



SmartCraft CEO Jeremias Jansson subscribes for C1-shares under LTIP 2026

SmartCraft Group AB (publ) (“SmartCraft”) today announced that CEO Jeremias Jansson has subscribed for 500,000 C1-shares in SmartCraft under SmartCraft’s long-term incentive program LTIP 2026.

The C1-shares, also referred to as hurdle shares, were subscribed for on 10 June 2026. The subscription price was SEK 2.20 per C1-share, corresponding to a total investment of SEK 1,100,000.

The subscription of C1-shares is separate from Jansson’s previous purchase of ordinary shares in SmartCraft. On 24-25 March 2026, Jansson acquired 309,295 ordinary shares at an average price of SEK 15.89 per share, corresponding to a total transaction value of SEK 4,915,766.

Following the latest transaction, Jansson holds 309,295 ordinary shares and 500,000 C1-shares in SmartCraft. The two holdings are different instruments and should not be aggregated as ordinary shares. Jansson’s total investment in SmartCraft amounts to SEK 6,015,766.

The latest transaction was reported to the Swedish Financial Supervisory Authority on 10 June 2026.

About C1-shares

The C1-shares acquired by Jeremias Jansson are part of SmartCraft’s LTIP 2026, a long-term incentive program resolved by the Extraordinary General Meeting on 29 April 2026. The C1-shares are a separate class of shares and are not ordinary shares.

The C1-shares are convertible and redeemable shares. Each C1-share carries one tenth of a vote and does not entitle the holder to dividends. The C1-shares may entitle the holder to ordinary shares only if the applicable hurdle condition is met.

Under the terms of LTIP 2026, conversion into ordinary shares is conditional upon the closing price of SmartCraft’s ordinary share, reaching at least 120 percent of the closing price on the trading day of SmartCraft’s first offer to subscribe for C1-shares. If this condition is not met, the C1-shares will be redeemed without consideration.

The C1-shares should therefore be viewed separately from ordinary shares. They do not represent an acquisition of additional ordinary shares, and any future conversion into ordinary shares is conditional upon the terms of LTIP 2026 being met.

About SmartCraft

SmartCraft is the leading Nordic provider of mission-critical SaaS solutions to SMEs in the construction sector, increasing their productivity, margins, and resource efficiency. The Group currently has more than 13 300 customers and 270 employees distributed across Norway, Sweden, Finland and UK. SmartCraft was listed on the Oslo Stock Exchange in June 2021 and was subsequently relisted on Nasdaq Stockholm in 2026.

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