

# **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)