



VERTISEIT CAPITAL MARKETS DAY 2024

VERTISEIT

INTRO

A hand in a dark suit jacket points towards a large digital screen displaying a blue car. The background is a blurred car dealership.

CONNECTING A WORLD OF **RETAIL**

IN-STORE EXPERIENCE MANAGEMENT

VERTISEIT

A photograph of two women at a trade show booth. They are standing behind a white car, looking at a tablet mounted on a stand. The woman on the left is pointing at the screen. Both women are wearing blue lanyards with badges. The background shows other people at the event and a wood-paneled wall.

UNIFIED COMMERCE

Enabling seamless customer experiences



IN-STORE EXPERIENCE MANAGEMENT

IN-STORE EXPERIENCE MANAGEMENT - EUROPE #1

IXM SAAS PLATFORMS



GRASSFISH



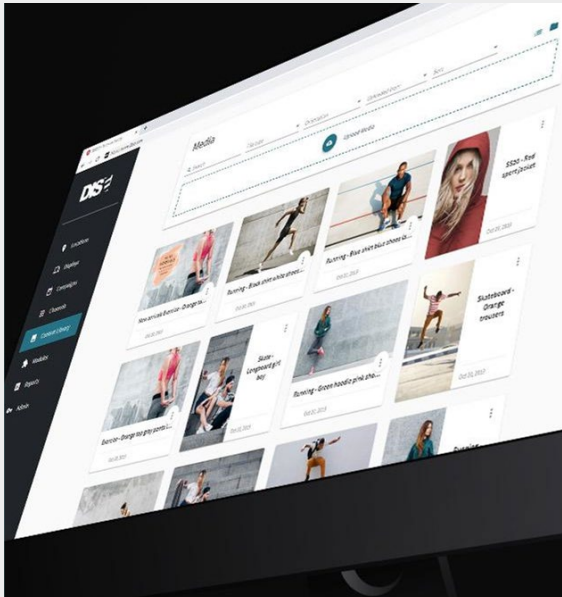
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Always **through** partners

GRASSFISH

Always **with** partners



IN-STORE EXPERIENCE PLATFORM

Channels, Scenarios, Campaigns, Dynamic content



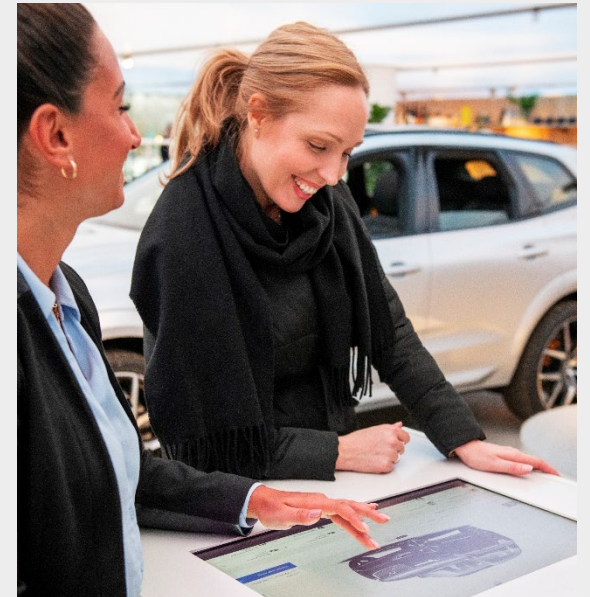
MODULES & API

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 

Lindt
MÂTRE CHOCOLATIER SUISSE
DEPUIS 1845

Swedbank 



LINDEX


Stena Line


J.LINDEBERG


PORSCHE



HUGO BOSS

Sams^onite[®]



+1500

Brands
trust Vertiseit

+150K

Operating
Touchpoints

150

Brilliant
People

+15

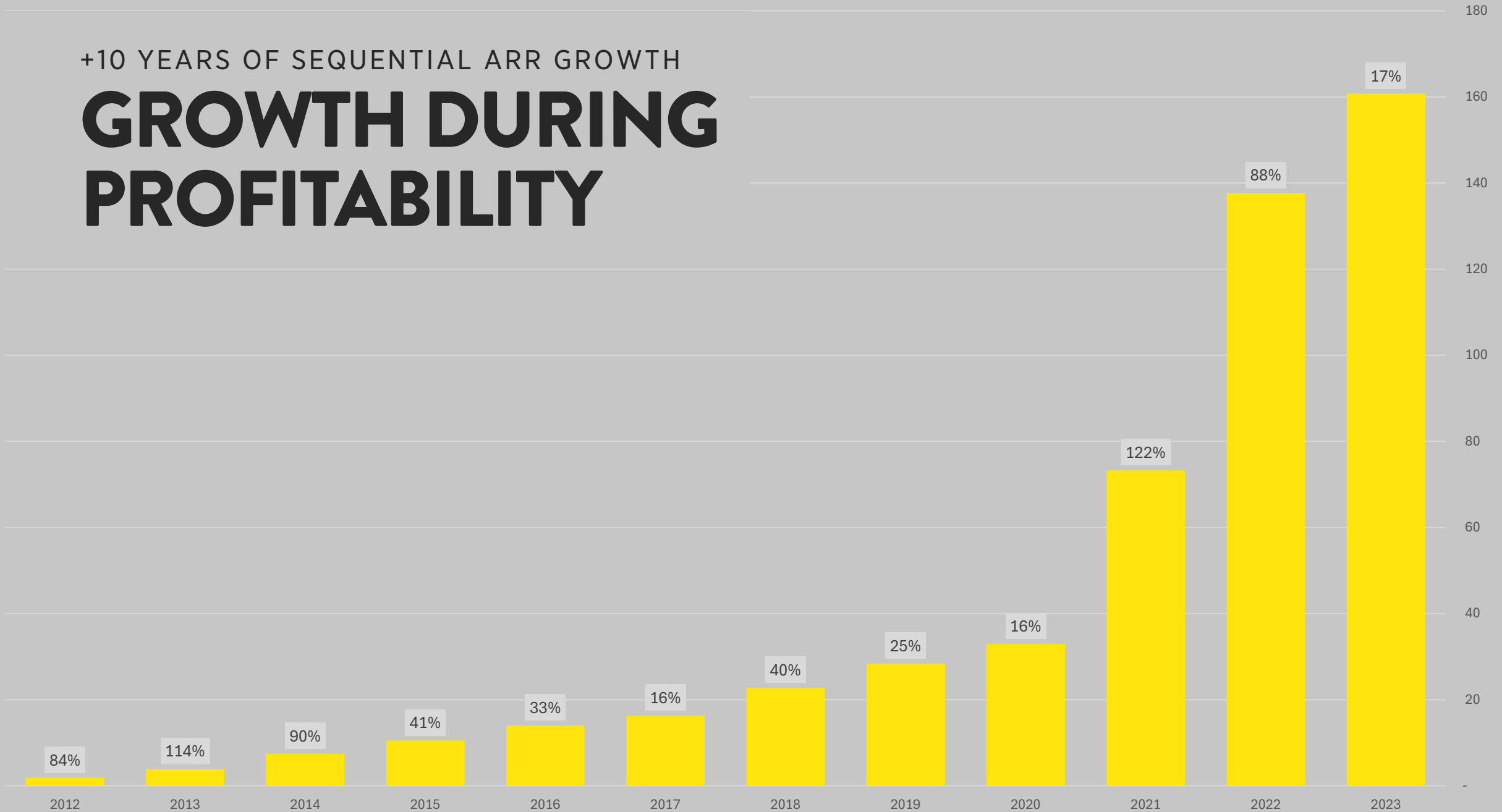
Years of
Experience

VERTISEIT

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

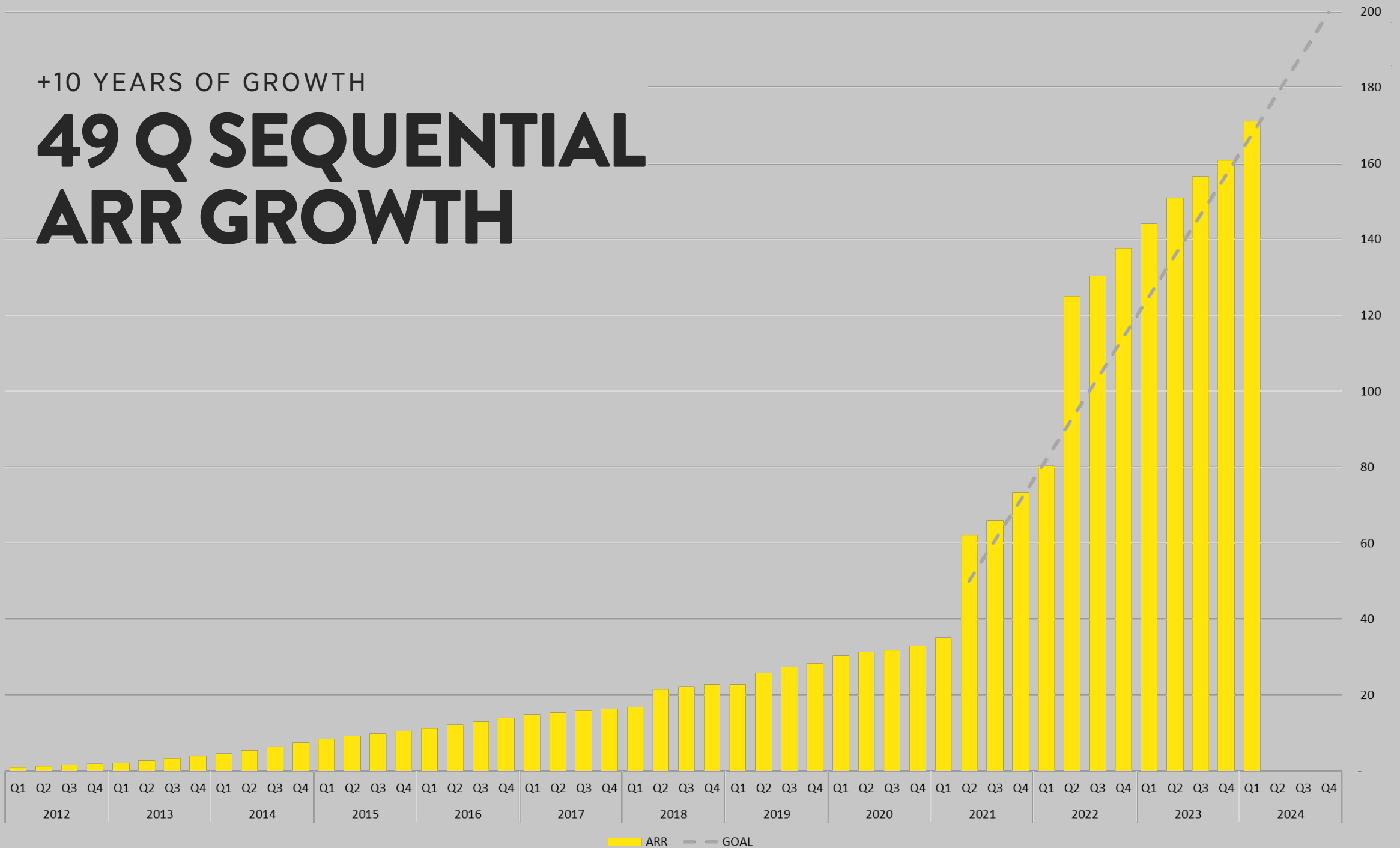
Net-debt 114 MSEK, Leverage 1,9x

Revenue Retention

NRR 109%

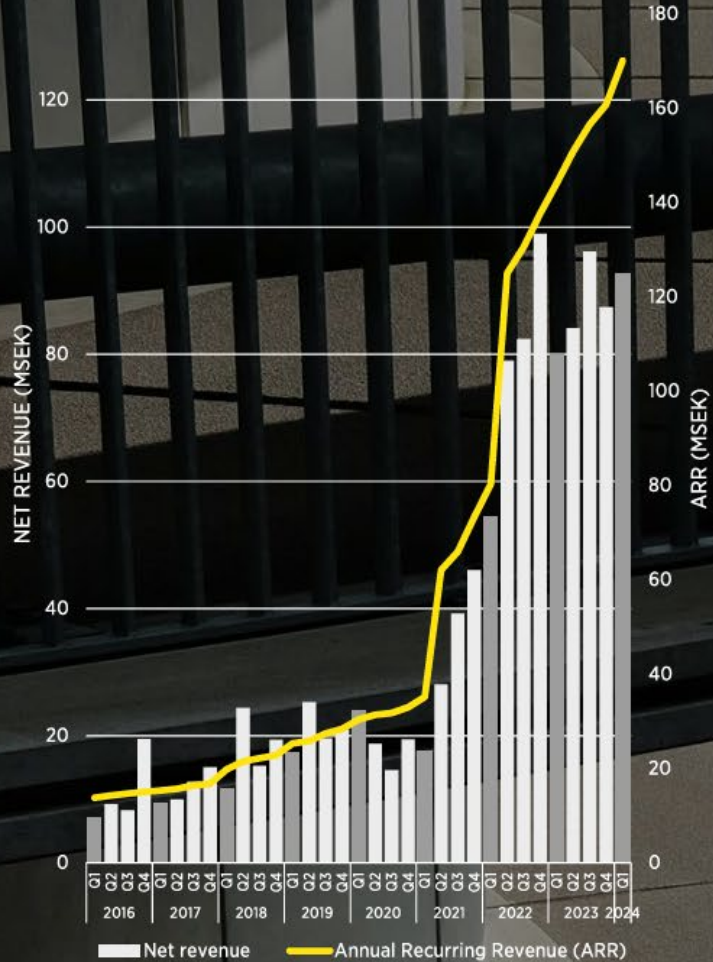
+10 YEARS OF GROWTH

49 Q SEQUENTIAL ARR GROWTH



INTERIM REPORT
JANUARY – MARCH 2024

STRONG MOMENTUM



ARR
MSEK 170
(144)

ANNUAL RECURRING
REVENUE (ARR)
2024-03-31

VERTISEIT

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



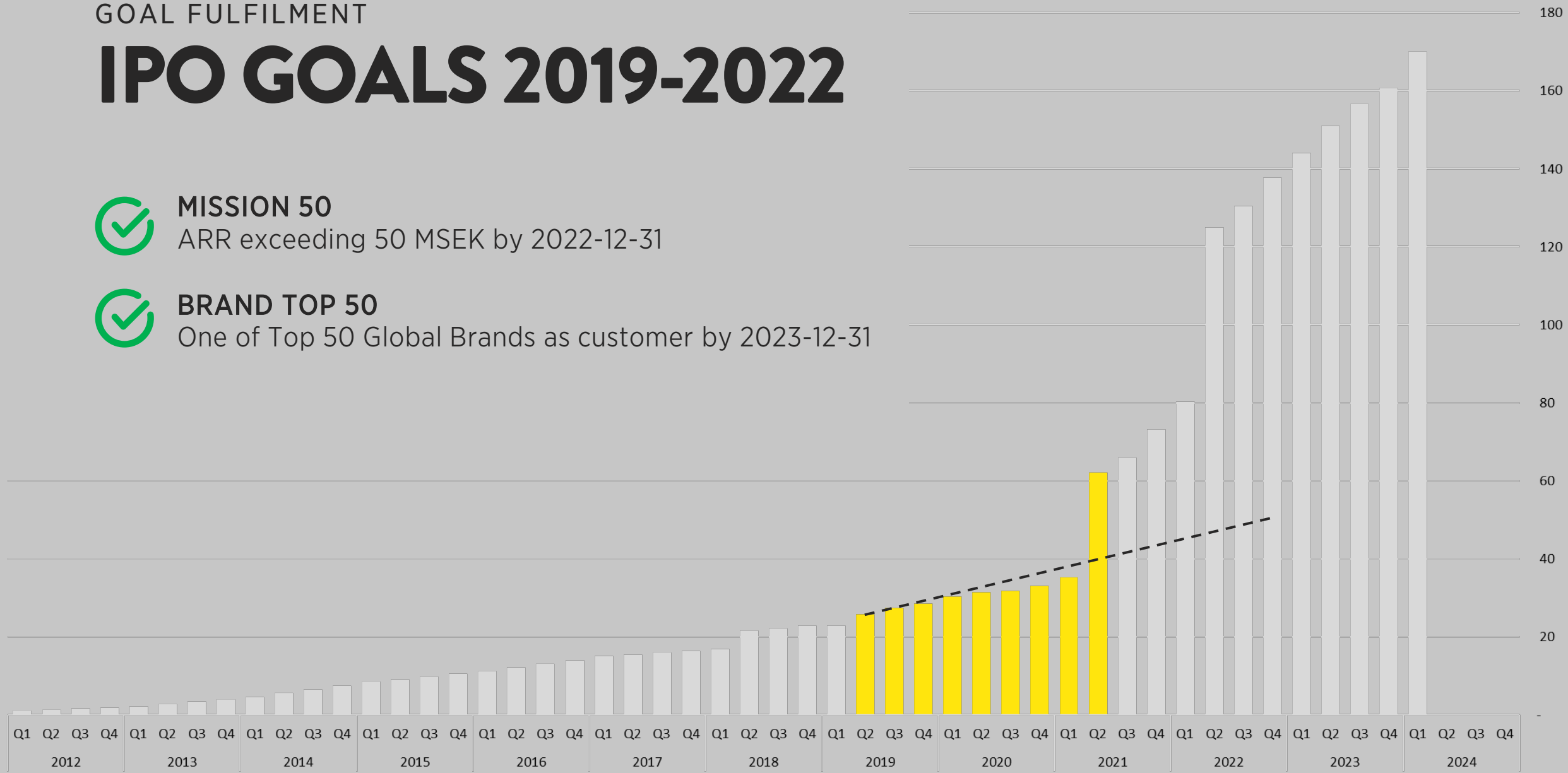
MISSION 50

ARR exceeding 50 MSEK by 2022-12-31



BRAND TOP 50

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



Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4

2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

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



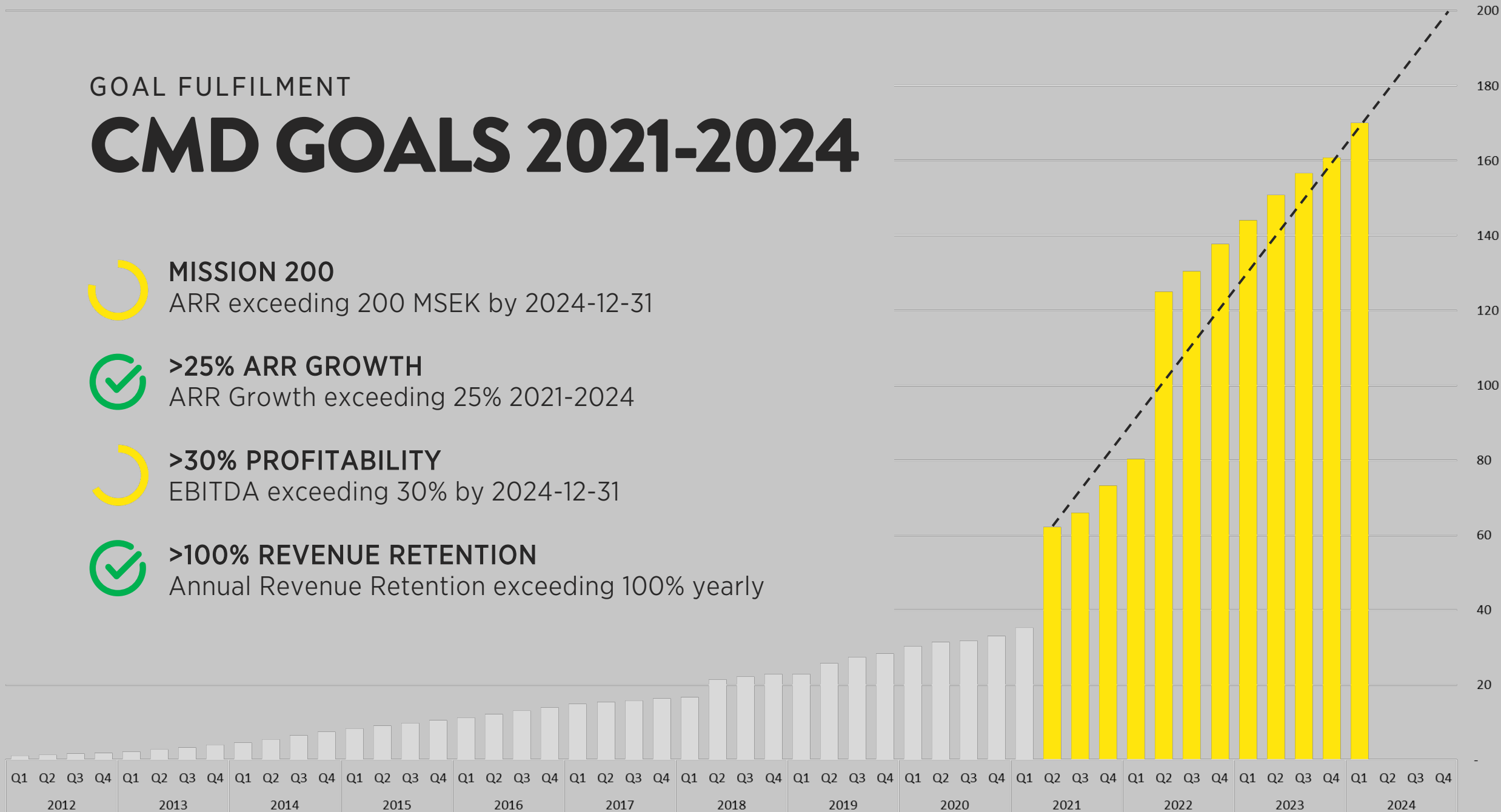
>30% PROFITABILITY

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

