Q2 2026

Interim report – Prisjakt Group AB (publ)

Summary of the period

Significant events during 1 April – 30 June 2026

- On 15 May 2026, the senior secured bonds issued by the Company, Prisjakt Group AB (publ), were admitted to trading on Nasdaq Stockholm's Corporate Bond List.
- Product Chat, the AI-driven product search introduced earlier in the year, moved from launch to everyday use during the quarter, reaching a growing share of users.
- AI Comparisons became a standard feature in nearly every search, providing guidance at the point of decision and further integrating AI into how users search for, compare and select products.

Q2 2026

+ 8% Growth

30.0 Million click outs

34.9% Adjusted EBITDA margin

1 Jan – 30 Jun 2026

+ 10% Growth

61.5 Million click outs

34.9% Adjusted EBITDA margin

June 2026

1.0x Net debt/LTM Adjusted EBITDA

Financial highlights

Key Financial Figures

(MSEK)	Apr - Jun 2026	Apr - Jun 2025	Jan - Jun 2026	10 Feb - 30 Jun 2025 (for reference)
Net revenue	123.0	20.4	243.3	20.4
EBITDA	39.1	-0.1	76.8	-0.1
EBITDA Margin (%)	31.8%	-0.4%	31.6%	-0.4%
Adjusted EBITDA	43.0	5.0	84.8	5.0
Adjusted EBITDA margin (%)	34.9%	24.8%	34.9%	24.8%
EBITA	35.6	-0.7	69.8	-0.7
Adjusted EBITA	39.5	4.5	77.9	4.5
Operating profit (EBIT)	22.9	-3.1	43.5	-3.1
Net profit/loss for the period	13.0	-6.3	26.3	-6.3
Cash flow from operating activities	n/a	n/a	73.6	1.7
Equity ratio	35.2%	27.0%	35.2%	27.0%
Net debt	193.8	254.0	193.8	254.0
CAPEX	9.2	2.5	17.8	2.5
No. of shares, before dilution	500 000	500 000	500 000	500 000
No. of shares, after dilution	500 000	500 000	500 000	500 000
EPS, before dilution (SEK per share)	26.0	-12.5	52.6	-12.5
EPS, after dilution (SEK per share)	26.0	-12.5	52.6	-12.5

Note: The comparative figures for 2025 include the Parent Company from 10 February 2025 (primarily establishment and pre-closing activities, of marginal scope) and the operating subsidiaries only from closing on 13 June 2025 (14–30 June, 17 days). Income statement and cash flow items are accordingly not directly comparable with 2026; the balance sheet as of 30 June 2025 is comparable. See Note 1. Cash flow from operating activities is presented on a year-to-date basis only, in accordance with IAS 34.

The Group uses certain alternative performance measures that are not defined under IFRS. These measures complement IFRS metrics and are used to illustrate the underlying business performance. Reconciliations to IFRS measures are presented in the APM section (page 20).

1 April - 30 June 2026

- Net revenue amounted to SEK 123.0 million.
- EBITDA amounted to SEK 39.1 million, corresponding to an EBITDA margin of 31.8%.
- Adjusted EBITDA amounted to SEK 43.0 million, corresponding to an adjusted EBITDA margin of 34.9%.
- EBITA amounted to SEK 35.6 million.
- Operating profit (EBIT) amounted to SEK 22.9 million.

1 January - 30 June 2026

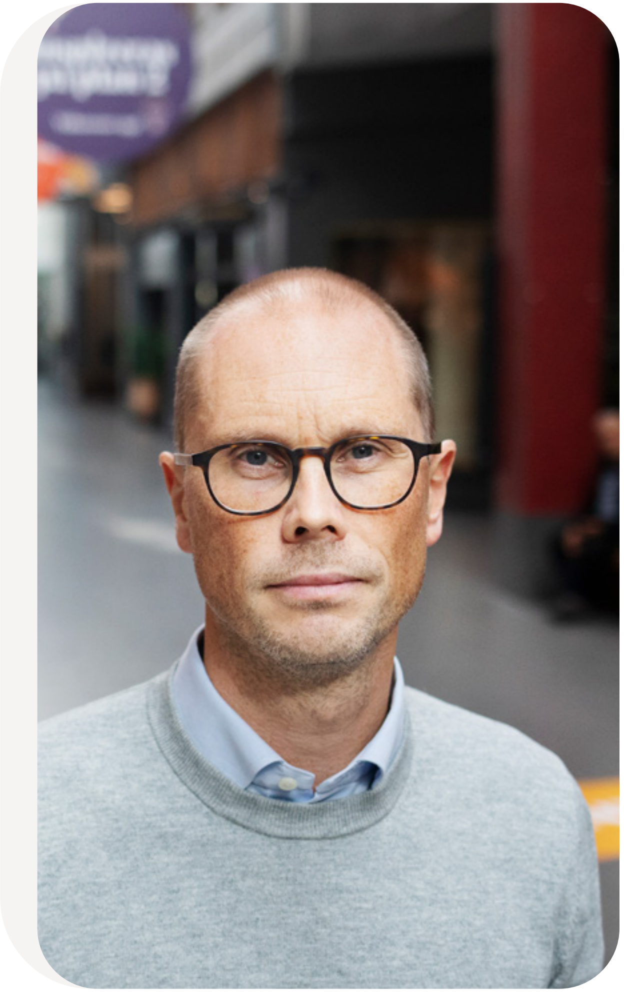
- Net revenue amounted to SEK 243.3 million.
- EBITDA amounted to SEK 76.8 million, corresponding to an EBITDA margin of 31.6%.
- Adjusted EBITDA amounted to SEK 84.8 million, corresponding to an adjusted EBITDA margin of 34.9%.
- EBITA amounted to SEK 69.8 million.
- Operating profit (EBIT) amounted to SEK 43.5 million.
- Cash flow from operating activities amounted to SEK 73.6 million.
- The equity ratio amounted to 35.2%.
- Net debt amounted to SEK 193.8 million at 30 June 2026.

Empowering Smarter Shopping Decisions

Prisjakt is the leading product and price comparison service in the Nordic region. Since its founding in 2002, the business idea has remained the same — to help consumers make smarter shopping decisions by providing honest and transparent information about products, prices and shops.

Every month, millions of consumers use Prisjakt's service, which is established in Sweden, Norway, Denmark, Finland, France, Ireland, the United Kingdom and New Zealand. The platform covers more than 13 million products from over 12,000 affiliated shops, and comparisons and rankings are based on objective criteria — dealers cannot influence placement through payment.

Prisjakt's service is free to use for consumers. Retailer partnerships are performance-based, with compensation tied to measurable value such as traffic and conversions. This model ensures transparency while maintaining the commitment to unbiased comparisons.



Strong profitable growth and continued progress across the platform

In the second quarter, net revenue rose 16.4% year on year to SEK 123 million, with the adjusted EBITDA margin at 34.9%. We grew the number of connected stores and sustained consumer traffic at 30 million click outs, up 8%. Our advantage remains the ability to combine structured product information with live pricing and availability from connected retailers — all to help consumers make well-informed decisions and act on them with confidence. Product Chat and AI Comparisons continued to reach more users during the quarter.

The platform performed strongly through the quarter. Our AI moved from launch to everyday use. Product Chat, introduced this spring, has been well received and reaches more users each month, helping consumers find the right product for their needs by drawing on the depth of our product and price data alongside real-time information from connected retailers.

AI Comparisons is now a standard feature in almost every search bringing guidance to the moment of decision. Increasingly, buying decisions are taken with the help of agents acting on a shopper's behalf, and that is shaping how we build from here.

An AI agent is only as good as the data it can reach. It can describe a product in general terms, but it cannot on its own know, at any given moment, what is available across an entire market and at what price. That dependency is structural — it remains even as the models improve.

Prisjakt provides that access, drawing on one of the most complete structured datasets of products, specifications and prices in our markets, independent of any single retailer and updated in real time. It is the same need we have addressed from the start.

As more of shopping moves through AI, a trustworthy and structured view of the market becomes more important. Our aim is for more of that shopping to move through Prisjakt. We are confident in the direction, and in the value it will create over time.

Peter Greberg
CEO

Financial overview

Reporting basis

This interim report covers the period 1 January – 30 June 2026. Prisjakt Group AB (publ) was incorporated on 10 February 2025, which represents the starting point for the Group's reporting under IFRS. The Group was established on 13 June 2025 through the acquisition of Prisjakt Sverige AB and its subsidiaries. Comparative figures for the corresponding period in 2025 reflect the Parent Company's activities from 10 February 2025 and include the operating subsidiaries from the date of acquisition on 13 June 2025. As the acquisition was completed on 13 June 2025, the comparative figures for the income statement and cash flow cover only 17 days of consolidated operations (14–30 June 2025) and are accordingly not directly comparable with 2026. The balance sheet as of 30 June 2025 reflects a complete period and is comparable with the balance sheet as of 30 June 2026.

Revenue and result

1 April – 30 June 2026

Net revenue for the second quarter of 2026 amounted to SEK 123.0 million. Growth was primarily driven by increased click volumes, reflecting continued strong user engagement across the platform. The click-based revenue stream remained the Group's dominant source of revenue, benefiting from higher traffic levels and an improved average EPC. Total click outs amounted to approximately 30.0 million for the quarter.

Other revenue categories continued to account for a smaller share of total revenue, consistent with the Group's typical revenue mix. Banner advertising showed an improvement, supported by the signing of several new annual partner agreements, with revenue amounting to SEK 14.0 million. Revenue continued to be largely generated from the Swedish and Norwegian markets.

EBITDA for the period amounted to SEK 39.1 million, corresponding to an EBITDA margin of 31.8%. The result was supported by continued top-line growth alongside disciplined cost management. Commercial and platform investments were managed with a clear focus on returns, contributing to solid profitability despite higher activity levels.

Adjusted EBITDA amounted to SEK 43.0 million, corresponding to an adjusted EBITDA margin of 34.9%. Non-recurring items of SEK 3.9 million related to the organisational restructuring were recognised during the quarter, together with costs associated to the admission of the Bonds to trading on Nasdaq Stockholm's Corporate Bond List.

Operating profit (EBIT) for the period was SEK 22.9 million. Net financial items amounted to SEK 6.4 million, consisting primarily of interest expenses on the bond loan, with other components including net interest income and foreign exchange effects. Profit before tax was SEK 16.5 million and profit after tax was SEK 13.0 million.

1 January – 30 June 2026

Net revenue for the first half of 2026 amounted to SEK 243.3 million, reflecting continued growth across both quarters. The click-based revenue stream remained the Group's largest source of revenue, driven mostly by higher activity supported by improved average EPC. Click outs totalled approximately 61.5 million for the period. Other revenue categories continued to represent a smaller share of total revenue, consistent with the Group's typical revenue mix. Banner advertising was more modest in the first quarter, with improvement seen over the course of the period. The majority of net revenue was generated from the Swedish and Norwegian markets.

EBITDA for the first half of 2026 amounted to SEK 76.8 million, corresponding to a margin of 31.6%. Profitability was supported by continued revenue growth and disciplined cost management.

Adjusted EBITDA amounted to SEK 84.8 million, corresponding to an adjusted EBITDA margin of 34.9%. Non-recurring items recognised during the period totalled SEK 8.0 million, relating to the organisational restructuring and costs associated with the administration of a written procedure for bondholders and the admission of the Bonds to trading on Nasdaq Stockholm's Corporate Bond List.

Operating profit (EBIT) for the period was SEK 43.5 million. Net financial items totalled SEK 10.5 million, consisting primarily of interest expenses on the bond loan, with other components including net interest income and foreign

Financial overview

exchange effects. Profit before tax was SEK 33.0 million and profit after tax was SEK 26.3 million.

Cash flow

1 January – 30 June 2026

The Group generated operating cash flow of SEK 73.6 million for the first half of 2026, supported by solid operating profitability and non-cash adjustments. Working capital movements had a net impact of SEK 6.7 million over the period, driven mainly by a seasonal decrease in trade receivables, partially offset by an increase in other receivables and smaller net reductions in payables and accrued items. The Group continues to generate positive cash flow from operations, supporting liquidity and debt servicing capacity.

Investing activities resulted in a cash outflow of SEK 17.7 million primarily attributable to investments in capitalised development expenditure related to product and technology development.

Financing activities resulted in a net outflow of SEK 14.4 million. This reflects bond-related interest payments of SEK 11.1 million and lease principal repayments of SEK 4.4 million, partially offset by interest received of SEK 1.1 million.

Net cash flow for the period amounted to SEK 41.5 million. The Group maintained a solid liquidity position at the end of the reporting period.

Parent Company

1 January – 30 June 2026

Prisjakt Group AB (publ) is the Parent Company of the Group.

The Parent Company's operating loss for the period amounted to SEK -0.4 million. The operating result was affected by costs of SEK 0.2 million associated with the administration of a written procedure for bondholders and the admission of the Bonds to trading on Nasdaq Stockholm's Corporate Bond List. Net financial items amounted to SEK 16.5 million, mainly comprising dividends from Group companies of SEK 30.0 million, partially offset by interest expenses of SEK 13.5 million related to the bond and vendor loan. Profit before tax amounted to SEK 16.1 million, and a tax income of SEK 2.9 million resulted in a net profit for the period of SEK 19.0 million.

As of the reporting date, the Parent Company's total assets amounted to SEK 494.9 million, consisting primarily of shares in subsidiaries. Total equity amounted to SEK 178.4 million and comprises share capital and retained earnings. Total liabilities were SEK 316.5 million, mainly attributable to non-current liabilities of SEK 316.1 million, consisting entirely of borrowings.

Ownership structure

On 13 June 2025, the Group, consisting of nine companies, became a portfolio company of eEquity. The ultimate Swedish Parent Company of the Group is Prisjakt AB (publ), Corp. ID No. 559520-3356.

Employees

The average number of full-time employees (FTEs) for the second quarter was 147. On 30 June 2026, the Group's headcount was 163.

Financial overview

Comparative financial information – Prisjakt Sverige AB Group (K3)

As the Group was established on 13 June 2025, no comparable consolidated financial information exists for the corresponding periods in 2025.

For comparability purposes, selected financial information for the Prisjakt Sverige AB Group is presented below for the periods 1 April – 30 June 2026 and 2025, and 1 January – 30 June 2026 and 2025, prepared in accordance with Swedish GAAP (K3).

This information reflects the underlying business prior to the establishment of the Group and is presented for illustrative purposes only. It does not form part of the Group's consolidated financial statements and is not prepared in accordance with IFRS.

For the second quarter (April – June 2026), net revenue amounted to SEK 123.0 million (105.6), corresponding to a year-on-year growth of 16.4%. For the first six months (January – June 2026), net revenue amounted to SEK 243.3 million (207.3), corresponding to a year-on-year growth of 17.3%. The increase in revenue was primarily driven by a higher number of clicks, supported by a higher average EPC, reflecting the Group's continued focus on high-quality traffic acquisition and sustained strong user engagement across the platform. The number of click outs amounted to 30.0 million for the quarter and 61.5 million for the six-month period, representing an increase of 7.5% and 10.0% respectively compared with the corresponding periods last year. Banner revenue remained broadly stable year-on-year for the first half of 2026.

Second-quarter EBITDA amounted to SEK 37.9 million (22.1), corresponding to an EBITDA margin of 30.8% (20.9%). For the first six months, EBITDA amounted to SEK 76.6 million (48.7), corresponding to an EBITDA margin of 31.5% (23.5%). The improvement in EBITDA and margin compared to the corresponding periods last year was driven by strong top-line growth combined with disciplined cost management, reflecting the Group's continued focus on profitability and ongoing workflow efficiency improvements.

Adjusted EBITDA amounted to SEK 41.7 million (26.1) for the second quarter and SEK 84.5 million (52.8) for the first six months, corresponding to adjusted EBITDA margins of 33.9% (24.7%) and 34.7% (25.4%) respectively. Figures for both years are adjusted for non-recurring items. In 2026, non-recurring items of SEK 3.8 million for the quarter and SEK 7.9 million for the six-month period related to organisational restructuring following changes to the Group's operating structure. In the corresponding periods of 2025, non-recurring items amounted to SEK 4.0 million.

EBITA amounted to SEK 27.1 million (9.3) for the second quarter and SEK 54.4 million (22.6) for the first six months. Adjusted EBITA amounted to SEK 30.9 million (13.4) and SEK 62.3 million (26.7) respectively.

Bridge between IFRS and K3 financial information

The financial information for the Prisjakt Sverige AB Group has been prepared in accordance with Swedish GAAP (K3), while the Group's consolidated financial statements are prepared in accordance with IFRS.

Differences between the two frameworks primarily relate to the accounting for the establishment of the Group in June 2025, including the recognition of goodwill and other acquisition-related adjustments, as well as differences in accounting policies and presentation.

Differences may also arise from the application of IFRS-specific standards, such as IFRS 16 Leases, which are not applied under K3.

Accordingly, the financial information presented for the Prisjakt Sverige AB Group is not directly comparable to the Group's consolidated financial statements.

Prisjakt Group AB (publ) (Consolidated)

Income statement, condensed and consolidated

(MSEK)	Notes	Apr - Jun 2026	Apr - Jun 2025	Jan - Jun 2026	10 Feb - 30 Jun 2025 (for reference)
Net revenue	2	123.0	20.4	243.3	20.4
Capitalized work on own account		9.2	1.5	17.8	1.5
Other operating income		0.1	0.0	0.1	0.0
Total		**132.2**	**21.9**	**261.3**	**21.9**
Personnel costs	4	-42.9	-7.8	-85.4	-7.8
Other external expenses	4	-50.2	-13.0	-98.3	-13.0
Depreciations and amortizations		-16.2	-3.1	-33.4	-3.1
Other operating expenses		0.0	-1.2	-0.7	-1.2
Operating profit/loss (EBIT)		**22.9**	**-3.1**	**43.5**	**-3.1**
Financial items	5	-6.4	-3.0	-10.5	-3.0
Profit/loss before tax		**16.5**	**-6.2**	**33.0**	**-6.2**
Income tax		-3.5	-0.1	-6.6	-0.1
Net profit/loss for the period		**13.0**	**-6.3**	**26.3**	**-6.3**
Attributable to:					
– Equity holders of the parent		13.0	-6.3	26.3	-6.3

Prisjakt Group AB (publ) (Consolidated)

Statement of comprehensive income, condensed and consolidated

(MSEK)	Notes	Apr - Jun 2026	Apr - Jun 2025	Jan - Jun 2026	10 Feb - 30 Jun 2025 (for reference)
Net profit/ loss		13.0	-6.3	26.3	-6.3
Items that may be reclassified to profit or loss:					
Translation differences		0.4	-0.0	1.7	-0.0
Other comprehensive income for the period		**0.4**	**-0.0**	**1.7**	**-0.0**
Comprehensive income for the period		13.4	-6.3	28.0	-6.3
Attributable to:					
– Equity holders of the parent		13.4	-6.3	28.0	-6.3

Note: The comparative figures for 2025 include the Parent Company from 10 February 2025 (primarily establishment and pre-closing activities, of marginal scope) and the operating subsidiaries only from closing on 13 June 2025 (14–30 June, 17 days). Income statement and cash flow items are accordingly not directly comparable with 2026; the balance sheet as of 30 June 2025 is comparable. See Note 1.

Prisjakt Group AB (publ) (Consolidated)

Balance sheet, condensed and consolidated

(MSEK)	Notes	30 Jun 2026	30 Jun 2025	31 Dec 2025
ASSETS				
Non-current assets				
Goodwill		154.8	154.8	154.8
Trademarks		78.2	78.2	78.2
Technology platform		194.2	216.6	202.3
Property, plant and equipment		11.5	18.9	15.3
Right-of-use assets		6.0	12.3	11.6
Deferred tax assets		3.6	0.7	0.9
Total non-current assets		**448.4**	**481.5**	**463.2**
Current assets				
Trade receivables		57.4	51.4	82.0
Other current receivables		20.7	9.1	10.0
Receivables from parent company		8.5	-	3.8
Prepaid expenses and accrued income		26.4	21.4	30.7
Cash and cash equivalents		**127.2**	**70.6**	**85.6**
Total current assets		**240.2**	**152.6**	**212.1**
Total assets		**688.6**	**634.1**	**675.3**

Note: The comparative figures for 2025 include the Parent Company from 10 February 2025 (primarily establishment and pre-closing activities, of marginal scope) and the operating subsidiaries only from closing on 13 June 2025 (14–30 June, 17 days). Income statement and cash flow items are accordingly not directly comparable with 2026; the balance sheet as of 30 June 2025 is comparable. See Note 1.

(MSEK)	Notes	30 Jun 2026	30 Jun 2025	31 Dec 2025
EQUITY AND LIABILITIES				
Equity				
Share capital		0.5	0.5	0.5
Other contributed capital		177.3	177.3	177.3
Translation reserve		0.0	0.0	-1.7
Retained earnings including profit for the period		64.3	-6.3	38.0
Total equity attributable to owners of the parent		**242.1**	**171.5**	**214.1**
Non-current liabilities				
Borrowings	5	316.1	312.3	313.8
Lease liabilities, non-current		0.0	4.0	0.8
Deferred tax liabilities		42.0	44.8	43.7
Total non-current liabilities		**358.1**	**361.0**	**358.3**
Current liabilities				
Lease liabilities, current		4.8	8.3	9.4
Trade payables		5.2	8.0	9.2
Liabilities to parent company		0.4	-	1.5
Current tax liabilities		18.9	5.8	18.3
Other current liabilities		9.3	31.4	13.3
Accrued expenses and deferred income		49.9	48.1	51.3
Total current liabilities		**88.4**	**101.6**	**102.9**
Total equity and liabilities		**688.6**	**634.1**	**675.3**

Prisjakt Group AB (publ) (Consolidated)

Cashflow, condensed statement

(MSEK)	Notes	Jan - Jun 2026	10 Feb - 30 Jun 2025 (for reference)
Operating activities			
Operating profit/loss		43.5	-3.1
Adjustments for non-cash items		34.1	3.1
Income tax paid		-10.7	-0.2
Change in working capital		6.7	2.0
Cash flow from operating activities		**73.6**	**1.7**
Investing Activities			
Acquisition of subgroup		-	-395.5
Acquisition of Capitalised development expenditure		-17.8	-2.1
Acquisition of PPE		0.0	-0.3
Proceeds from disposal of non-current assets		0.2	-
Cash flow from investing activities		**-17.7**	**-398.0**

(MSEK)	Notes	Jan - Jun 2026	10 Feb - 30 Jun 2025 (for reference)
Financing activities			
Proceeds from borrowings	5	-	300.0
Transaction costs related to borrowings	5	-	-10.7
Equity contribution		-	177.3
Proceeds from issue of share capital		-	0.5
Interest paid	5	-11.1	-0.2
Interest received		1.1	-
Lease payments – principal		-4.4	-
Cash flow from financing activities		**-14.4**	**466.9**
Net cash flow		**41.5**	**70.6**
Effect of exchange rate changes on cash and cash equivalents		0.0	-0.0
Cash and cash equivalents at beginning of period		85.6	-
Cash and cash equivalents at end of period		**127.2**	**70.6**

Note: The comparative figures for 2025 include the Parent Company from 10 February 2025 (primarily establishment and pre-closing activities, of marginal scope) and the operating subsidiaries only from closing on 13 June 2025 (14–30 June, 17 days). Income statement and cash flow items are accordingly not directly comparable with 2026; the balance sheet as of 30 June 2025 is comparable. See Note 1.

Prisjakt Group AB (publ) (Consolidated)

Statement of Changes in Equity, condensed

(MSEK)	Note	Share capital	Other contributed capital	Translation reserve	Retained earnings incl. profit for the period	Total equity
Opening balance 10 feb 2025		**-**	**-**	**-**	**-**	**-**
Net profit for the period		-	-	-	38.0	38.0
Other comprehensive income (translation differences)		-	-	-1.7	-	-1.7
Comprehensive income for the period		**-**	**-**	**-1.7**	**38.0**	**36.3**
Transaction with owners						
- At incorporation of parent (10 Feb 2025)		0.5	-	-	-	0.5
- Shareholder contribution		-	177.3	-	-	177.3
Closing balance 31 Dec 2025		**0.5**	**177.3**	**-1.7**	**38.0**	**214.1**
Opening balance 1 jan 2026		**0.5**	**177.3**	**-1.7**	**38.0**	**214.1**
Net profit for the period		-	-	-	26.3	26.3
Other comprehensive income (translation differences)		-	-	1.7	-	1.7
Comprehensive income for the period		**-**	**-**	**1.7**	**26.3**	**28.0**
Closing balance 30 Jun 2026		**0.5**	**177.3**	**0.0**	**64.3**	**242.1**

Note: All equity is attributable to the owners of the Parent Company.

The comparative figures for 2025 include the Parent Company from 10 February 2025 (primarily establishment and pre-closing activities, of marginal scope) and the operating subsidiaries only from closing on 13 June 2025 (14–30 June, 17 days). Income statement and cash flow items are accordingly not directly comparable with 2026; the balance sheet as of 30 June 2025 is comparable. See Note 1.

Parent company

Income statement, condensed

(MSEK)	Note	Apr - Jun 2026	Apr - Jun 2025	Jan - Jun 2026	10 Feb - 30 Jun 2025 (for reference)
Net revenue		0.9	-0.0	1.8	-0.0
Total Income		**0.9**	**-0.0**	**1.8**	**-0.0**
Personnel costs		-	-	-	-
Other external expenses		-1.1	-0.0	-2.2	-0.0
Operating profit/loss (EBIT)		**-0.2**	**-0.0**	**-0.4**	**-0.0**
Financial items	5	-6.8	-2.8	16.5	-2.8
Profit/loss before tax		**-7.0**	**-2.8**	**16.1**	**-2.8**
Income tax		1.4	-	2.9	-
Net profit/loss for the period		**-5.5**	**-2.8**	**19.0**	**-2.8**

Note: The Parent company was established 10 February 2025.

Parent company

Balance sheet, condensed

(MSEK)	Note	30 Jun 2026	30 Jun 2025	31 Dec 2025
ASSETS				
Non-current assets				
Shares in subsidiaries		486.4	486.4	486.4
Deferred tax assets		3.0	-	0.2
Total non-current assets		**489.4**	**486.4**	**486.5**
Current assets				
Other current receivables		0.7	0.9	0.9
Receivables from Group Companies		0.4	-	3.1
Cash and cash equivalents		4.4	3.6	0.2
Total current assets		**5.6**	**4.5**	**4.2**
Total assets		**494.9**	**490.9**	**490.8**

(MSEK)	Note	30 Jun 2026	30 Jun 2025	31 Dec 2025
EQUITY AND LIABILITIES				
Equity				
Restricted Equity				
Share capital		0.5	0.5	0.5
Unrestricted Equity				
Retained earnings (including profit for the period)		177.9	174.4	158.9
Total equity		**178.4**	**174.9**	**159.4**
Non-current liabilities				
Borrowings	5	316.1	312.2	313.8
Total non-current liabilities		**316.1**	**312.2**	**313.8**
Current liabilities				
Trade payables		-	3.8	1.5
Liabilites to Group Companies		0.4	-	16.0
Other current liabilities		-	-	-
Accrued expenses and deferred income		0.1	0.0	0.1
Total current liabilities		**0.4**	**3.8**	**17.6**
Total equity and liabilities		**494.9**	**490.9**	**490.8**

Note: The Parent company was established 10 February 2025.

Notes to the Condensed Interim Financial Statements

Note 1 – Basis of preparation and accounting policies

This interim report covers the period 1 January – 30 June 2026.

The Group was established on 13 June 2025 through the acquisition of Prisjakt Sverige AB and its subsidiaries. Prisjakt Group AB (publ) (the "Company") was incorporated on 10 February 2025, which represents the starting point for the Group's reporting under IFRS, and is included in the comparative figures from that date. The Group's operating subsidiaries were acquired on 13 June 2025 ("Closing") and are consolidated from that date. Accordingly, the comparative figures for 2025 reflect the Parent Company's activities from 10 February 2025 — primarily relating to its establishment and pre-closing activities, which were of marginal scope — together with only 17 days (14–30 June 2025) of the operating subsidiaries' activities. The current period covers the full quarter (1 April – 30 June 2026) and, for the year-to-date, the full six months. As a result, the comparative figures for the income statement and cash flow items are materially lower than those of the current period and are not directly comparable. Growth and margin measures calculated against these comparatives should be interpreted with caution. The balance sheet at 30 June 2025 is comparable with the balance sheet at 30 June 2026.

The interim consolidated financial statements have been prepared in accordance with IAS 34 Interim Financial Reporting and the Swedish Annual Accounts Act. The consolidated financial statements are prepared in accordance with IFRS Accounting Standards as adopted by the EU, based on the historical cost convention.

The Parent Company's financial statements are prepared in accordance with the Swedish Annual Accounts Act and RFR 2 Accounting for Legal Entities.

The accounting policies applied are consistent with those applied in the 2025 annual financial statements.

The preparation of financial statements in conformity with IFRS requires management to make estimates and judgements, primarily relating to intangible assets and goodwill, deferred taxes and financial instruments.

No new or amended standards effective from 2026 have had a material impact on the Group's financial statements. IFRS 18 Presentation and Disclosure in Financial Statements (effective 2027) has not been early adopted and is expected to primarily affect presentation and disclosures.

The Group is wholly owned and has no non-controlling interests.

Notes to the Condensed Interim Financial Statements

Note 2 – Revenue from contracts with customers

Revenue categories

The Group generates revenue from digital services provided to e-retailers through click-based advertising (click outs), banner advertising, feeds and featured brands.

Revenue from click outs is recognised at a point in time when a user interacts with the Group's platform. Revenue from banner advertising, feeds and featured brands is recognised over time in accordance with the contractual terms.

(MSEK)	Apr - Jun 2026	Apr - Jun 2025	Jan - Jun 2026	10 Feb - 30 Jun 2025 (for reference)
Click outs	107.6	17.6	218.8	17.6
Banner advertising	14.0	2.4	21.7	2.4
Feeds and featured brands	1.4	0.3	2.7	0.3
Total	**123.0**	**20.4**	**243.3**	**20.4**

Geographical information

Revenues are generated primarily in Sweden, with additional revenues from Norway and other countries.

(MSEK)	Apr - Jun 2026	Apr - Jun 2025	Jan - Jun 2026	10 Feb - 30 Jun 2025 (for reference)
Sweden	66.0	11.5	132.7	11.5
Norway	42.5	6.8	81.5	6.8
Other countries	14.5	2.1	29.0	2.1
Total	**123.0**	**20.4**	**243.3**	**20.4**

Non-current assets are mainly located in Sweden, where the Group's head office and technical platform are based.

Major customers

No single external customer represents 10 percent or more of the Group's total revenue.

Notes to the Condensed Interim Financial Statements

Note 3 – Significant events during the period

On 12 May 2026, Prisjakt Group AB (publ) submitted an application to Nasdaq Stockholm for admission to trading of its senior secured floating rate bonds (ISIN: SE0024392252) on Nasdaq Stockholm's Corporate Bond List. In connection therewith, a prospectus prepared for this purpose was approved by and registered with the Swedish Financial Supervisory Authority (Finansinspektionen) on the same date. On 15 May 2026, the Bonds were admitted to trading on Nasdaq Stockholm's Corporate Bond List. The Bonds were previously admitted to trading on the Transfer Market segment of Nasdaq First North Bond Market on 7 July 2025.

During the first six months of 2026, the Group recognised non-recurring items related to organisational restructuring and to the bond. Restructuring items amounted to SEK 7.9 million, of which SEK 3.8 million was recognised in the second quarter, relating to a reorganisation of the Group's operations in Poland, including a reduction in headcount and office space. In addition, costs of approximately SEK 0.1 million were recognised in the second quarter, relating to the administration of a written procedure for bondholders and the admission of the Bonds to trading on Nasdaq Stockholm's Corporate Bond List.

Note 4 – Related party transactions

Prisjakt AB (publ) is the ultimate Swedish Parent Company of the Group.

Transactions with related parties during the first six months of 2026 were limited to ordinary course of business transactions on market terms with the Parent Company.

Note 5 – Borrowings

Borrowings consist primarily of the Group's senior secured bond issued in May 2025, as well as a vendor loan.

Borrowings are measured at amortised cost and include accrued interest and unamortised transaction costs.

The bond carries a floating interest rate of STIBOR (3 months) + 5.5% and matures in May 2029. The vendor loan carries a floating interest rate of STIBOR (3 months) + 6.0% and matures in May 2029.

No significant changes in borrowings have occurred during the period.

The Group was in compliance with all financial covenants under the bond terms as of the reporting date.

For information purposes, and in accordance with the definitions set out in the bond terms, net debt amounted to SEK 189.0 million and LTM EBITDA to SEK 188.6 million, corresponding to a net debt to LTM EBITDA ratio of 1.0x. These figures are calculated on a pro forma basis, excluding IFRS 16 lease liabilities and IFRS 16 effects on EBITDA, and are not part of the Group's IFRS-reported financials.

Note 6 – Events after the reporting date

No significant events have occurred after the reporting date.

Note 7 – Risks and uncertainties

The Group is exposed to a number of risks and uncertainties, including macroeconomic developments, competition, dependency on traffic acquisition and technical platform stability, as well as financial risks related to interest rates and financing.

There have been no significant changes in risks and uncertainties compared to those described in the 2025 annual report.

Other information

The Board of Directors and the CEO certify that this interim report gives a fair view of the performance of the business, position and income statements of the Parent Company and the Group, and describes the principal risks and uncertainties to which the Parent Company and the Group are exposed.

Prisjakt Group AB (publ)

Stockholm, 11 August 2026

Fredrik Malm
Chair of the Board

Magnus Wiberg
Board Member

Stina Bergfors
Board Member

Aida Jammal
Board Member

Johan Adalberth
Board Member

Peter Greberg
Chief Executive Officer

The report has not been subject to review by the Company's auditor.

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Company information

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Corporate registration number: 559518-8698
Registered office: Ängelholm, Sweden
Address: Kamengatan 6, 262 32 Ängelholm, Sweden
Website: **www.prisjakt.nu**

Alternative Performance Measures (APM)

In addition to the financial measures prepared in accordance with IFRS, the Group presents certain alternative performance measures (APMs), such as EBITDA, Adjusted EBITDA and Net debt.

These measures are used by management to analyse the Group's financial performance and position and to provide investors with a consistent view of underlying trends.

The definitions of these APMs and reconciliations to the most directly comparable IFRS measures are presented below.

EBITDA

MSEK	Apr-Jun 2026	Apr-Jun 2025	Jan-Jun 2026	10 Feb - 30 Jun 2025 (for reference)
Operating profit (EBIT)	22.9	-3.1	43.5	-3.1
Depreciations and amortizations	16.2	3.1	33.4	3.1
EBITDA	**39.1**	**-0.1**	**76.8**	**-0.1**
Net revenue	123.0	20.4	243.3	20.4
EBITDA margin %	**31.8%**	**-0.4%**	**31.6%**	**-0.4%**

Adjusted EBITDA

MSEK	Apr - Jun 2026	Apr - Jun 2025	Jan - Jun 2026	10 Feb - 30 Jun 2025 (for reference)
EBITDA	**39.1**	**-0.1**	**76.8**	**-0.1**
Adjustments:				
- Acquisition-related costs (M&A advisory, legal, due diligence)	-	3.9	-	3.9
- Non-recurring cost	0.1	-	0.2	-
- Monitoring fee	-	-	-	-
- Restructuring and integration costs	3.8	1.2	7.9	1.2
Total Acquisition-related costs and other non-recurring items	**3.9**	**5.1**	**8.0**	**5.1**
Adjusted EBITDA	**43.0**	**5.0**	**84.8**	**5.0**
Net revenue	123.0	20.4	243.3	20.4
Adjusted EBITDA margin %	**34.9%**	**24.8%**	**34.9%**	**24.8%**

Alternative Performance Measures (APM)

EBITA

MSEK	Apr - Jun 2026	Apr - Jun 2025	Jan - Jun 2026	10 Feb - 30 Jun 2025 (for reference)
EBITDA	**39.1**	**-0.1**	**76.8**	**-0.1**
Adjusted for				
-Amortisation of acquisition-related intangible assets.	-3.5	-0.6	-7.0	-0.6
EBITA	**35.6**	**-0.7**	**69.8**	**-0.7**

Adjusted EBITA

MSEK	Apr - Jun 2026	Apr - Jun 2025	Jan - Jun 2026	10 Feb - 30 Jun 2025 (for reference)
EBITA	**35.6**	**-0.7**	**69.8**	**-0.7**
Adjustments:				
- Acquisition-related costs (M&A advisory, legal, due diligence)	-	3.9	-	3.9
- Non-recurring cost	0.1	-	0.2	-
- Monitoring fee	-	-	-	-
- Restructuring and integration costs	3.8	1.2	7.9	1.2
Total Acquisition-related costs and other non-recurring items	**3.9**	**5.1**	**8.0**	**5.1**
Adjusted EBITA	**39.5**	**4.5**	**77.9**	**4.5**

Organic Growth

MSEK	Apr - Jun 2026	Apr - Jun 2025	Jan - Jun 2026	10 Feb - 30 Jun 2025 (for reference)
Net revenue	123.0	20.4	243.3	20.4
Organic growth (%)	**-**			**-**

Note: All growth during the period is organic, as the Group was established during 2025 and no additional acquisitions have been completed during the period.

Alternative Performance Measures (APM)

Capex

MSEK	Apr - Jun 2026	Apr - Jun 2025	Jan - Jun 2026	10 Feb - 30 Jun 2025 (for reference)
Investments in property, plant and equipment	0.0	0.3	0.0	0.3
Capitalised development expenditure	9.2	2.1	17.8	2.1
CAPEX	**9.2**	**2.5**	**17.8**	**2.5**

Net working capital

MSEK	30 Jun 2026	30 Jun 2025	31 Dec 2025
Trade receivables	57.4	51.4	82.0
Other current receivables	20.7	9.1	10.0
Receivables from parent company	8.5	0.0	3.8
Prepaid expenses and accrued income	26.4	21.4	30.7
Current assets (excl. cash)	**113.0**	**82.0**	**126.5**
Trade payables	5.2	8.0	9.2
Liabilities to parent company	0.4	0.0	1.5
Current tax liabilities	18.9	5.8	18.3
Other current liabilities	9.3	31.4	13.3
Accrued expenses and deferred income	49.9	48.1	51.3
Current liabilities (excl. interest-bearing liabilities)	**83.6**	**93.3**	**93.5**
Net working capital	**29.4**	**-11.3**	**33.0**

Equity ratio

MSEK	30 Jun 2026	30 Jun 2025	31 Dec 2025
Total equity attributable to owners of the parent	**242.1**	**171.5**	**214.1**
Balance Sheet total	688.6	634.1	675.3
Equity ratio %	**35.2%**	**27.0%**	**31.7%**

Net debt

MSEK	30 Jun 2026	30 Jun 2025	31 Dec 2025
Borrowings	316.1	312.3	313.8
Lease liabilities, non-current	0.0	4.0	0.8
Lease liabilities, current	4.8	8.3	9.4
Cash and cash equivalents	-127.2	-70.6	-85.6
Net Debt	**193.8**	**254.0**	**238.3**

Definitions

Net revenue

Total revenue from services rendered during the period, excluding value added tax, discounts, and intra-group sales.

EBITDA

Earnings before interest, taxes, depreciation and amortisation. This measure shows the Group's operating performance before non-cash items and financing effects.

EBITDA margin (%)

EBITDA as a percentage of net revenue.

Indicates the profitability of the Group's operations before depreciation and amortisation.

Adjusted EBITDA

Earnings before interest, taxes, depreciation and amortisation, adjusted for non-recurring items affecting comparability, such as restructuring or due diligence costs.

EBITA

EBITA is defined as operating profit/loss (EBIT) before amortisation of acquisition-related intangible assets recognised in business combinations. This measure is used by management to analyse the Group's operating performance excluding amortisation arising from acquisitions.

Adjusted EBITA

Adjusted EBITA is defined as EBITA adjusted for items affecting comparability, such as acquisition-related costs, restructuring or integration costs.

This measure is used by management to provide a consistent view of the Group's underlying operating performance.

Acquisition costs and other non-recurring items

Include costs related to completed acquisitions (e.g., advisory fees, legal and due diligence expenses) as well as other non-recurring items such as restructuring or integration costs that are not expected to recur in future periods.

Organic growth

Organic growth is defined as the change in net revenue excluding the effects of acquisitions, divestments and foreign exchange differences compared with the corresponding period.

This measure is used by management to illustrate the underlying growth in the Group's existing operations.

Capex

Capex is defined as investments in property, plant and equipment and capitalised development expenditure during the period.

This measure is used by management to illustrate the level of investments made to support the Group's operations and technology platform.

Definitions

Net working capital

Net working capital is defined as current assets excluding cash and cash equivalents, less current liabilities excluding interest-bearing liabilities.

This measure is used by management to analyse the Group's short-term capital efficiency and working capital management.

Operating profit/loss (EBIT)

Earnings before financial items and tax.

Represents the result generated by the Group's ordinary business operations.

Cash flow from operating activities

Cash flow generated from the Group's core business operations during the period, before investing and financing activities.

Equity ratio (%)

Total equity as a percentage of total assets at the end of the period.

Indicates the proportion of assets financed by shareholders' equity and reflects the Group's financial stability.

Net debt

Interest-bearing liabilities less cash and cash equivalents at the end of the period. Net debt includes lease liabilities recognised under IFRS 16. The carrying amount of liabilities is reported net of unamortised transaction costs.

Represents the Group's net interest-bearing debt position and is used to assess financial leverage.

Average EPC (earnings per click-out)

Net click-based revenue for the period divided by the number of click-outs during the period. This measure is used by management to monitor the average monetisation of traffic. Net click-based revenue is presented in Note 2 and the number of click-outs is disclosed among the Group's operating key figures.