



COMPANY UPDATE

Software & Services

Fair value: SEK52.0–72.0

Share price: SEK72.0

Vertiseit

A closer look at retail media

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Vertiseit recently signed a framework agreement with Salling Group, Denmark’s leading grocery chain. We argue that retail media is an interesting vertical for Vertiseit, one where we forecast high structural growth driven by large grocery chains investing in retail media networks in order to increase the diversification of their revenue.

US grocery chains have led the way. We have looked at Walmart, the US’s largest grocery chain, to see how investment in instore retail media can drive media. Walmart’s retail media network, Walmart Connect, was one of the company’s fastest growing segments in 2021–24. Furthermore, we estimate that the gross margin in retail media is higher than the core business, making the investments attractive for grocery chains.

European actors lag the US. We argue that European actors have lagged behind their US counterparts in retail media investments. We therefore believe Vertiseit can grow in this business area. The framework agreement with Salling Group is a clear sign that the acquisition of Visual Art has strengthened Vertiseit’s offer in retail media. Furthermore, we argue that the combined Vertiseit/Visual Art entity is large enough to approach the larger European grocery chains, unlike Visual Art on a standalone basis, which was too small to win these tenders in our view.

Increased diversification supports equity story. We argue that since the acquisition of Visual Art, Vertiseit has increased its diversification by growing within the food & beverage industry. We are of the opinion that an increased customer base enables Vertiseit to continue to deliver a high NRR and growth with new customers.

Changes in this report

	From	To	Chg
EPS adj. 2025e	1.01	1.01	0%
EPS adj. 2026e	2.83	2.83	0%
EPS adj. 2027e	3.4	3.4	0%

Upcoming events

Q3 Report	23 Oct 2025
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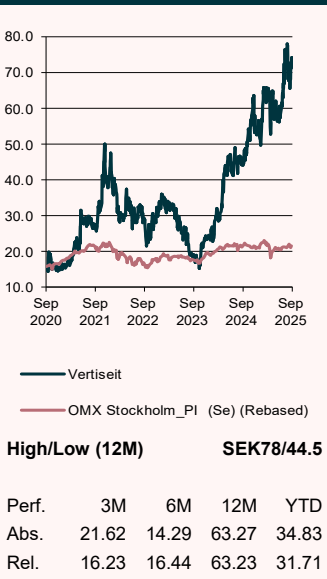
Key facts

No. shares (m)	33.9
Market cap. (USDm)	263
Market cap. (SEKm)	2,441
Net IB Debt. (SEKm)	211
Adjustments (SEKm)	0
EV (2025e) (SEKm)	2,653
Free float	57.8%
Avg. daily vol. ('000)	26
BBG	VERT SS
Fiscal year end	December
Share price as of (CET)	15 Sep 2025 16:43

Key figures (SEK)

	2024	2025e	2026e	2027e
Sales (m)	464	731	780	828
EBITDA (m)	94	99	189	217
EBIT (m)	61	45	137	165
EPS	1.56	0.61	2.83	3.45
EPS adj.	1.56	1.01	2.83	3.45
DPS	0.00	0.00	0.00	0.00
Sales growth Y/Y	33%	57%	7%	6%
EPS adj. growth Y/Y	167%	-35%	180%	22%
EBIT margin	13.1%	6.2%	17.6%	20.0%
P/E adj.	46.2	71.2	25.4	20.9
EV/EBIT	32.5	58.6	18.6	14.8
EV/EBITA	32.5	58.6	18.6	14.8
EV/EBITDA	21.0	26.8	13.5	11.2
P/BV	3.2	2.9	2.6	2.2
Dividend yield	0.0%	0.0%	0.0%	0.0%
FCF yield	0.2%	0.7%	2.6%	3.3%
Equity/Total Assets	56.5%	56.5%	59.4%	62.5%
ROCE	8.7%	4.5%	12.7%	14.0%
ROE adj.	8.9%	4.8%	12.2%	13.1%
Net IB debt/EBITDA	2.6	2.1	0.6	0.0

Share price – 5-year



Source: DNB Carnegie (estimates), FactSet, Infront & company data

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Please see the last two pages for important disclosures. This report was completed and disseminated at 17 September 2025, 06:05 CET  
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## Equity story

### Near term: within 12M

We see an increase in SaaS revenue growth leading to an expanding EBITDA margin as the main catalyst for the equity story in the coming 6–12 months. This, plus continuous ARR growth and new partners to accelerate growth, could be the main drivers of both our estimates and the shares in the near term.

### Long-term outlook: 5Y+

We argue that the key drivers for Vertiseit in the long term are the consolidation of the digital signage market, and software increasing the company's share of wallet in digital signage projects. We believe that the increased complexity in digital signage will drive customers to Vertiseit as the market-leading platform provider, because smaller actors will not be able to provide sufficient support and know-how. Another trend that should benefit Vertiseit in the long run is that global brands are seeking to have a unified global brand experience.

### Key risks:

- Integration of acquisitions
- Loss of major customers
- Failure to find new acquisitions
- Higher pace in major roll outs

## Company description

Vertiseit is a leading platform company in the digital in-store market in Europe. Through subsidiaries Dise, Grassfish and Visual Art, the group offers SaaS platforms for in-store experience management (IXM) and related consulting services.

### Key industry drivers

- Digitalisation of in-store experience
- Centralisation of store concepts
- Software increasing share of revenue in digital signage

### Industry outlook

- Customers in key segments such as QSR have increased capex budgets in the near term
- Increased investments in retail media in Europe

### Largest shareholders, capital

Bonnier	17.0%
Johan Lind	6.6%
Adrian Nelje	6.0%

### Cyclicality

Cyclicality: N/A

### Key peers

Lime Technologies, Upsales Technology, Vitec, Exitec

## Valuation and methodology

Our fair value range is based on a DCF model and a peer valuation. The peer valuation uses Nordic SaaS peers. In our DCF valuation, we use a WACC range of 9.5–10.0%. For the period 2028–44e, we assume an average growth rate of 6% Y/Y and an average EBITDA margin of 26%. In our peer valuation, we use a regression based on the sum of growth and the EBITDA margin for 2025–26e.

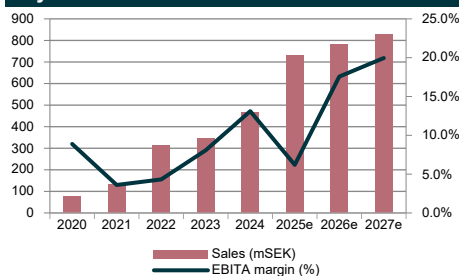
### Fair value range 12M



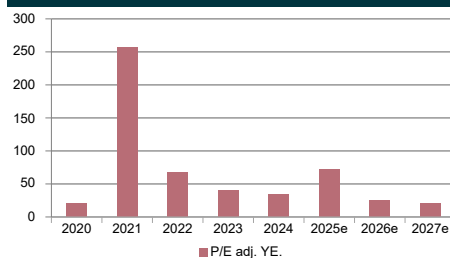
High end: DCF valuation. We believe the main drivers of this scenario are strong ARR growth and news flow regarding new orders.

Low end: Peer valuation based on 2026 estimates, which take organic growth and EBITDA margin into account.

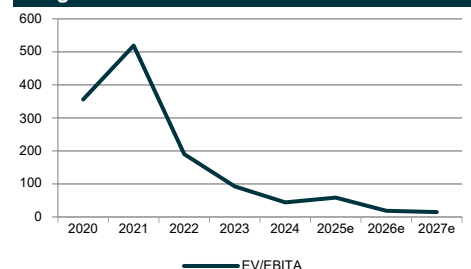
### Key metrics



### P/E 12-months forward



### Long-term valuation trend



Source: DNB Carnegie (estimates) & company data

## What is Retail Media

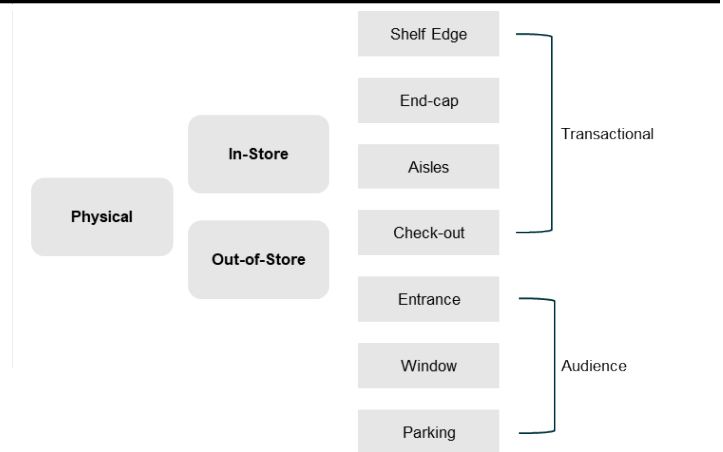
Retail Media can be divided into online/mobile media and Physical. According to Invidis, a leading consultant in digital signage, more than 95% of Retail Media is covered by e-commerce platforms such as Amazon. The rest of the market is linked to physical spaces with high footfall.

### Retail media online vs physical



Source: Invidis

### Physical retail media



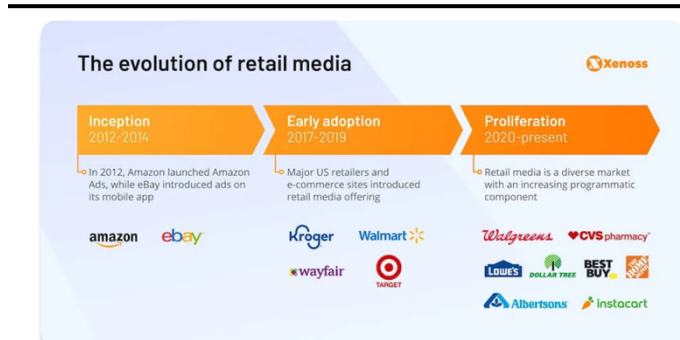
Source: Invidis

The physical space is divided into in-store and out-of-store. The purpose of in-store and out-of-store retail media differs somewhat, as the out-of-store advertising is focused on increasing awareness while the in-store advertising is focused on increasing transactions in stores. The output of in-store media is more measurable, i.e. transaction data from the store can be used to track the performance of in-store campaigns. A retailer can also choose to promote external material in stores if the advertising revenue is higher than the revenue from promotions of own products. We therefore argue that investments can drive revenue for groceries in these two major ways.

We argue that in store advertising is an efficient way to reach consumers. According to Grocery TV, the average American visits a grocery store 1.6 times a week and spends 43 minutes per visit at the store, making it an attractive area to advertise in. Furthermore, the same study shows that 70% of purchase decisions are made in store and that 68% of purchases are made on impulse, highlighting the importance of advertising in store.

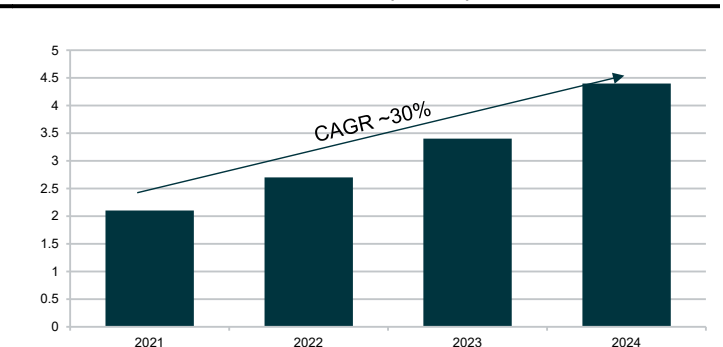
We think it likely that large American retailers have spent more than their European counterparts on in-store advertising. One of the leading Retail Media networks in the US is Walmart, which operates a retail media network segment under the name Walmart Connect. We estimate this to be one of Walmart's fastest growing segments, with a CAGR of ~30% over 2021–24e.

### Overview retail media



Source: Xenoss

### Walmart Connect estimated revenue (USDbn)

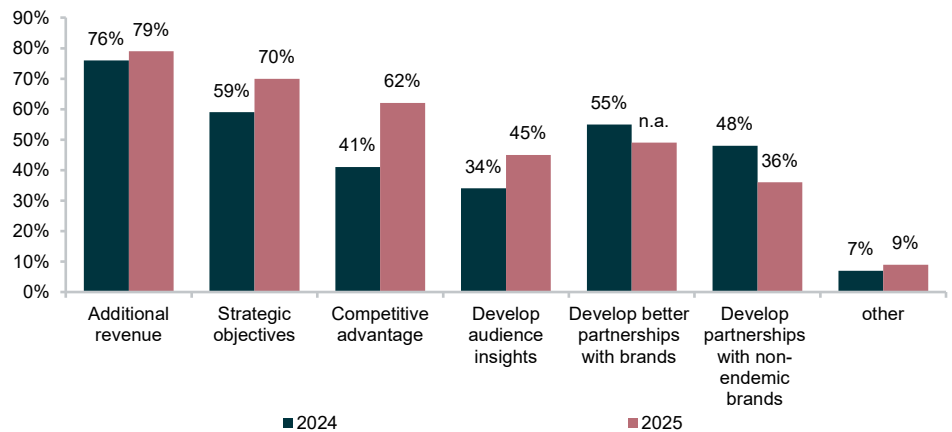


Source: DNB Carnegie (estimates), Marketing Drive

Walmart Connect's growth rate has been driven by investments in the network. According to RMW Commerce Consulting, Walmart has installed over 170,000 digital screens at over 4,300 stores. We argue that investments in retail media networks make financial sense for retailers such as Walmart since the gross margin on advertising revenue is higher than other sales, leading to an increased profit margin over time.

This conclusion is supported by data from IAB Europe, which has surveyed retailers on why they invest in retail media – the most important reason was to diversify/increase revenue.

#### Why retailers invest in retail media - Survey responses



Source: IAB Europe Attitudes to Media Report

As mentioned above, we also consider retail media a way for grocery stores to strengthen their margin, as the gross margin for advertising revenue is significantly higher than that of the core business.

## Opportunity in Europe

To assess the potential market for Vertiseit in Europe in retail media networks, we have looked at close to 20 large grocery stores chains on the continent. We have then estimated the sales area and used the UK grocery chain Tesco's target to calculate the screen density for the low end of the range and Walmart's screen per square meter as the upper end of the range. This would be equivalent to ARR of SEK120m–320m for Vertiseit.

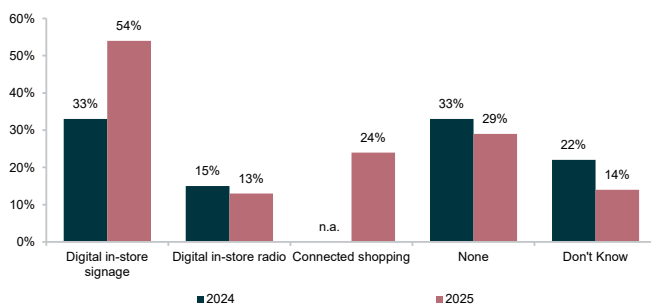
Retailer	Sales area (m <sup>2</sup> , estimate)	Screens Low end	Screens high end	Comment
Schwarz Group (Lidl + Kaufland)	25,560,000	~25,800	~67,000	Operates a Retail media company called Schwarz Media
Carrefour Group	21,000,000	~21,200	~55,000	Has a retail media offering called Carrefour Links
Aldi	9,000,000	~9,100	~23,600	
REWE Group (Germany)	7,000,000	~7,100	~18,300	
Tesco (UK)	5,944,000	~6,000 (target)	~15,600	Has a target to install 6,0000 screens in stores by 2026
Sainsbury's (UK)	2,400,000	~2,400	~6,300	Has a in house built retail media platform
Asda (UK)	2,240,000	~2,260	~5,900	
Coop (Switzerland)	2,100,000	~2,100	~5,500	
NorgesGruppen (Norway)	2,035,000	~2,060	~5,300	
Salling Group (Denmark)	2,000,000	~2,020	~5,200	Works with Vertiseit
ICA (Sweden)	1,950,000	~1,970	~5,100	
Morrisons (UK)	1,600,000	~1,620	~4,200	
Coop Norge (Norway)	1,500,000	~1,520	~3,900	
Delhaize (Belgium)	1,455,000	~1,500	~3,800	
Migros (Switzerland)	1,441,000	~1,450	~3,800	
Axfood (Sweden)	1,400,000	~1,420	~3,700	
Co-op UK	1,200,000	~1,200	~3,100	Works with Vertiseit
Kesko (Finland, grocery)	1,200,000	~1,200	~3,100	
<b>Sum</b>	<b>91,025,000</b>	<b>92,000</b>	<b>240,000</b>	
<b>Estimated ARR (SEKm)</b>		<b>121</b>	<b>317</b>	

Source: DNB Carnegie (Estimates) Company data

As we can see, there is significant potential in the European retail media space for Vertiseit. We argue that the large grocery chains will continue to invest in retail media as margins for selling advertising space in stores is higher than for groceries. This trend can be seen at Walmart, as Walmart Connect was one of the company's fastest growing segments in 2021–24.

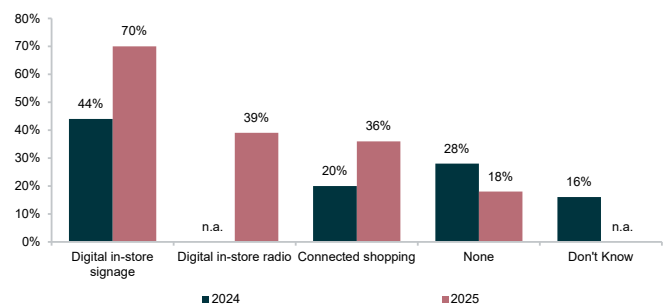
Furthermore, we argue that retail media as a concept is growing faster than other sources of advertising. In a survey carried out by IAB Europe, a consultancy, buyers have increased their investments in digital in-store media from 2024 to 2025; the share of retailers not offering retail media has decreased significantly over the same time frame.

Digital in-store ads (Buyers of ads)



Source: IAB Europe Attitudes to Media Report

Digital in-store ads (Retailers)



Source: IAB Europe Attitudes to Media Report

To summarise, we see retail media as a potential growth area for Vertiseit as we structural growth in Europe during our 2025–27e estimate period.

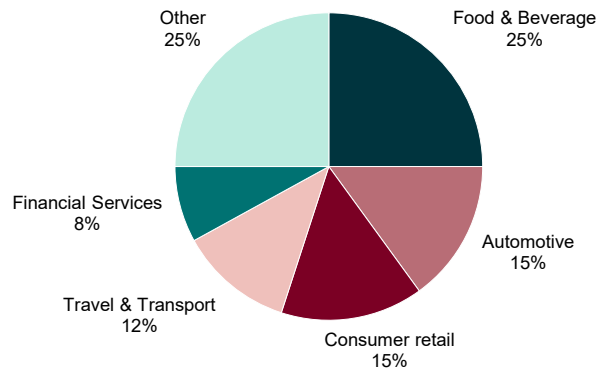
## Vertiseit's offer

The acquisition of Visual Art has strengthened Vertiseit's offer in retail media. Visual Art has given Vertiseit the know-how to design concepts, on top of the CMS it already offered. One example of this is that Visual Art is responsible for the digital signage of the petrol station chain Circle K in the US. Furthermore, Visual Art has had ICA, one of Sweden's leading grocery chains, as a customer since 2014. It has increased its revenue from ICA over time, highlighting its ability to grow with existing customers over a long period.

We argue that Visual Art had a competitive offer within retail media before the acquisition but lacked the size to be able to approach the major European grocery chains. We therefore conclude that Vertiseit will now be able to compete on larger European tenders in retail media. One clear example of this is the framework agreement signed with Salling group in August 2025.

Furthermore, we see retail media as a source of diversification for Vertiseit as its revenue mix shifted between industries after the acquisition, making the new company more resilient to the investment cycles in different industries.

**Share of ARR per customer segment (%)**



Source: DNB Carnegie (estimates) & company data

## Valuation and risks

We see a fair value range of SEK52–72 for Vertiseit. Our regression analysis, based on Nordic tech peers, indicates a value of SEK45–59; while a DCF to capture Vertiseit's long-term value indicates a value of SEK69–75, depending on the WACC. We use the midpoints of these two ranges for our fair value range.

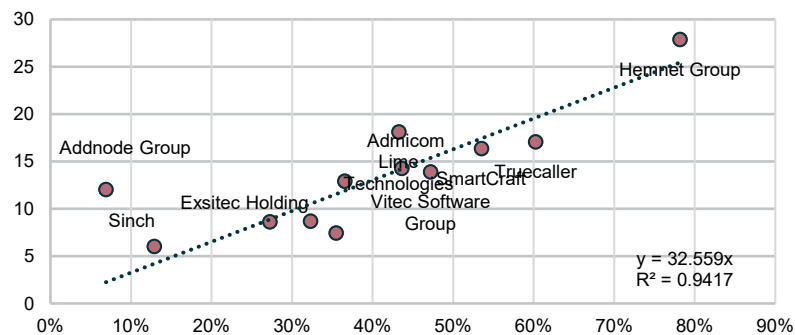
In our peer valuation, we have looked at the Rule of 40, where valuation is a function of revenue growth and EBITDA margin. We look at both organic ARR and revenue growth during our estimate period.

Valuation	MCAP (SEK)	EV (SEK)	EV / Sales			EV / EBITDA			EV / EBIT			Price / Earnings		
			LTM	2025e	2026e	LTM	2025e	2026e	LTM	2025e	2026e	LTM	2025e	2026e
Fortnox	52,215	51,556	25.2x	20.8x	17.2x	56.7x	38.3x	31.3x	62.7x	46.5x	36.6x	73.6x	59.0x	46.9x
Hemnet Group	35,210	35,236	25.3x	19.1x	15.4x	50.1x	36.6x	27.9x	55.6x	38.4x	29.4x	72.7x	48.1x	36.7x
Sinch	17,043	23,056	0.8x	0.8x	0.7x	8.1x	6.7x	6.0x	60.5x	25.2x	18.5x	(2.7x)	7.2x	6.1x
Vitec Software Group	20,642	22,892	6.9x	6.1x	5.7x	20.4x	15.3x	13.9x	31.8x	27.9x	24.3x	48.2x	38.7x	31.7x
Addnode Group	12,847	13,792	1.8x	2.4x	2.2x	15.7x	13.2x	12.0x	23.1x	21.2x	18.1x	31.7x	21.6x	20.3x
Truecaller	23,505	22,014	11.8x	9.4x	7.4x	32.2x	23.2x	17.1x	34.9x	24.6x	18.0x	44.7x	33.5x	23.5x
Lime Technologies	4,955	5,158	7.5x	6.6x	5.8x	24.4x	21.3x	18.1x	38.4x	31.2x	25.7x	55.4x	39.7x	31.9x
SmartCraft	4,153	3,966	8.5x	7.4x	6.6x	22.8x	20.0x	16.3x	31.5x	27.6x	21.3x	41.8x	33.4x	26.7x
Storytel	7,495	7,677	2.0x	1.8x	1.7x	14.6x	10.2x	8.6x	32.2x	16.7x	12.4x	38.1x	21.9x	15.6x
Admicom	2,587	2,528	6.5x	5.9x	5.3x	19.2x	18.5x	14.3x	27.9x	22.4x	16.4x	39.9x	24.0x	19.0x
Exsitec Holding	1,387	1,754	2.2x	2.0x	1.8x	11.5x	10.2x	8.7x	18.7x	16.7x	13.2x	23.5x	21.3x	15.8x
FormPipe Software	1,416	1,395	2.6x	2.4x	2.2x	13.4x	9.2x	7.4x	39.5x	17.4x	12.2x	82.8x	22.8x	15.3x
Upsales Technology	562	515	3.6x	3.3x	2.7x	15.9x	12.9x	11.4x	21.9x	18.4x	15.6x	30.4x	25.7x	21.3x
Vertiseit	2,071	2,314	4.7x	3.2x	3.0x	30.0x	17.8x	13.5x	40.6x	28.3x	18.8x	60.4x	37.7x	24.4x
Mean			8.0x	6.8x	5.8x	23.5x	18.1x	14.9x	36.8x	25.7x	20.1x	44.6x	30.5x	23.9x
Median			6.5x	5.9x	5.3x	19.2x	15.3x	13.9x	32.2x	24.6x	18.1x	41.8x	25.7x	21.3x

2025-06-18

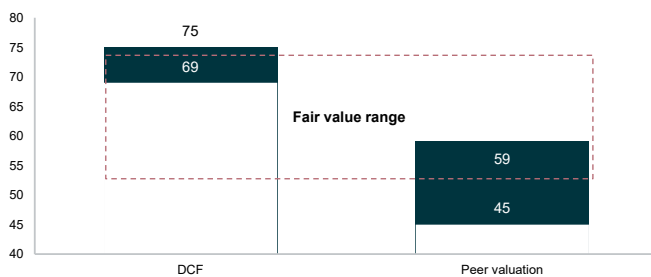
Source: DNB Carnegie (Vertiseit estimates), FactSet (peer data, multiples)

### EV/EBITDA 2026e and rule of 40 (ARR growth)



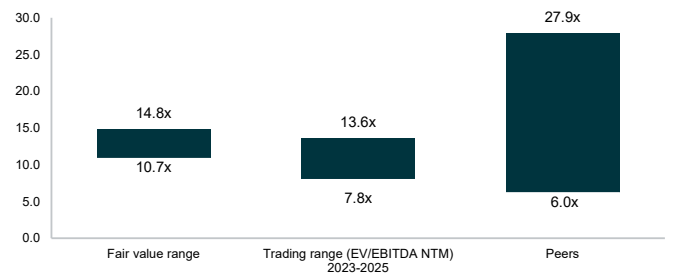
Source: DNB Carnegie (estimates), FactSet

### Summary valuation, SEK per Share



Source: DNB Carnegie (estimates)

### Valuation Range (EV/EBITDA 26e)



Source: DNB Carnegie (estimates) &amp; FactSet

## DCF assumptions

DCF assumptions - Summary (SEKm)	2025e	2026e	2027e	4-5	6-10	11-15	16-20	period
Total sales growth	57.4%	6.7%	6.2%	8.0%	7.6%	4.8%	4.0%	2.0%
EBITDA margin	13.5%	24.2%	26.2%	26.0%	26.0%	26.0%	26.0%	26.0%
Depreciation % of sales	-7.4%	-6.7%	-6.3%	-5.7%	-5.7%	-5.7%	-5.7%	-5.7%
EBITA margin	6.2%	17.6%	20.0%	20.3%	20.3%	20.3%	20.3%	20.3%
Amortisations % of sales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EBIT margin	6.2%	17.6%	20.0%	20.3%	20.3%	20.3%	20.3%	20.3%
Capex % of sales	0.0%	0.0%	0.0%	-7.0%	-7.0%	-7.0%	-7.0%	-7.0%
Paid tax rate	-20.6%	-20.6%	-20.6%	-20.6%	-20.6%	-20.6%	-20.6%	-20.6%
NWC to sales	4.4%	4.4%	4.4%	10.0%	10.0%	10.0%	10.0%	10.0%
Sales	731	780	828	930	1,218	1,624	1,983	2,184
<b>EBITDA</b>	<b>99</b>	<b>189</b>	<b>217</b>	<b>242</b>	<b>317</b>	<b>422</b>	<b>515</b>	<b>568</b>
Capex	0	0	0	-65	-85	-114	-139	-125
Taxes	-7	-25	-30	-39	-51	-68	-83	91
Other	-83	-2	-2	-30	-9	-7	-8	3,471
<b>Free cash flow</b>	<b>8</b>	<b>162</b>	<b>185</b>	<b>108</b>	<b>172</b>	<b>233</b>	<b>286</b>	<b>4,005</b>
Discounted FCF	8	140	146	73	84	71	54	624
Share of total discounted FCF	0%	7%	7%	7%	20%	17%	13%	30%
<b>Valuation (SEKm)</b>	<b>(curr.)m</b>	<b>WACC 10%</b>	<b>WACC 9.5%</b>	<b>WACC assumptions</b>				
EV (discounted FCF)	2,108	71	77	Risk-free rate				
Current net debt	-151	-5	-5	Market risk premium				
+ Associates	0	0	0	Adjusted Beta				
- Minority interest	0	0	0	Country risk premium				
- Outstanding warrants	0	0	0	Liquidity risk premium				
Other debt adjustments	0	0	0	ESG risk (-1% to +1%)				
<b>Equity value at YE (25)</b>	<b>1,957</b>	<b>66</b>	<b>71</b>	<b>Cost of equity</b>				
Time adjustment	104	3	4	Risk-free rate				
Dividend	0	0	0	Credit spread				
<b>Current equity value</b>	<b>2,060</b>	<b>69</b>	<b>75</b>	Cost of debt (Rf + credit spread)				
				Taxes				
				After-tax cost of debt				
				<b>Equity weight</b>				
				<b>WACC</b>				

Source: DNB Carnegie (estimates) &amp; company



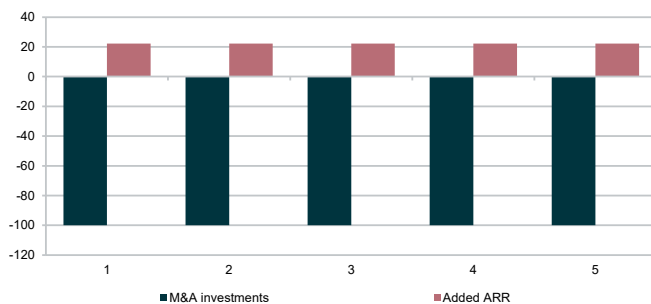
## M&A scenario analysis

Given the acquisition of Medientechnik GmbH (MDT) in July and management highlighting an increased focus on M&A, we have carried out a scenario analysis for the coming years to simulate a more active M&A strategy.

In our scenario analysis, we have assumed that Vertiseit is going to invest SEK500m in M&A in the coming five years. We have used a multiple of 4.5x ARR for the acquisitions and hence estimate that the M&A strategy could add SEK80m–120m in ARR over five years.

To see what this strategy could add to add in terms of valuation, we have first discounted the added ARR at a rate of 15%. We have then applied a valuation multiple of 4–6x.

M&A investments and added ARR (SEKm)



Source: DNB Carnegie (estimates)

Value per share M&A strategy

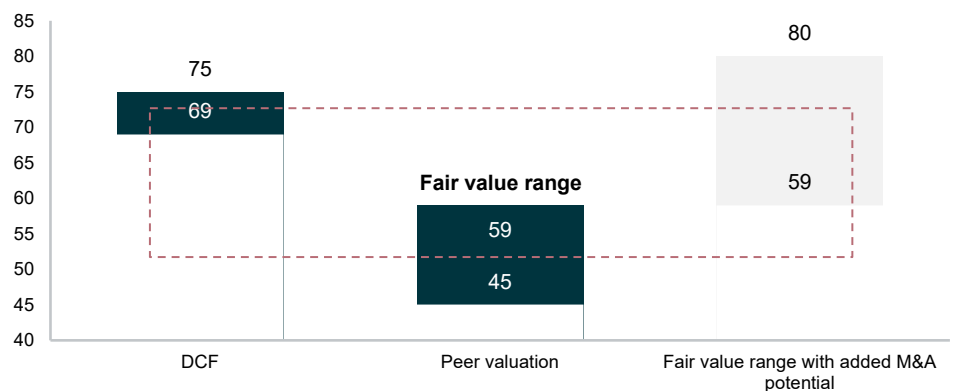
	X- EV/ARR, Y discount rate				
	4	4.5	5	5.5	6
8%	9.1	10.2	11.4	12.5	13.6
10%	8.3	9.3	10.4	11.4	12.4
15%	6.6	7.5	8.3	9.1	10.0
20%	5.4	6.0	6.7	7.4	8.0
25%	4.4	4.9	5.5	6.0	6.6

Source: DNB Carnegie (estimates) & company

Based on these assumptions, this method would add SEK6–10 per share to the valuation, depending on the transaction multiple, valuation multiple and discount rate. We argue that a discount rate of at least 15% is plausible. This discount rate is higher than the one used in our DCF, as we believe the risk to the valuation in our M&A scenario analysis is higher than in the DCF.

Were our M&A scenario to be added to our fair value range, it would add SEK6–10 per share to each end, as illustrated in the chart below.

Summary valuation, SEK per Share



Source: DNB Carnegie (estimates)

## Risks

In this section we present what we consider to be the main risks for the company. This is not intended to be a comprehensive list of the risks that the company may be subject to, but rather includes those risks that we consider most relevant. The list is not presented in any particular order.

### Supply chain risk

Despite being a software company, Vertiseit is exposed to the hardware supply chain as hardware needs to be delivered for Vertiseit to install its software. There is a risk of disruptions to the supply chain affecting its business, for example during the Covid-19 pandemic hardware for installations was not available and this led to project delays as its software could not be installed.

### Risk of supplier integration

We have noticed attempts by hardware companies such as Samsung to develop and sell their own CMS software. Vertiseit has not yet faced competition from larger hardware companies trying to sell their own CMS software but, given the resources available by Samsung or other large hardware suppliers, they could rapidly improve their software.

### Risks related to the general economy

Vertiseit has a diversified customer base, but a major downturn in the economy could decrease investments in digital signage in general for the retail, automotive and luxury industries. Historically the digital signage industry has been relatively resilient.

### Currency risk

Given that Vertiseit reports in SEK and has revenue in other currencies, there is currency risk in the business. This is partly mitigated by having costs and revenue in the same currency in foreign projects.

### Risk related to M&A

Vertiseit could find it difficult to find suitable M&A targets or face problems in integrating acquisitions.

### Competition risk

Some of the private equity-backed competitors could accelerate their efforts to consolidate the market.

### Risk in partnerships

There is a risk that partners could be lost or acquired by competitors, while retail spaces could be closed due to increased ecommerce.

### Acceleration in roll outs risk

If any of Vertiseit's larger customers were to decide to accelerate their roll outs, the NRR (net revenue retention rate) could be higher than our estimates.

## Interim figures

Vertiseit (SEKm)	2024				2025			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3e	Q4e
<b>ARR</b>	170	179	187	275	281	290	318	335
<b>Sales</b>	<b>93</b>	<b>86</b>	<b>82</b>	<b>203</b>	<b>171</b>	<b>168</b>	<b>182</b>	<b>210</b>
COGS	-30	-25	-23	-90	-63	-63	-65	-79
<b>Gross Profit</b>	<b>63</b>	<b>61</b>	<b>59</b>	<b>113</b>	<b>108</b>	<b>105</b>	<b>117</b>	<b>132</b>
Other External Costs	-13	-13	-13	-26	-28	-32	-28	-36
Cost of Staff	-28	-30	-26	-58	-61	-70	-53	-56
<b>EBITDA</b>	<b>23</b>	<b>19</b>	<b>22</b>	<b>31</b>	<b>20</b>	<b>5</b>	<b>36</b>	<b>40</b>
<b>Adj. EBITDA</b>	<b>23</b>	<b>19</b>	<b>23</b>	<b>33</b>	<b>21</b>	<b>22</b>	<b>36</b>	<b>40</b>
D&A	-7	-7	-7	-12	-13	-16	-13	-13
<b>EBIT</b>	<b>16</b>	<b>12</b>	<b>15</b>	<b>18</b>	<b>7</b>	<b>-11</b>	<b>24</b>	<b>27</b>
Finacials	-3	-2	-2	-4	-3	-7	-4	-4
<b>EBT</b>	<b>13</b>	<b>10</b>	<b>14</b>	<b>15</b>	<b>4</b>	<b>-17</b>	<b>20</b>	<b>23</b>
Tax	-3	-1	-3	-3	1	0	-4	-5
<b>Net Income</b>	<b>10</b>	<b>9</b>	<b>11</b>	<b>12</b>	<b>6</b>	<b>-17</b>	<b>16</b>	<b>19</b>
ARR growth Y/Y	18.0%	18.4%	19.6%	71.1%	64.9%	62.4%	70.1%	21.8%
ARR organic ARR growth	17.6%	21.2%	20.9%	18.9%	18.6%	16.2%	15.3%	14.5%
Revenue Growth Y/Y	15.9%	2.8%	-14.6%	132.0%	84.0%	94.4%	121.2%	3.7%
Gross Profit margin	67.9%	70.5%	72.1%	55.6%	63.2%	62.7%	64.3%	62.6%
EBITDA margin	24.8%	21.5%	26.5%	15.1%	12.0%	3.0%	19.8%	19.0%
adj. EBITDA margin	24.8%	21.5%	28.2%	16.2%	12.0%	12.9%	19.8%	19.0%
<b>Segments</b>								
SaaS-revenue	44	46	47	71	73	73	75	84
Consulting	10	8	8	21	20	20	23	23
Systems	38	32	26	110	78	75	84	104
SaaS-revenue growth Y/Y	4.2%	3.6%	-0.3%	65.7%	64.4%	57.4%	58.3%	18.2%
Consulting growth Y/Y	-0.6%	1.4%	2.5%	118.2%	100.5%	140.8%	178.0%	5.2%
Systems growth Y/Y	40.2%	2.1%	-34.8%	217.7%	102.3%	136.3%	216.3%	-6.0%

Source: DNB Carnegie (estimates) &amp; company

## Financial statements

Profit & loss (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Sales	70	83	77	131	315	348	464	731	780	828
COGS	-32	-35	-30	-41	-123	-116	-168	-269	-249	-243
<b>Gross profit</b>	<b>37</b>	<b>48</b>	<b>47</b>	<b>90</b>	<b>192</b>	<b>231</b>	<b>296</b>	<b>461</b>	<b>530</b>	<b>585</b>
Other income & costs	-30	-36	-35	-73	-156	-176	-202	-362	-342	-368
Share in ass. operations and JV	0	0	0	0	0	0	0	0	0	0
<b>EBITDA</b>	<b>8</b>	<b>12</b>	<b>12</b>	<b>17</b>	<b>35</b>	<b>55</b>	<b>94</b>	<b>99</b>	<b>189</b>	<b>217</b>
Depreciation PPE	0	0	0	0	0	0	0	0	0	0
Depreciation lease assets	0	0	0	0	0	0	0	0	0	0
Amortisation development costs	0	0	0	0	0	0	0	0	0	0
Amortisation other intangibles	-3	-4	-5	-12	-22	-27	-33	-54	-52	-52
Impairments / writedowns	0	0	0	0	0	0	0	0	0	0
<b>EBITA</b>	<b>5</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>14</b>	<b>28</b>	<b>61</b>	<b>45</b>	<b>137</b>	<b>165</b>
Amortization acquisition related	0	0	0	0	0	0	0	0	0	0
Impairment acquisition related	0	0	0	0	0	0	0	0	0	0
<b>EBIT</b>	<b>5</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>14</b>	<b>28</b>	<b>61</b>	<b>45</b>	<b>137</b>	<b>165</b>
Share in ass. operations and JV	0	0	0	0	0	0	0	0	0	0
Net financial items	0	0	-1	-2	-10	-11	-10	-18	-16	-18
of which interest income/expenses	0	0	0	-2	-5	-11	-9	-17	-16	-18
of which interest on lease liabilities	0	0	0	0	0	0	0	0	0	0
of which other items	0	0	0	0	-5	0	-1	-1	0	0
<b>Pre-tax profit</b>	<b>5</b>	<b>7</b>	<b>6</b>	<b>3</b>	<b>4</b>	<b>17</b>	<b>51</b>	<b>28</b>	<b>121</b>	<b>147</b>
Taxes	-1	-2	-1	0	6	-6	-10	-7	-25	-30
Post-tax minorities interest	0	0	0	0	0	0	0	0	0	0
Discontinued operations	0	0	0	0	0	0	0	0	0	0
<b>Net profit</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>2</b>	<b>9</b>	<b>12</b>	<b>41</b>	<b>20</b>	<b>96</b>	<b>117</b>
Adjusted EBITDA	8	12	12	17	35	55	94	116	189	217
Adjusted EBITA	5	7	7	5	14	28	61	62	137	165
Adjusted EBIT	5	7	7	5	14	28	61	62	137	165
Adjusted net profit	4	6	5	2	9	12	41	34	96	117
Sales growth Y/Y	+chg	19.8%	-7.9%	70.3%	141.0%	10.5%	33.5%	57.4%	6.7%	6.2%
EBITDA growth Y/Y	+chg	51.2%	0.6%	44.2%	106.9%	56.3%	70.0%	5.4%	90.9%	14.9%
EBITA growth Y/Y	+chg	51.9%	-8.7%	-31.0%	188.9%	106.5%	116.7%	-25.6%	202.4%	20.6%
EBIT growth Y/Y	+chg	51.9%	-8.7%	-31.0%	188.9%	106.5%	116.7%	-25.6%	202.4%	20.6%
EBITDA margin	11.2%	14.2%	15.5%	13.1%	11.2%	15.9%	20.2%	13.6%	24.2%	26.2%
EBITA margin	7.1%	9.0%	8.9%	3.6%	4.3%	8.1%	13.1%	6.2%	17.6%	20.0%
EBIT margin	7.1%	9.0%	8.9%	3.6%	4.3%	8.1%	13.1%	6.2%	17.6%	20.0%
Tax rate	22.2%	22.2%	22.2%	22.2%	22.2%	20.6%	20.6%	20.6%	20.6%	20.6%
Cash flow (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
EBITDA	8	12	12	17	35	55	94	99	189	217
Paid taxes	0	-1	-3	0	6	-6	-10	-7	-25	-30
Change in NWC	1	9	-3	-21	-6	8	-14	4	-2	-2
Interests paid	0	0	-1	-2	-10	-11	-10	-18	-16	-18
Actual lease payments	-2	-3	-3	-4	-5	-8	-10	-10	-10	-10
Discontinued operations	0	0	0	0	0	0	0	0	0	0
<b>Total operating activities</b>	<b>6</b>	<b>16</b>	<b>3</b>	<b>-10</b>	<b>19</b>	<b>39</b>	<b>51</b>	<b>68</b>	<b>136</b>	<b>157</b>
Capex tangible assets	0	0	0	-1	-1	0	0	0	0	0
Capitalised development costs	-1	-3	-3	-8	-24	-26	0	0	0	0
Capex - other intangible assets	0	0	0	0	0	0	-28	-23	-47	-50
Acquisitions/divestments	-9	-6	-1	-84	-141	2	-397	-87	0	0
Other non-cash adjustments	0	0	0	0	0	0	0	0	0	0
<b>Total investing activities</b>	<b>-10</b>	<b>-9</b>	<b>-4</b>	<b>-92</b>	<b>-167</b>	<b>-24</b>	<b>-424</b>	<b>-110</b>	<b>-47</b>	<b>-50</b>
Dividend paid and received	-2	-2	0	0	0	0	0	0	0	0
Share issues & buybacks	0	26	0	99	9	6	274	75	0	0
Change in bank debt	5	1	20	57	69	-28	100	6	0	0
Other cash flow items	1	0	0	2	1	0	0	0	0	0
<b>Total financing activities</b>	<b>4</b>	<b>25</b>	<b>20</b>	<b>157</b>	<b>80</b>	<b>-22</b>	<b>374</b>	<b>81</b>	<b>0</b>	<b>0</b>
Operating cash flow	6	16	3	-10	19	39	51	68	136	157
Free cash flow	2	10	-4	-24	-21	-5	4	18	64	80
Net cash flow	0	32	19	55	-68	-7	1	40	89	107
Change in net IB debt	-5	31	-2	-4	-147	10	-109	6	73	89
Capex / Sales	0.6%	0.5%	0.0%	0.5%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%
NWC / Sales	6.6%	5.5%	0.0%	7.7%	11.9%	14.1%	8.4%	4.7%	4.3%	4.3%

Source: DNB Carnegie (estimates) &amp; company data

## Financial statements, cont.

Balance sheet (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Acquired intangible assets	4	15	23	140	295	296	821	927	927	927
Other fixed intangible assets	8	7	8	42	73	75	70	39	34	31
Capitalised development	0	0	0	0	0	0	0	0	0	0
Tangible assets	0	1	0	1	3	2	2	2	2	2
Lease assets	8	7	6	14	19	50	40	40	40	40
Other IB assets (1)	0	0	0	0	0	0	0	0	0	0
Other non-IB assets	1	5	4	4	12	5	3	3	3	3
<b>Fixed assets</b>	<b>21</b>	<b>35</b>	<b>42</b>	<b>202</b>	<b>403</b>	<b>428</b>	<b>936</b>	<b>1,011</b>	<b>1,006</b>	<b>1,004</b>
Inventories (2)	1	1	1	3	22	16	11	15	16	17
Receivables (2)	15	12	11	37	76	58	132	175	187	199
Prepaid exp. & other NWC items (2)	5	3	5	2	5	3	2	3	3	3
IB current assets (1)	0	0	0	0	0	0	0	0	0	0
Other current assets	0	1	1	5	9	10	38	38	38	38
Cash & cash equivalents (1)	2	34	49	101	35	25	36	66	155	263
<b>Current assets</b>	<b>23</b>	<b>51</b>	<b>66</b>	<b>148</b>	<b>147</b>	<b>113</b>	<b>219</b>	<b>297</b>	<b>400</b>	<b>520</b>
<b>Total assets</b>	<b>44</b>	<b>87</b>	<b>108</b>	<b>350</b>	<b>549</b>	<b>541</b>	<b>1,155</b>	<b>1,308</b>	<b>1,406</b>	<b>1,523</b>
Shareholders' equity	10	40	44	182	252	270	653	739	835	952
Minorities	0	0	0	0	9	0	0	0	0	0
Other equity	0	0	0	0	0	0	0	0	0	0
<b>Total equity</b>	<b>10</b>	<b>40</b>	<b>44</b>	<b>182</b>	<b>262</b>	<b>270</b>	<b>653</b>	<b>739</b>	<b>835</b>	<b>952</b>
LT IB debt (1)	5	6	6	73	122	95	185	200	200	200
Other IB provisions (1)	0	0	0	0	0	0	0	0	0	0
Lease liabilities	6	5	4	11	15	44	43	33	23	14
Other non-IB liabilities	0	3	7	6	6	3	0	0	0	0
<b>LT liabilities</b>	<b>12</b>	<b>15</b>	<b>17</b>	<b>95</b>	<b>148</b>	<b>147</b>	<b>250</b>	<b>254</b>	<b>245</b>	<b>235</b>
ST IB debt (1)	2	2	23	17	43	42	53	45	45	45
Payables (2)	6	8	7	11	27	17	51	73	78	83
Accrued exp. & other NWC items (2)	5	9	9	11	21	18	58	88	94	99
Other ST non-IB liabilities	9	14	8	34	49	47	91	110	110	110
Liabilities - assets held for sale	0	0	0	0	0	0	0	0	0	0
<b>Current liabilities</b>	<b>22</b>	<b>33</b>	<b>46</b>	<b>73</b>	<b>140</b>	<b>124</b>	<b>253</b>	<b>315</b>	<b>326</b>	<b>337</b>
<b>Total equity and liabilities</b>	<b>44</b>	<b>87</b>	<b>108</b>	<b>350</b>	<b>549</b>	<b>541</b>	<b>1,155</b>	<b>1,308</b>	<b>1,406</b>	<b>1,523</b>
Net IB debt (=1)	11	-20	-17	0	145	157	245	211	112	-5
Net working capital (NWC) (=2)	9	0	0	20	55	43	36	32	34	37
Capital employed (CE)	23	52	73	284	436	454	953	1,036	1,122	1,229
Capital invested (CI)	29	30	38	218	446	466	969	1,040	1,037	1,037
Equity / Total assets	23%	46%	41%	52%	48%	50%	57%	56%	59%	62%
Net IB debt / EBITDA	1.5	-1.7	-1.4	0.0	4.1	2.8	2.6	2.1	0.6	0.0
<b>Per share data (SEK)</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025e</b>	<b>2026e</b>	<b>2027e</b>
Adj. no. of shares in issue YE (m)	0.00	0.00	12.72	18.51	20.15	20.46	28.83	29.70	29.70	29.70
Diluted no. of Shares YE (m)	0.00	0.00	12.72	18.51	20.15	20.46	32.41	33.91	33.91	33.91
EPS	na	na	0.73	0.16	0.48	0.58	1.56	0.61	2.83	3.45
EPS adj.	na	na	0.73	0.16	0.48	0.58	1.56	1.01	2.83	3.45
CEPS	na	na	1.09	0.69	1.33	1.55	2.44	1.94	4.08	4.69
DPS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
BVPS	na	na	3.47	9.86	12.5	13.2	22.6	24.9	28.1	32.0
<b>Performance measures</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025e</b>	<b>2026e</b>	<b>2027e</b>
ROE	74.2%	22.9%	11.1%	2.2%	4.3%	4.5%	8.9%	2.9%	12.2%	13.1%
Adj. ROCE pre-tax	na	20.1%	10.3%	2.4%	2.3%	6.3%	8.7%	6.1%	12.7%	14.0%
Adj. ROIC after-tax	na	19.4%	15.5%	2.9%	3.2%	4.9%	6.7%	4.9%	10.5%	12.6%
<b>Valuation</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025e</b>	<b>2026e</b>	<b>2027e</b>
FCF yield	0.1%	0.4%	-0.2%	-1.0%	-0.9%	-0.2%	0.2%	0.7%	2.6%	3.3%
Dividend yield YE	na	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dividend payout ratio	na	na	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dividend + buy backs yield YE	na	nm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EV/Sales YE	na	neg.	2.27	5.73	2.57	1.83	4.26	3.63	3.28	2.94
EV/EBITDA YE	na	neg.	14.7	43.8	22.9	11.5	21.0	26.8	13.5	11.2
EV/EBITA YE	na	neg.	25.5	>50	>50	22.7	32.5	>50	18.6	14.8
EV/EBITA adj. YE	na	neg.	25.5	>50	>50	22.7	32.5	42.9	18.6	14.8
EV/EBIT YE	na	neg.	25.5	>50	>50	22.7	32.5	>50	18.6	14.8
P/E YE	na	na	20.5	>50	>50	40.3	34.3	>50	25.4	20.9
P/E adj. YE	na	na	20.5	>50	>50	40.3	34.3	>50	25.4	20.9
P/BV YE	na	na	4.32	4.10	2.63	1.78	2.36	2.89	2.56	2.25
Share price YE (SEK)		22.0	15.0	40.4	32.9	23.5	53.4	72.0		

Source: DNB Carnegie (estimates) &amp; company data

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