Q1 2022 update
Today’s presenters

Anders Hamnes  
CEO & Founder

Ilona Prander  
CFO
Largest First North listing so far this year

- 8 April 2022, successful IPO
  - Equity issue MSEK 275
  - Addition MSEK 17.6 of a bridge loan of MSEK 30 was converted to new shares, the rest was repaid.

- 5 May 2022, the board of directors resolved to issue a total of 327,680 shares as part of the over-allotment option.

**CORNERSTONE INVESTORS (MSEK 218)**

- Swedbank Rorbur Ny Teknik
- Handelsbanken Fonder
- Andra AP-fonden (AP2)
- Humle Fonder
The period in summary

ARR keep growing

**MSEK 65.7**

ARR Q1’22

Strong ARR growth

**73%**

YoY ARR growth

Strong NNARR growth

**64%**

YoY Net New ARR growth

High ARR % of net sales

**134%**

ARR Q1’22 % of net sales Q1’22 LTM

Impressive retention rates

**119%**

Rolling LTM Q1 net retention rate

**94%**

Rolling LTM Q1 gross retention rate

High ROI

**14.6x**

Rolling LTM Q1 LTV:CAC ratio
All your contract needs in one workspace

Pre-sign
- **Create**: Build flexible responsive HTML contracts
- **Collaborate**: Real-time collaborations and negotiations in one platform

Sign
- **Sign**: Build flexible responsive HTML contracts

Post-sign
- **Archive**: Store and protect all contracts in a secure archive
- **Manage**: Manage lifecycles for all contracts

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**Analyze**
- Gain real-time insights on business performance

**Integrate**
- Automate by connecting Oneflow to other business systems
Oneflow’s revenue model

1. **Direct sales**
   - **OUTBOUND SALES**
   - **INBOUND SALES**
   - **HIGH TOUCH**

2. **Partnerships**
   - **SUPPORTERS**
   - **SALES PARTNERS**
   - **ADVISORS**
   - **INTEGRATORS**
   - **MEDIUM TOUCH**

3. **Self-service**
   - **MARKETING DRIVEN**
   - **PRODUCT DRIVEN**
   - **LOW/NO TOUCH**
ARR of MSEK 66, strong 73% YoY growth
All-time-high Q1, up 64% since last year
Strong adoption and growth from existing customer base

- Rolling LTM Q1 net retention rate: 119%
- Rolling LTM Q1 gross retention rate: 94%
65% more paying users in 12 months

- **Paying users (1 000)**
  - Q2 20: 9.2
  - Q3 20: 9.5
  - Q4 20: 10.8
  - Q1 21: 12.7
  - Q2 21: 15.0
  - Q3 21: 16.4
  - Q4 21: 18.9
  - Q1 22: 20.9

- **ARR per user (1 000 SEK)**
  - Q2 20: 2.7
  - Q3 20: 2.9
  - Q4 20: 3.0
  - Q1 21: 3.0
  - Q2 21: 3.0
  - Q3 21: 3.1
  - Q4 21: 3.0
  - Q1 22: 3.1
High LTV because of low churn

Rolling LTM Q1 LTV:CAC ratio

14.6X
Net sales of MSEK 14.5 in Q1, up 65%

... and we keep growing outside Sweden!
Gross margin of 95%

Gross margin stable around 95-96% enables a high scalability potential.
Investing in future growth

[Bar charts showing EBITDA (MSEK) and EBIT (MSEK) trends from Q2 2020 to Q1 2022 with negative values indicating losses.]
Globalisation

- Oneflow has customers in 26 countries.
- Net sales outside Sweden was 22% in Q1 2022.
- Growth phase in Norway and Finland.
- Currently in the process of opening offices in the UK, the Netherlands and France.
- First out is London, where a team of sales representatives started in May this year.
Financial goals

- **Growth**
  Increase ARR to at least MSEK 600 by the end of the financial year 2026.

- **Profitability**
  Achieve an EBIT margin of at least 20 per cent by the end of the financial year 2026 while maintaining a strong focus on growth.

- **Dividend policy**
  The Board of Directors of Oneflow does not intend to propose any dividends in the foreseeable future, but instead strives to reinvest cash flows in growth initiatives.
Q&A

For more information:
oneflow.com/ir