

REMUNERATION REPORT 2023

Vertiseit aims to attract and retain competent and engaged employees who wish to contribute to the company's long-term success. Remuneration is part of the overall package intended to enhance the company's appeal as an employer and contribute to strong performance. The company's remuneration policies are designed to encourage long-term commitment, creating sustainable value for both customers and shareholders.

INTRODUCTION

This report describes how the guidelines for compensation to senior executives of Vertiseit AB (publ), adopted by the annual general meeting in 2020, were applied during 2023. The report also contains information about compensation to the Chief Executive Officer and a summary of the company's outstanding share and share price-related incentive programs. The report has been prepared in accordance with the Companies Act and the Swedish Corporate Governance Board's Rules on compensation to senior executives and incentive programs.

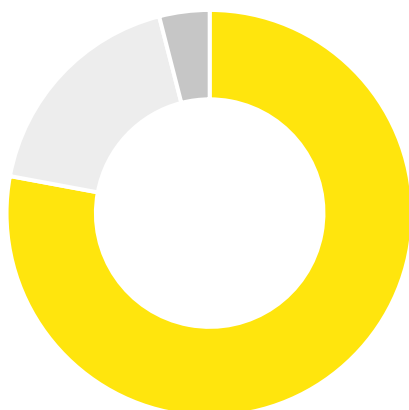
DEVELOPMENT DURING 2023

The Chief Executive Officer summarizes the company's overall results in his statement on page 11 of the Annual Report for the fiscal year 2023.

REMUNERATION POLICY

Vertiseit and its subsidiaries apply market-based compensations consisting of a fixed salary, pension, and other benefits. Employee compensation should reflect the complexity and responsibility of each role, as well as the employee's skills and performance based on the salary-generating factors defined in the company's Salary Policy. The fixed salary is determined, evaluated, and revised according to established principles in the company's salary process. The company does not apply any variable compensations, other than warrants programs described below.

COST OF STAFF 2023



KSEK	
● Fixed salaries	107 084
● Social security contributions	24 845
● Pensions	5 502
Total (SEK)	137 431

REMUNERATION TO EXECUTIVE OFFICERS

The compensation to the company's executive officers shall follow the guidelines established by the Annual General Meeting and consists of a fixed salary, pension, and other benefits. The notice period is up to a maximum of six months, with no additional severance pay granted. Other benefits consist of market-standard benefits such as a company car, wellness allowance, and health insurance. According to the guidelines, executive officers in the company are considered to be the CEO, Deputy CEO, and CTO. Since the guidelines were decided, the executive management team has expanded, partly due to acquisitions. Due to this, deviations from the guidelines have been made by extending the company's executive officers to include members of the executive management team. During the year, the number of persons in the executive management team has been reduced from ten to eight.

(SEK)	Fixed salary	Social security contributions	Pension cost	Other benefits	Total
CEO	1 286 400	438 210	277 450	108 284	2 110 344
Deputy CEO	1 280 820	437 182	279 539	110 594	2 108 135
Other executive officers (8 persons)	7 553 784	2 184 068	930 395	418 431	11 086 679
Total	10 121 004	3 059 460	1 487 384	637 309	15 305 158

REMUNERATION TO THE BOARD OF DIRECTORS

Compensation to the chairperson and members consists of a fixed fee, as decided annually by the annual general meeting. A fixed remuneration of 230,000 SEK is paid to the chairperson of the board, and 115,000 SEK to each member. No compensation is granted for committee work. Payment is made annually in arrears.

(SEK)	Remuneration	Social security contributions	Total
Vilhelm Schottenius (Chairman)	230 000	72 266	302 266
Emma Stjernlöf (t o m april 2023)	38 333	12 044	50 378
Jon Lindén	115 000	36 133	151 133
Adrian Nelje	115 000	36 133	151 133
Mikael Olsson	115 000	36 133	151 133
Johanna Schottenius	115 000	36 133	151 133
Ann Öberg (fr o m maj 2023)	76 667	24 089	100 755
Total	805 000	252 931	1 057 931

INCENTIVE PROGRAM

At the beginning of 2023, Vertiseit had three incentive programs with warrants for employees and executive officers (TO 2A, TO 3A, and TO 4). The programs were valid until May 2023 with a redemption price of 20.00 SEK per B-share (TO 2A), until May 2024 with a redemption price of 24.00 SEK per B-share (TO 3A), and until May 2025 with a redemption price of 50.00 SEK per B-share (TO 4). In the spring, the warrants program TO 2A expired. In connection with this, 311,000 new B-shares in Vertiseit were issued. At the annual general meeting on April 27, 2023, the board's proposal for the establishment of a new warrants program for employees and executive officers (TO 5A) was adopted. The program runs until May 2026 with a redemption price of 50.00 SEK per B-share. All warrants have been obtained through compensation corresponding to market value calculated according to the Black & Scholes model.

(pcs/person)	Offered number of warrants
Employees	TO2A, TO 3A, TO 4, TO 5A: 8 000
Key personnel in management position	TO2A, TO 3A, TO 4, TO 5A: 16 000

ACTIVE INCENTIVE PROGRAMS DURING 2023

(pcs)	Employees	Key personnel in management position	Total
TO 2A (2020) – offered	352 000	240 000	592 000
TO 2A (2020) – subscribed	114 000	197 000	311 000
TO 3A (2021) – offered	120 000	304 000	424 000
TO 3A (2021) – subscribed	97 000	518 000*	615 000
TO 4 (2022) – offered	775 000	400 000	1 175 000
TO 4 (2022) – subscribed	113 350	304 000	417 350
TO 5A (2023) – offered	444 000	320 000	764 000
TO 5A (2023) – subscribed	68 000	196 000	264 000
Total – offered	1 691 000	1 264 000	2 955 000
Total – subscribed	392 350	1 215 000	1 607 350

* of which 300,000 options were subscribed by executive officers of the subsidiary Grassfish Marketing Technologies GmbH in connection with Vertiseit's acquisition of the company.