



Year end report 2024

February 28, 2025

ZETADISPLAY AB (publ) Year end Report 1 October – 31 December 2024 (Q4)

Q4 Interim report for ZetaDisplay AB (publ) is now available at ir.zetadisplay.com

Report summary

OCTOBER – DECEMBER 2024

- Adjusted recurring revenue* increased by 16.8% to SEK 65.8 (56.3) million
- Recurring revenue increased by 9.7 % to 65.8 (60.0) million
- Adjusted net sales* increased by 15.2% to SEK 172.8 (150.0) million
- Net sales increased by 5.1 % to SEK 169.6 (161.4) million
- Adjusted gross margin* increased to 55.4% (43.5%)
- Gross margin increased to 53.4% (50.8%)
- Adjusted EBITDA* increased to SEK 26.9 (15.0) million

CEO comment

GROWTH, SCALE BENEFITS, AND STRATEGIC WINS STRENGTHEN ZETADISPLAY FOR THE FUTURE

Net sales for the quarter increased to SEK 172.8 (150.0) million, with recurring revenue rising by 16.8% to SEK 65.8 (56.3) million, representing 38.1% of net sales. The adjusted EBITDA for the fourth quarter increased to SEK 26.9 million, reflecting our ability to scale effectively while maintaining appropriate cost control.

Our sustained focus on high-quality recurring revenue, operational efficiencies, and strategic investments has positioned us well for the next phase of our profitable growth acceleration journey.

In the beginning of 2025, we signed an exclusive framework agreement with Ruter, the public transport authority for Oslo, to deliver a comprehensive digital signage

upgrade across the region's entire transit network. Additionally, we have successfully renewed a multi-year global framework agreement with our largest key retail customer, committing to provide full-service solutions across all major regions. This reaffirms the long-term trust that our global enterprise clients place in us. Another customer milestone was a new framework agreement signed with Hyundai in Germany, expanding our footprint in the important DACH automotive sector. These wins combined highlight the strength and momentum of our full service offering and our ability to deliver value across a broad spectrum of industries and geographies. Meanwhile, the previously announced Swedish healthcare enterprise project is now in operational roll-out stage, marking a major step forward in our healthcare segment expansion.

The integration of our latest acquisition, Beyond Digital Solutions Ltd in the UK, is progressing as planned. We are extensively replacing third-party software with our proprietary Engage software suite. This strategic move strongly positions ZetaDisplay to expand our full-service offerings and enhance our market presence in the UK throughout 2025.

Our Liveqube audio solutions service maintains strong momentum, achieving a record number of new licenses in December. As we sharpen our focus on audio solutions, the increasing adoption of Liveqube among key customers validates the growing demand for integrated, multi-channel customer engagement solutions.

The rising commercial trend across our regions, bolstered by positive feedback from customers and prospects, underscores the competitiveness of our bespoke Full-Service

Provider model. This is made possible by our high quality, proprietary software, The Engage suite, in which we continue to actively invest.

OUTLOOK

During 2024 we have successfully streamlined operations across all countries under One Zeta, with clearly delegated local P&L responsibilities. A unified core in product, customer care, finance, marketing, and HR supports this structure, enhancing our capacity for sustainable scaling and preserving our local, customer-first approach.

Looking ahead, we remain focused on driving long-term value through innovation, operational excellence, and deeper customer engagement to accelerate profitable growth.

I would once again like to extend my sincere gratitude to all our employees for their dedication and to our customers for their continued trust in ZetaDisplay.

Malmö, February 28, 2025

Anders Olin

President and CEO

Full Year End report attached and available on <https://ir.zetadisplay.com/>

This report has not been subject to review by the company's auditor.

This information is information that ZetaDisplay AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of Anders Olin, at 08.00 CET on 28 February 2025.

UPCOMING REPORTING SESSIONS

The 2024 Full Annual report for ZetaDisplay AB (publ) will be published on ir.zetadisplay.com in April, week 18, 2025. The 2025 Q1 interim report for ZetaDisplay AB (publ) will be published on ir.zetadisplay.com in May, week 22, 2025.

For further questions, please contact:

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ABOUT ZETADISPLAY

More than 20 years of leadership and innovation in digital signage.

ZetaDisplay was founded 2003 in Sweden as one of the early pioneers of digital signage. We are one of the leading European corporations in the digital signage market and a leading force in the European digital signage industry. Our proprietary software platform, digital business development and consulting services, innovative digital signage solutions, and creative concepts regularly inspire- influence and guide millions of people every day in retail environments, in restaurants, on advertising screens, in factories, on trains, on cruise ships, in stadiums, in workplaces and in all types of public spaces indoor and outdoor. ZetaDisplay is one of the largest leading European digital signage companies with direct operations in eight European countries and the US with 120,000 active installations in over 50 countries, across all major continents where we are the business partner of choice for many of the worlds most respected blue-chip brands and companies.

ZetaDisplay is based in Malmö-Sweden, has a turnover of SEK +600 million and employs approx. 240 co-workers. ZetaDisplay is owned by the investment company Hanover Investors. More information at www.ir.zetadisplay.com and www.hanoverinvestors.com.

Attachment

- [ZetaDisplay AB \(publ\) Year End Report 2024](#)