

# REMUNERATION REPORT 2025

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 2024, were applied during the year. 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*.

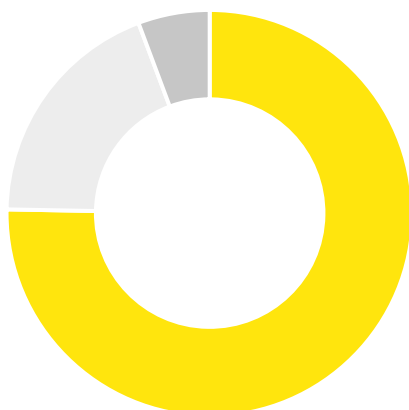
## **DEVELOPMENT DURING 2025**

The Chief Executive Officer summarizes the company's overall results in his statement on page 11 of the Annual Report for the fiscal year 2025.

## **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 2025



KSEK	
● Fixed salaries	190 510
● Social security contributions	48 088
● Pensions	14 431
<b>Total (SEK)</b>	<b>253 028</b>

### 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 the members of the executive management team. During the year, the number of persons in the executive management team has been increased from eight to eleven.

(SEK)	Fixed salary	Social security contributions	Pension cost	Other benefits	Total
CEO	1 546 016	925 052	398 279	130 536	2 601 604
Deputy CEO	1 554 312	915 054	398 279	90 422	2 559 788
Other executive officers (10 persons)	11 759 877	4 756 589	1 586 064	551 437	17 067 903
<b>Total</b>	<b>14 860 205</b>	<b>6 596 695</b>	<b>2 382 622</b>	<b>772 395</b>	<b>22 229 295</b>

### 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 chair 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
Ann Öberg (chair)	230 000	72 266	302 266
Vilhelm Schottenius	115 000	36 133	151 133
Jon Lindén	115 000	36 133	151 133
Johanna Schottenius	115 000	36 133	151 133
Mikael Olsson	115 000	36 133	151 133
Carl Backman	115 000	36 133	151 133
<b>Summa</b>	<b>805 000</b>	<b>252 931</b>	<b>1 057 931</b>

## INCENTIVE PROGRAM

At the beginning of 2025, Vertiseit had three incentive programs with warrants in place - for employees and senior executives (TO 4, TO 5A, and TO 6). The programs ran until May 2025 with an exercise price of 50.00 SEK per Class B share (TO 4), until May 2026 with an exercise price of 50.00 SEK per Class B share (TO 5A), and until May 2027 with an exercise price of 53.00 SEK per Class B share (TO 6), respectively. During the spring, the TO 4 warrant program expired. In connection with this, 441 350 new Class B shares were issued in Vertiseit. At the Annual General Meeting on April 24, 2025, the Board of Directors' proposal to establish a new warrant program for employees and senior executives (TO 7) was approved. The program runs until May 2028 with an exercise price of 95.00 SEK per Class B share. All warrants were acquired for consideration corresponding to market value calculated in accordance with the Black & Scholes model.

(pcs/person)	Offered number of warrants
Employees	TO 4, TO 5A, TO 6, TO 7: 8 000
Key personnel in management position	TO 4, TO 5A, TO 6, TO 7: 16 000

## ACTIVE INCENTIVE PROGRAMS DURING 2025

(pcs)	Employees	Key personnel in management position	Total
TO 4 (2022) – offered	775 000	400 000	1 175 000
TO 4 (2022) – subscribed for	113 350	304 000	417 350
TO 5A (2023) – offered	444 000	320 000	764 000
TO 5A (2023) – subscribed for	68 000	196 000	264 000
TO 6 (2024) – offered	368 000	272 000	640 000
TO 6 (2024) – subscribed for	104 200	146 750	250 950
TO 7 (2025) – offered	423 000	238 000	661 000
TO 7 (2025) – subscribed for	181 185	212 454	393 639
<b>Total – offered</b>	<b>2 010 000</b>	<b>1 230 000</b>	<b>3 240 000</b>
<b>Total – subscribed for</b>	<b>466 735</b>	<b>859 204</b>	<b>1 325 939</b>

\* 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.