

AIRA INVITES INVESTORS TO A PRESENTATION OF AIRA FOR FORTNOX ON 14 OCTOBER

AI company Aira (Nasdaq First North: AIRA) invites investors and selected partners to a presentation and reception on Aira for Fortnox. The event takes place on 14 October 2026 at 16:30 at Hotel Diplomat in Stockholm. Founder and CEO Daniel Wikberg will present the service, the market and the company's plan for reaching a large share of Fortnox's more than 600,000 customer companies.

On 29 September, Aira announced the rollout of Aira for Fortnox. The service is live with a select group of pilot customers and becomes available to all Fortnox customer companies in November. In the presentation, Daniel Wikberg will cover:

- **An addressable market of approximately SEK 2.2 billion:** Aira's assessment of the share of Fortnox's customer companies that need the service, combined with an expected average revenue of SEK 18,000 per customer per year, gives an addressable market of approximately SEK 2.2 billion in Sweden.
- **A segment with no alternative:** The very smallest companies have never had a tool that helps them find and win new business. Existing solutions have been too expensive and too complicated. Their business already lives in Fortnox, and that is where Aira builds.
- **A significant market share within reach:** Aira believes it is well positioned to capture a significant share of the market over the next three to five years.
- **Highly efficient distribution:** Aira combines its experience of structured direct sales to the segment with Fortnox's partner network of accounting firms and direct activations in Fortnox Marketplace.

"Our goal is clear: we are building Sweden's fastest-growing AI company. Aira for Fortnox gives us the opportunity to capture a large share of a market that virtually no one has built for, at a very low cost of sales. I look forward to showing how we will do it," says Daniel Wikberg, Founder & CEO of Aira.

Programme, 14 October 2026

16:30–17:00 Presentation by Daniel Wikberg, Founder & CEO

17:00– Reception in Andy's Cocktail Bar and Biblioteket

Venue: Hotel Diplomat, Strandvägen 7C, Stockholm

Registration: <https://www.aira.app/event/aira-for-fortnox-investor-presentation-and-reception>

Places are limited. The presentation will be recorded and made available after the event.



PRESS RELEASE
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Read more about the service at <https://aira.app/fortnox>.

Further information

All financial reports are available at www.aira.app

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About Aira

Aira is an AI-powered sales agent built for B2B entrepreneurs and sales professionals. The product monitors financial reports, board changes and news to surface the right moment to reach out, before the competition knows the opportunity exists. No manual data entry, no CRM admin. Just intelligence that turns signals into revenue.

Founded in 2024 and headquartered in Stockholm, Sweden.

AI Revenue Assistant Software Stockholm AB (publ) is listed on Nasdaq First North Growth Market. The company's Certified Adviser is Bergs Securities AB.
