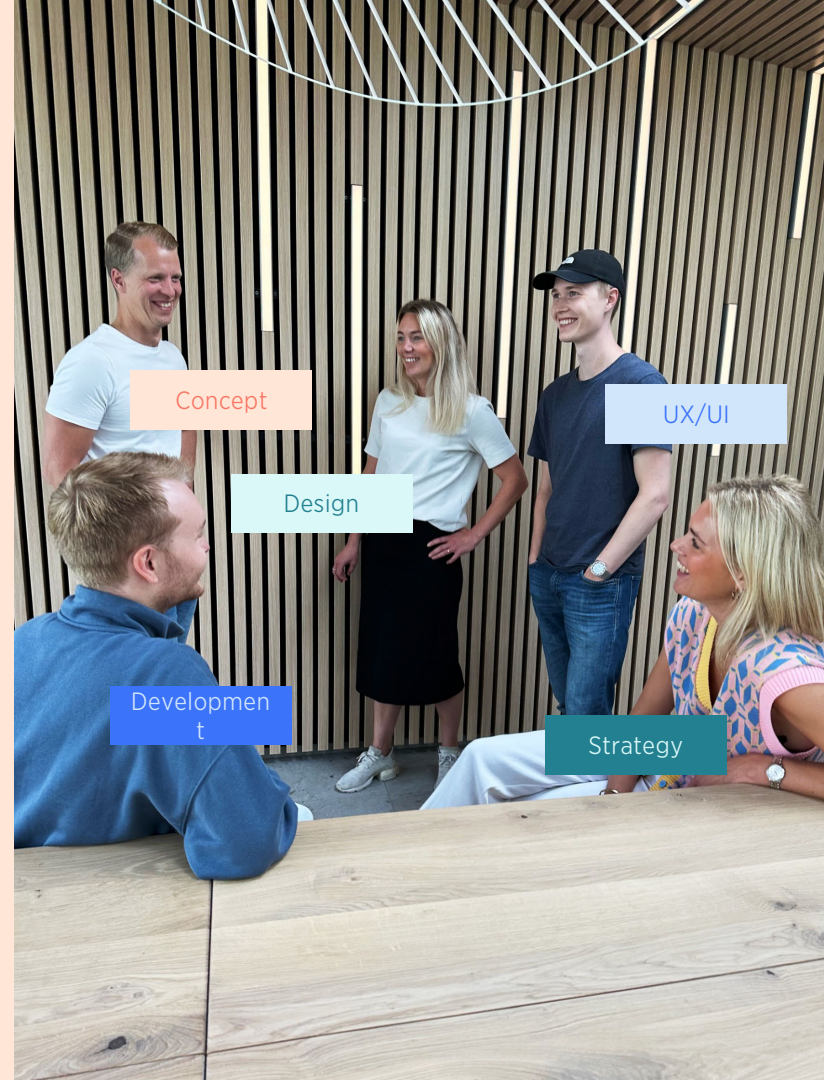


Seamless Journey

Your own Digital In-store Squad

Way of working

- Start with the full customer journey
- Clear purpose for every touchpoint
- Working together with all stakeholders
- Continuous evolvement in an agile way



Channel strategy

A clear purpose for every
touchpoint in-store

Purpose

Define a clear purpose for every specific touchpoint in the solution.

Situation

Describe the situation and customer context. i.e. zone, distance, dwelltime etc.

Communication

Specify the communication and interaction with the customer, based on the overall strategy and touchpoint specific purpose.

Display

Define the display and on-site technology needs. Display size, orientation, positioning, interaction and how to integrate in the interior concept.

Goal

Set clear goals and how to measure performance, giving you insights on how to evolve the specific communication over time.



In-store Experience Management





Schindler

Calvin Klein

COMMERZBANK 

Lindt 
MAÎTRE CHOCOLATIER SUISSE
DEPUIS 1845

Swedbank 



LINDEX


Stena Line


J.LINDBERG


PORSCHE



HUGO BOSS

Sams^onite®





IXM - In-store Experience Management

Part of the digital ecosystem

IXM | CRM | MRM
ECOM | PIM | DAM



Grassfish IXM Platform

- Tool set for dynamic experiences
- Part of the Eco-system
- Enterprise-grade solution
- Open architecture
- Analytics and insights
- Broad feature set
- Customisable





The value of Grassfish IXM Platform

- A stronger brand experience
- Relevance in every situation
- A seamless customer journey
- Empowerment of the people in-store
- Expanded in-store offering
- Sustainable retail





Grassfish Business model

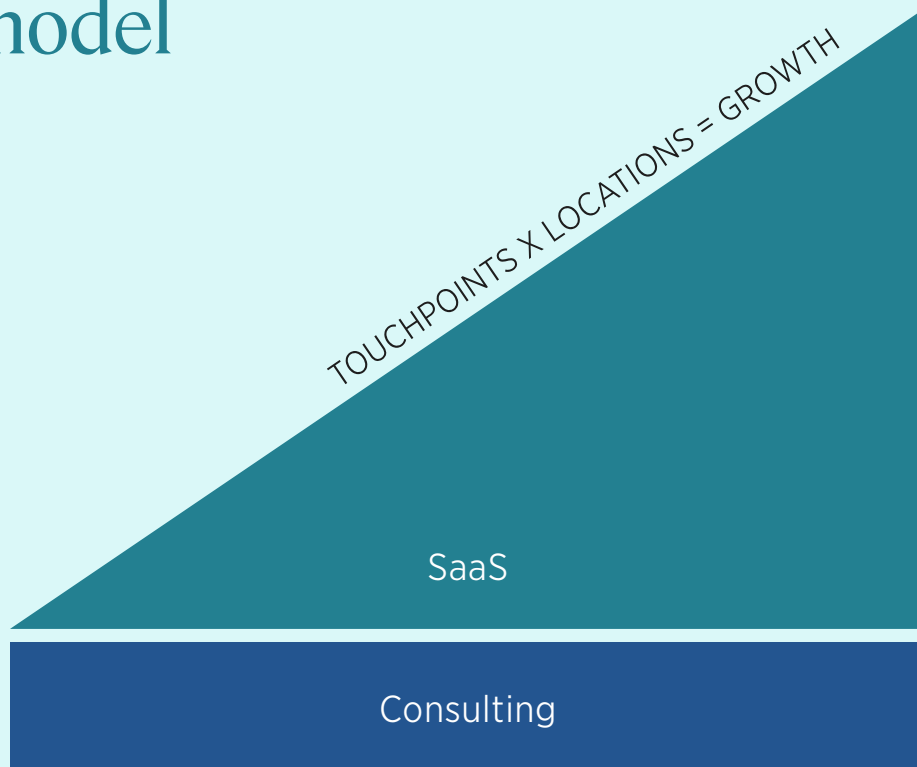
Long-term customer value is key

We focus on expanding our customers usage of our platform when we evolve the solution with more touchpoints.

- SaaS revenue
- Consulting Revenue

Together with partners for scalability

- Partner eco-system
- Driving the industry forward
- Scalability
- “Side by side”





Grassfish – Outlook

Focus 2024

- Continued growth on existing customer base
- Landing new brands in Europe
- Expanding our partner Eco system
- Exploring new markets in Northern America





Passion for experiences

DISE

dise

dise

We provide *the*
Digital In-Store Experience
Management *platform*

dise



About *Dise*

Founded in

2003

Sweden

Trusted by

1000+

brands globally

Installations in

40+

countries

Carried out by

20+

partners globally

dise



Trusted by 1000+ *brands*



WH Smith

GAME



MIGROS

TESCO



HARVEY
NICHOLS



L'ORÉAL



VOLVO





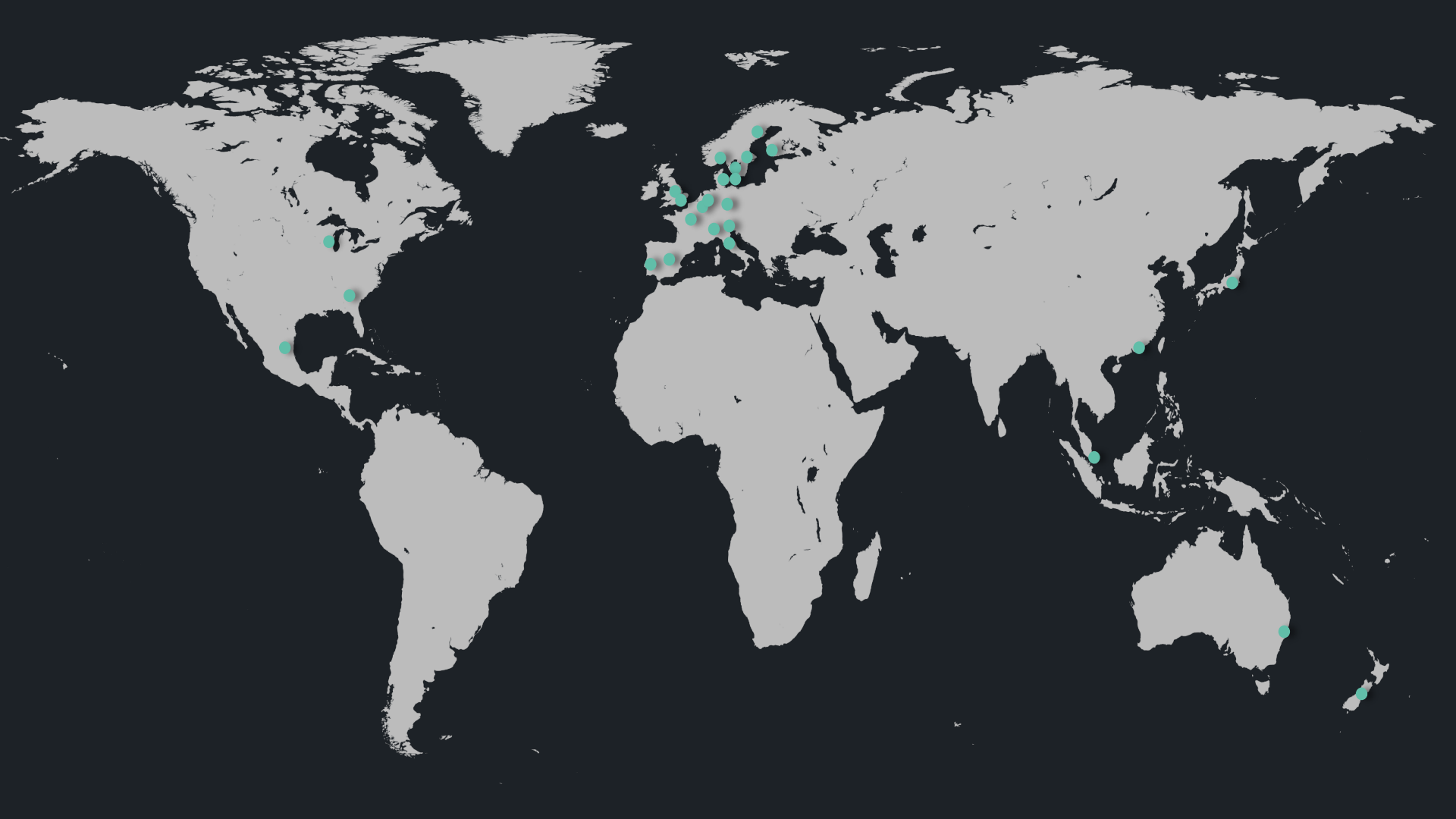
Powerful software
out of the box

dise

Global
**partner
community**

Pure partner strategy
SaaS
Simple & competitive pricing
Business critical mindset

dise



Certified Training Program

- Six separate modules, based on needs of
 - tech/support
 - sales
 - development
- Requirement for on site support and access to partner success team

Training program

There are 6 modules that we recommend taking separately with time to complete the assignments in-between.

1. DISE CX Portal basic (stand-alone)

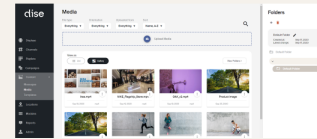
- Manage content & stores
- Key components and structure of the CMS
- Scheduling for all media player platforms
- Using editable content
- Adding brands & ordering licenses

2. Software installation (stand-alone)

- Getting 3rd line tech support
- Introduction to media player types
- Installing premium media players
- Installing lite media players

3. DISE CX intermediate (requires no.1)

- Local store scheduling, Placeholders, Act As
- Layouts, Scenarios
- Campaigns



Training agenda

4. Intelligent content / CX Composer basic (standalone)

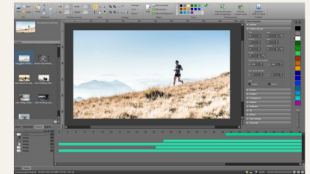
- Basic templates
- Creating editable content
- Movements
- Uploading to CX Portal

5. Interactive content (requires no.4)

- Touch apps with screensavers
- HTML widgets

6. Advanced (standalone)

- Working with the API for integrations
- API for data driven content
- Debug logging
- Virtual display rendering



The underlined modules we recommend for everybody.

Other modules are optional, but we love it when our partners take them.

Each session is 45-60 minutes.

dise

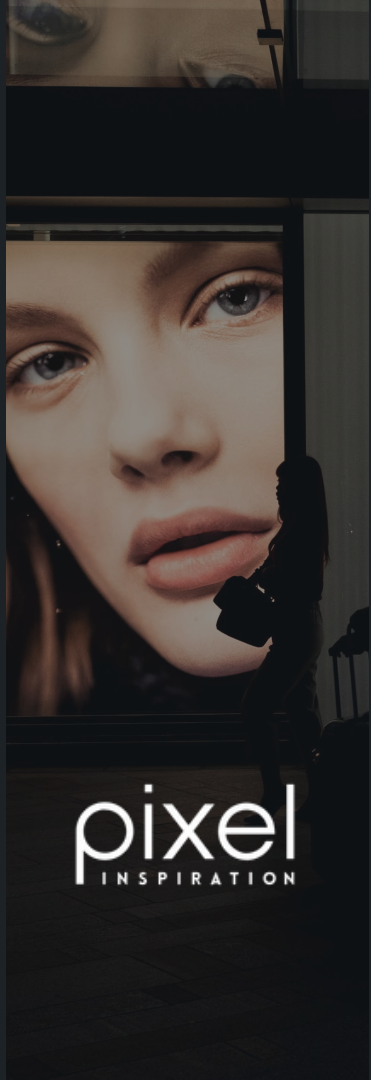
dise



jls.



SG
SCIENTIFIC GAMES



pixel
INSPIRATION



VARGROUP
inspiring innovation



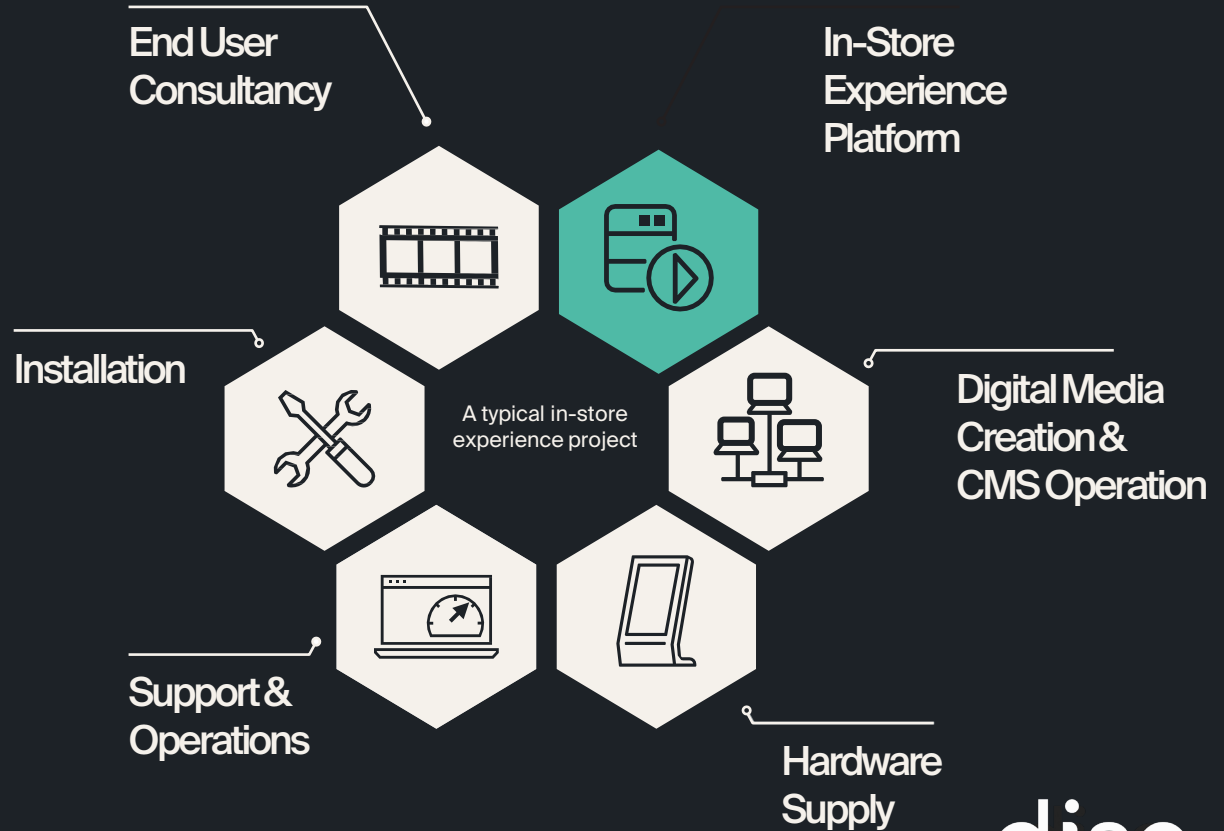
first impression
audiovisual

Dise *business platform*

- Powerful software for retailers
- API , CX Portal & Composer
- 3rd line tech support
- Education & training
- Access to Partner Success for onboarding & key projects

dise

Working in *partnership*



dise



Priorities going forward

Short term activities (12 months)

A majority of growth will come from existing partners – continued support for Partners to grow existing and onboard new brands is key and creates base for long-term growth.

- Partner certification
- Partner sales support
- Partner services

Long-term activities (>12 months)

To leverage a higher growth pace and increase ARR, we focus on signing new Partners. Sales strategy is outbound account-based model.

- Full-service partners with Digital In-store as their primary business.
- A Digital In-store share of sales of over 50%
- Top 5 vendor in the market
- Minimum installed base 2500 active licenses.

WE ARE HAVING A BREAK - WILL BE BACK AT 13.15 CEST

VERTISEIT CAPITAL MARKETS DAY

STRATEGY UPDATE

Platform Strategy

IXM GRID



Lisa Spjut
Product Owner, IXM Grid



Roland Grassberger
Chief Innovation Officer

DIGITAL IN-STORE MARKET TRENDS

- Modern retail turns to a **Unified Commerce** approach
- IXM is an integral part of this online communication strategy
- Software has become the “heart” of digital in-store projects

- Exchange of information and experience between platforms
- Integration in the organisation’s workflows and processes

LEADING INTO THE **FUTURE**

Outstanding product

- Innovative features, focusing on customer value
- State of the art cloud-based technology with a modern UX framework
- High scalability, security and performance for global projects

Highly modular architecture

- Creation of market-specific products
- Bespoke solutions for large customers
- Fast integration of future acquisitions

IXM GRID DEVELOPMENT PRINCIPLES

**CLOUD
NATIVE**

**MICRO
SERVICE**

**GREENFIELD
APPROACH**

IXM GRID ARCHITECTURE



IXM GRID CAPABILITIES

Hyper-modular approach

Open architecture for future content
and application types

IXM GRID CAPABILITIES

New content publishing philosophies

Scalable organization management
for large customers

IXM GRID CAPABILITIES

Leverage AI capabilities

IXM GRID CAPABILITIES

User-centric approach

Process and workflow intelligence

IXM GRID CAPABILITIES

Extensive integration capabilities

Support of customer-specific applications and extensions

POWERING NEXT GEN IXM PLATFORMS

dise


GRASSFISH

User Experience and modules as differentiating factors between products
IXM Grid group standard for Backend and Playout

GROWTH STRATEGY

SCALABILITY

Partnerships

New Dase and Grassfish partners

IXM Grid

IT infrastructure supporting global scalability

One ERP

IT infrastructure supporting global expansion

GLOBAL REACH

Expand Partner Community

Consulting Partners

Integration Partners

Technology Partners

Top-tier Customers

Global Brands

Leading Retailers

Acquisitions

Partners and Customers

Market Reach

Platforms

VERTISEIT CAPITAL MARKETS DAY 2024

ACQUISITION STRATEGY

WHY

- Fuelling growth
- Proven M&A Track-record
- Revenue Stickiness
- Low CAC
- Global Reach

HOW

- Platform for Growth
- Realising Synergies
- Preferred Acquirer

WHAT

- Partners and Customers
- Market Reach
- Platforms

JLS

jls digital ag.

Swiss based Digital Signage Integrator

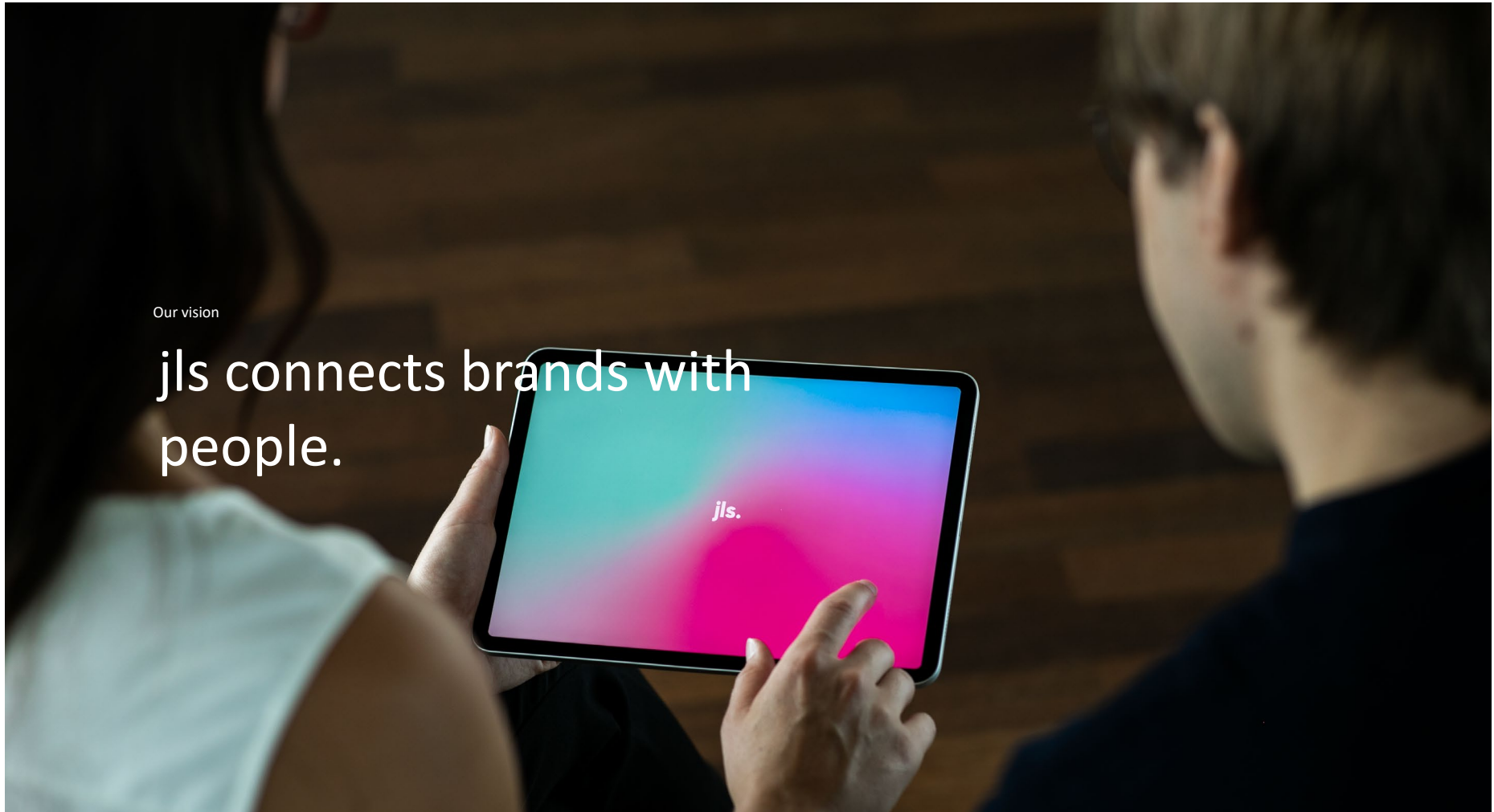
14.4.2024

Damian Schärli

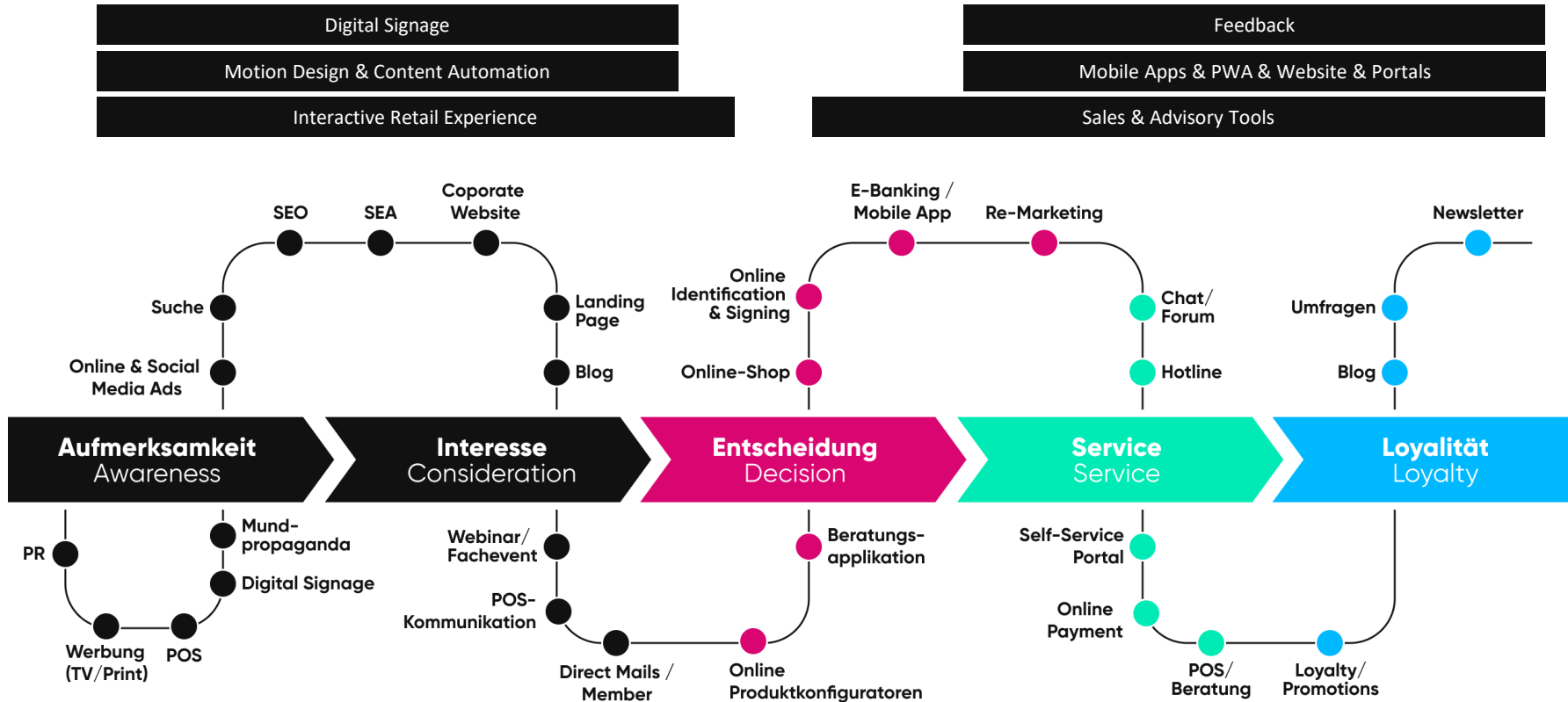
Our vision

jls connects brands with
people.

jls.



Die Customer Journey and jls

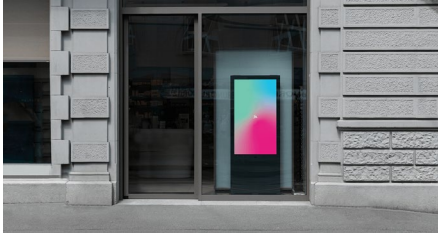


Our offer

Customer experiences with an impact.

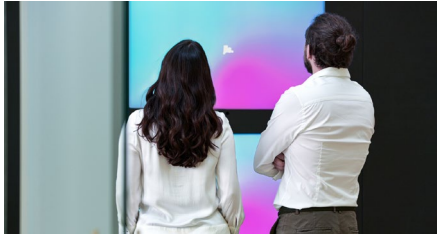
The best of marketing, creation and technology. With stories, that inspire.

With designs, that set new standards. With technologies, that enable us to push forward into new spheres.



digital signage.

Your brand staged in an eye-catching and unforgettable way. With technologies that inspire.



motion design.

Your messages, communicated in motion in all digital channels. With stories that inspire.



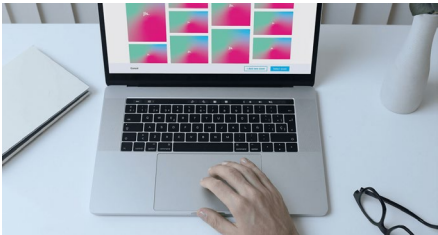
mobile apps & pwa.

Your services and offers always at your customers fingertips. With designs that inspire.



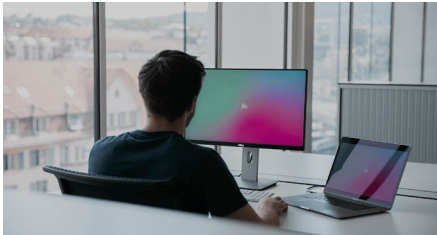
sales & advisory tools.

Your products presented interactively and individually. With solutions that convince.



content automation.

Your messages, communicated in motion in all digital channels. With stories that inspire.



websites & self-service portals.

Your services and offers always accessible. With functions that connect.



interactive experiences.

Your retail spaces and showrooms enhanced interactively. With experiences that last.



customer feedback.

Real-time satisfaction measurement at the point of experience. With feedback that counts.

Our offer

Customer experiences with an impact.

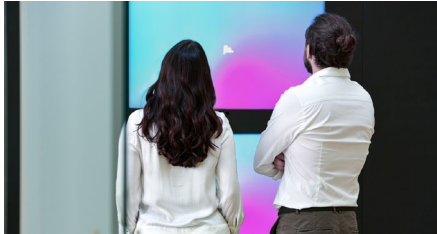
The best of marketing, creation and technology. With stories, that inspire.

With designs, that set new standards. With technologies, that enable us to push forward into new spheres.



digital signage.

Your brand staged in an eye-catching and unforgettable way. With technologies that inspire.



motion design.

Your messages, communicated in motion in all digital channels. With stories that inspire.



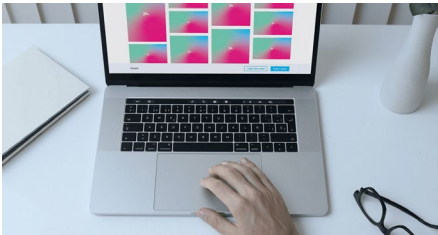
mobile apps & pwa.

Your services and offers always at your customers' fingertips. With designs that inspire.



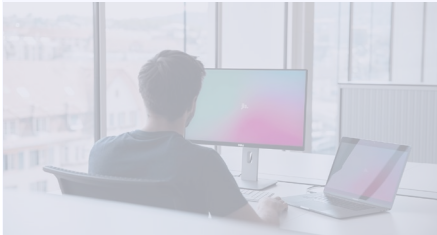
sales & advisory tools.

Your products presented interactively and individually. With solutions that convince.



content automation.

Your messages, communicated in motion in all digital channels. With stories that inspire.



websites & self-service portals.

Your services and offers always accessible. With functions that connect.



interactive experiences.

Your retail spaces and showrooms enhanced interactively. With experiences that last.



customer feedback.

Real-time satisfaction measurement at the point of experience. With feedback that counts.

Our offer

Digital Signage.

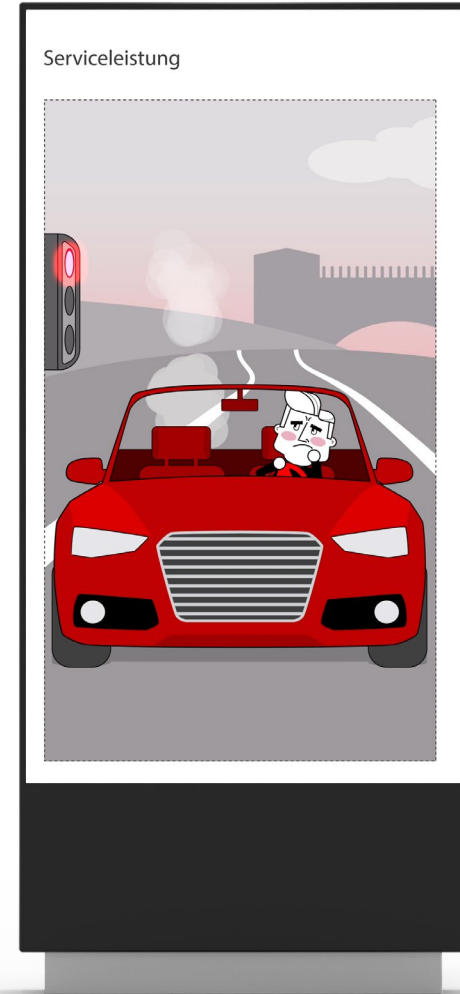
Your brand is staged in an eye-catching and unforgettable way. With technologies that inspire. Innovative digital communication solutions at the stationary point of sale create unique brand experiences and increase your brand perception, increase frequencies and promote proximity to your customers.



Our offer

Motion Design.

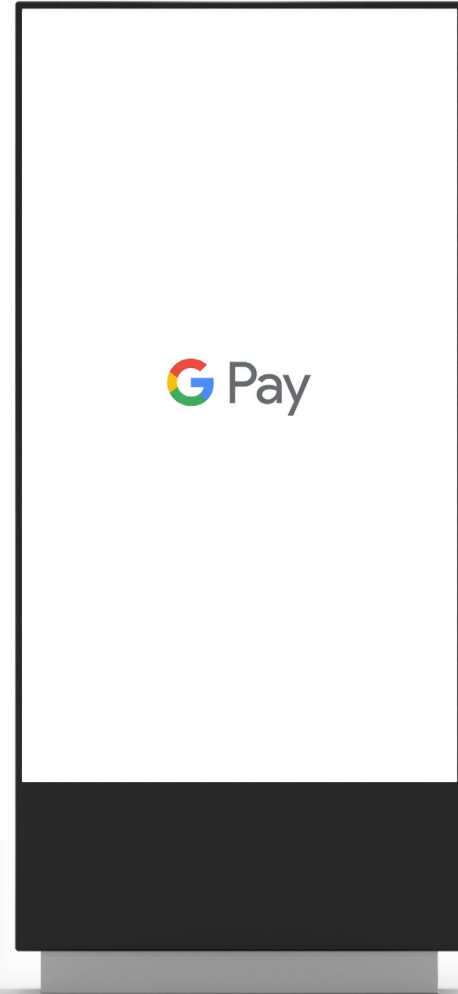
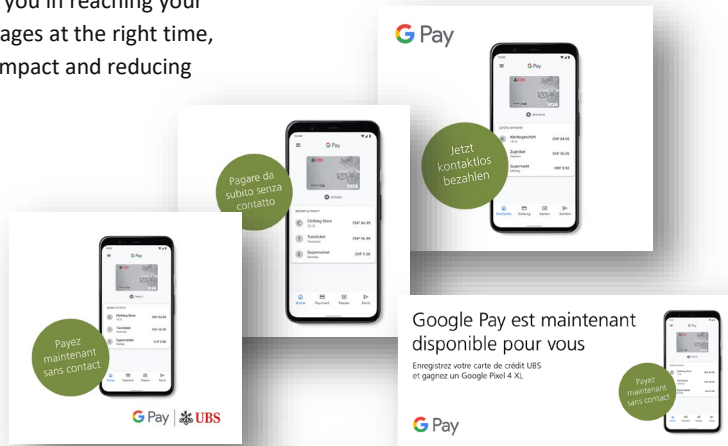
Your messages communicated in motion in all digital channels. With stories that inspire. Creative moving image productions, unique ideas and strategies communicate your messages emotionally and effectively for all target groups.



Our offer

Content Automation.

Your content efficiently prepared and pinpointed played out. With tools that accelerate processes. Data-driven marketing supports you in reaching your target group with relevant messages at the right time, strengthening your advertising impact and reducing your marketing costs.



Our offer

Interactive retail experiences.

Your retail spaces and showrooms are enhanced interactively. With experiences that last. Multi-sensory and interactive retail solutions merge your stationary sales channel with the digital world in order to strengthen your brand and inspire your customers.



myjls experience platform.

Using the myjls ecosystem to shape customer experiences with an impact.

From holistic POS marketing campaigns to the design of cross-media customer experience chains to the provision of applications for branch employees or mobile or web-based end customer channels - all of this can be implemented and operated in myjls.

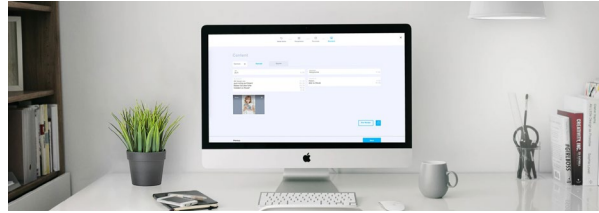


The most important modules at a glance.

As an experience platform, myjls offers comprehensive services from content creation to content management, the connection of peripheral systems to the management of the entire network.



myjls: Content Manager / Templating



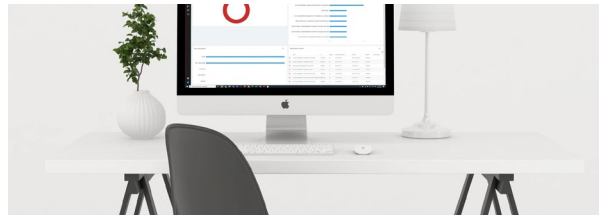
myjls: Content Creation Hub



myjls: Insights & Analytics



myjls: Sense



myjls: Network Operation



myjls: Interactive

Our team

100 digital experts located in Lucerne, Zurich & Bern.

Experts in the fields of consulting, communication consulting, project managers, interaction designers, software developers, operations specialists, motion designers, 3D experts and field service supporters.



Our customers

In long-term partnership with over 80 Swiss brands.

jls maintains long-term partnerships with customers, suppliers and employees. Despite rapid growth in recent years, we have been working with our customers for over 7 years on average.



Reference - Swisscom

Digital Signage.

High degree of digitization sets a new benchmark

With the new Retina concept, Swisscom is consistently digitizing its entire shop space. The store concept consists of a total of 7 modules and between 38 and 40 digital elements per shop. The integration of digital possibilities at the POS opens up a wide range of opportunities - whether in the shop window or in the customer zone. State-of-the-art retail solutions support dialogue with customers, increase the quality of advice and underline Swisscom's technical competence.



Motion Design.



Digital content shapes the shop experience.

The Digital Windows start at the beginning of the Customer Journey and form the first digital touchpoint. By combining landscape and portrait formats, more attention can be created and profiling in the shop window can be further strengthened. After entering the shop, the customer is offered orientation. The content on the Accessory Wall shows which products can be purchased on the respective shelf. In addition, the content serves to supplement the physical products. At the New Business Table, features of Smart Home devices are shown and thus made tangible.

Ladegeräte



Audio



Highlights



NG & LOUSEN



NG & LOUSEN



NG & LOUSEN



NG & LOUSEN



NG & LOUSEN



NG & LOUSEN



NG & LOUSEN

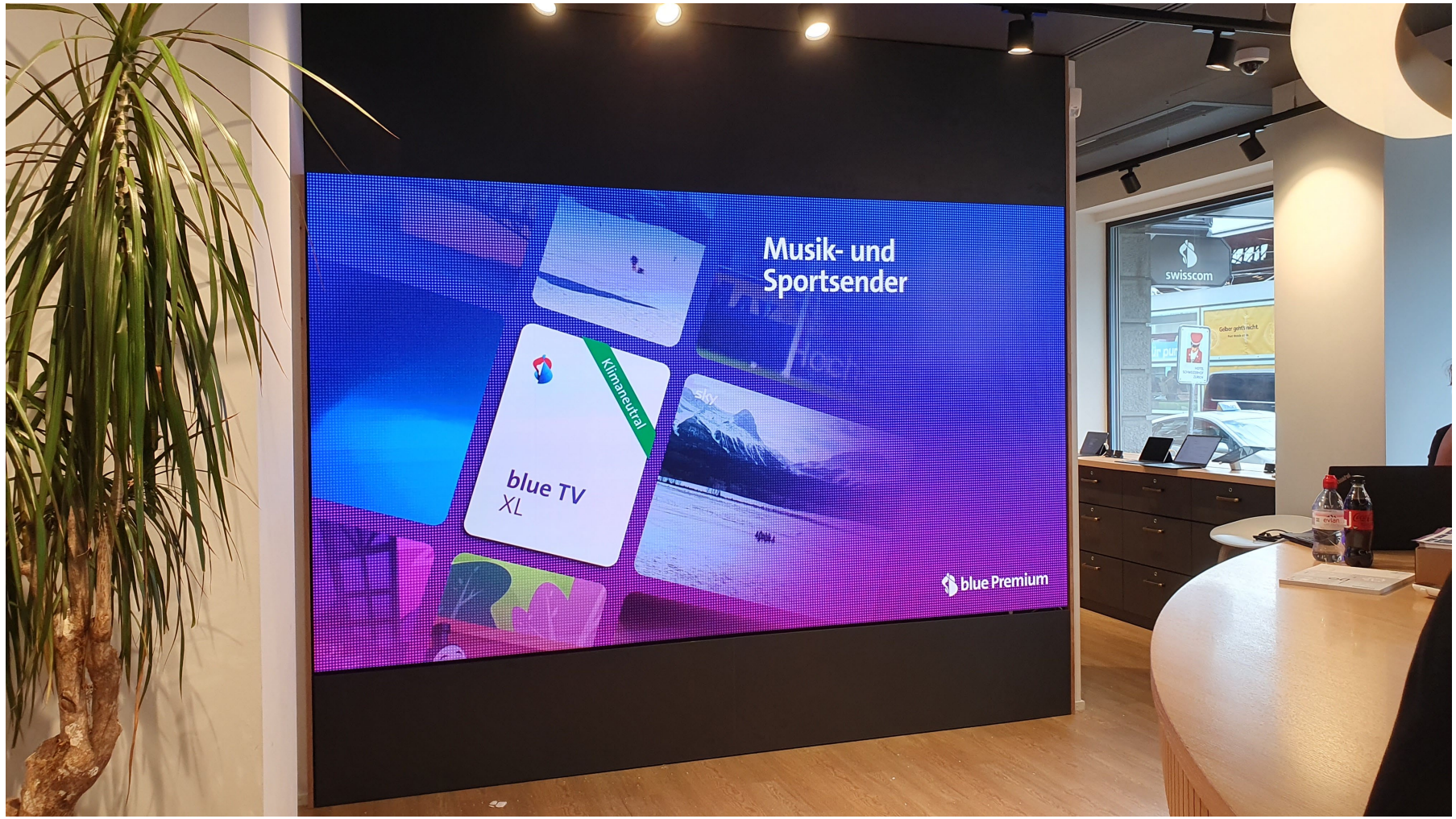
Nahtlos verbunden mit Samsung Galaxy



center







Musik- und Sportsender

Klimaneutral

blue TV XL

blue Premium

swisscom

Gibst geht's nicht

Day Zurich

Grüezi – Bienvenue
Benvenuti – Welcome



UBS Switzerland

UBS

Digital Signage

Digital Communication at the POS

jls designs and implements national brand campaigns and regional communication activities for UBS. The internal and external communication presents UBS as a universal bank with all products and services, services and commitments.

jls supports UBS in the technical setup, the maintenance and is responsible that all screens in Switzerland play the right content at the right time. This can be regional content or national all based on the DISE Plattform.



UBS

Flagships

Selected Flagship Installations

Selected flagship locations are equipped with multi-screen installations. This digital signage solution allows the coherent display of brand and product campaigns across multiple screens. These installations enable exciting interactive and innovative 2D/3D and video implementations.




Example Samsung Pay



Jetzt kontaktlos bezahlen

SAMSUNG Pay UBS



Add card

Your device supports card scans

Position your card inside the frame

UBS VISA

Done card details



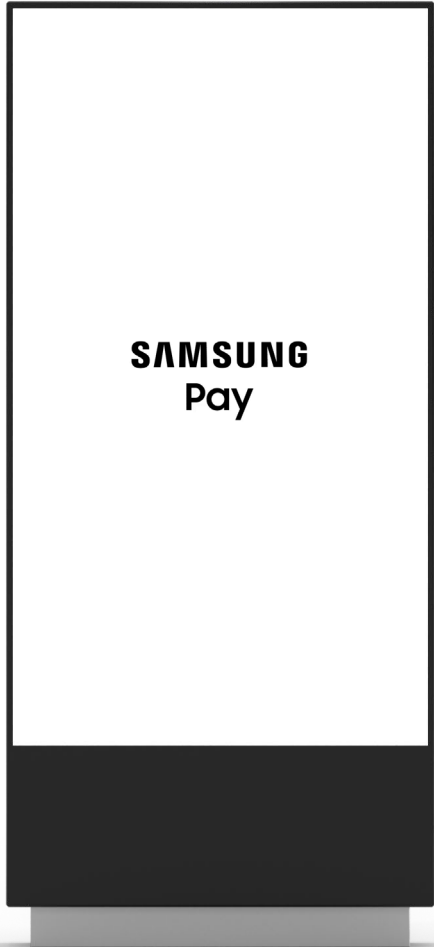
Samsung Pay est maintenant disponible

Ajoutez une carte de crédit UBS et gagnez 1 des 3 Galaxy S20 Ultra 5G

Payez maintenant sans contact



SAMSUNG Pay







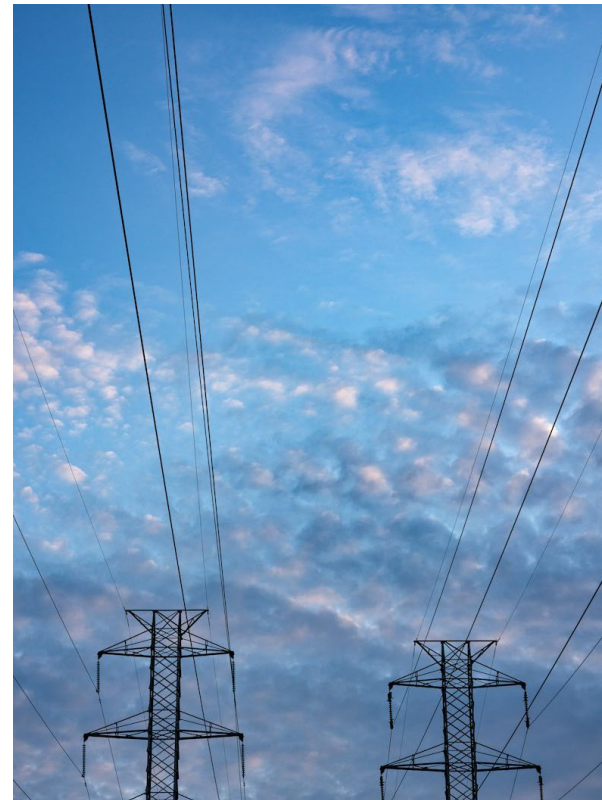
Key Take-aways



Working together on cases / Support for pitches



Develop customer-centered functionalities (make/buy)



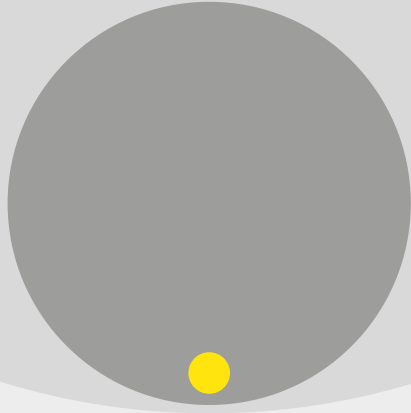
True partnership with focus on success on both sides

We look forward to
connecting your
brand with people.

NEW GOALS 2025-2032

CONNECTING A WORLD OF RETAIL

MARKET OPPORTUNITY



TOTAL ADDRESSABLE MARKET

All retail spaces

CORE ADDRESSABLE MARKET

15M licenses, top 50 brands within our five core segments

CURRENT MARKET SHARE

150k licenses, 1% of core addressable market

VISION

**CONNECTING
A WORLD OF
RETAIL**

AMBITION

**GLOBAL #1
IXM PLATFORM
COMPANY**

NEW GOALS

2025-2032

2032

1 BILLION ARR

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

VERTISEIT GROUP

GOALS 2025-2032

2032

1 BILLION ARR

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

2032

35% PROFITABILITY

EBITDA-Capex margin to
exceed 35% by end of 2032

FINANCIAL TARGETS

>20%

GROWTH

ARR growth (CAGR)

>25%

PROFIT GROWTH

EBITDA-Capex per share growth Y/Y (CAGR)

>100%

REVENUE RETENTION

Annual Net Revenue Retention (NRR)

Q&A

Send your questions to
investor@vertiseit.com

VERTISEIT



VERTISEIT CAPITAL MARKETS DAY 2024

VERTISEIT