

PRESS RELEASE

ZETADISPLAY IS CONSIDERING ISSUING A BOND LOAN IN SEK TO ACCELERATE INTERNATIONAL EXPANSION

Malmö - ZetaDisplay AB (publ) (Nasdaq Stockholm: ZETA) announces today that the company has mandated Nordea to investigate the possibility to make an issue of a 3.5-year senior unsecured SEK denominated bond loan of up to SEK 300 million, subject to market conditions. In accordance therewith, Nordea intends to arrange a series of bond investors meetings starting 9 September 2019. The proceeds from the potential bond issue are intended to be used for refinancing of outstanding bank debt, the financing of profitable additional acquisitions, general business purposes and the anticipated acceleration of ZetaDisplay's international expansion within existing customer portfolio.

ZetaDisplay is Europe's second largest Digital Signage provider and reported for the full year 2018 net sales of SEK 404 million, of which contracted services (recurring) amounted to SEK 102 million, with an EBITDA of SEK 48 million. Growth in net sales (CAGR) between 2014 to 2018 amounted to 61 percent. The company has signed significant international framework agreements in Digital Signage in 2018 and additional global agreements have been concluded during the first half of 2019.

Nordea has been engaged as sole bookrunner and financial advisor and Advokatfirman Vinge has been engaged as legal adviser in the proposed transaction. The presentation used during the scheduled meetings will be made available on ZetaDisplay's website (ir.zetadisplay.com) from 13:00 on 2 September 2019.

Malmö, 2 September 2019

This is information that ZetaDisplay AB (publ) is required to disclose under the EU Market Abuse Regulation. The information was provided, by Leif Liljebrunn, for publication on 2 September 2019 08:00.

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About ZetaDisplay

ZetaDisplay provides visual communication solutions to influence behavior in a physical store or office environment. The company is built on a profound understanding of human behavior in decision-making situations. The total offering includes concept development software programming, deployment as well as technical contracted services. ZetaDisplay is based in Malmö, Sweden. The company has annual net sales 400 MSEK and employs 140 employees at eight offices in six European countries. The company controls and maintains today more than 50 000 installations at customers on 50 markets. The share is listed on Nasdaq Stockholm.

More information on www.zetadisplay.com