

PRESS RELEASE

ZETADISPLAY'S BOARD OF DIRECTORS INITIATES A STRATEGIC REVIEW

Malmö - ZetaDisplay AB (publ) (Nasdaq Stockholm: ZETA) announces that the board of directors of ZetaDisplay AB (publ) has decided to conduct a review of strategic alternatives for ZetaDisplay with the purpose of creating best possible value for the shareholders.

In carrying out the review, no options will be excluded. On the basis of the review, for instance, the board of directors may conclude that ZetaDisplay is best able to create value as a continued stand-alone listed company, possibly in combination with certain limited strategic initiatives, or that ZetaDisplay should be acquired by a new owner which takes the company private.

“During the last few years, ZetaDisplay has developed positively with an improved market position, stronger customer offering and considerable growth in SaaS revenues. The board sees good opportunities to continue the development of the company for the long term, and in order to accelerate this development and maximise the future potential of the company, a strategic review should be conducted”, ZetaDisplay’s chairman Mats Johansson says in a comment.

ZetaDisplay will provide further information if and when the review has led to concrete results.

The board of directors has engaged Danske Bank Corporate Finance as financial advisor and Vinge as legal advisor in connection with the review.

Malmö, 31 March 2021

This information is such information that ZetaDisplay AB (publ) is required to disclose under the EU market abuse regulation. The information was provided, by Per Mandorf, for publication on 31 March 2021 at 08:00 am.

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About ZetaDisplay

ZetaDisplay acts at the heart of digital transformations in physical environments. We contribute to nudging peoples’ behaviour at the point-of-decision in retail environments, public spaces, and workplace environments. Our solutions are known as Digital Signage that we develop and offer as SaaS-solutions. We are a European leader and intend to drive the further consolidation of the market organically and through acquisitions.

ZetaDisplay has its head office in Malmö. The company generates revenues of approximately MSEK 370 and employs 160 staff at nine offices in six European countries and the USA. In total, the company handles 50,000 installations on 50 markets. The share is listed on Nasdaq Stockholm [ZETA]. More information at www.ir.zetadisplay.com