

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

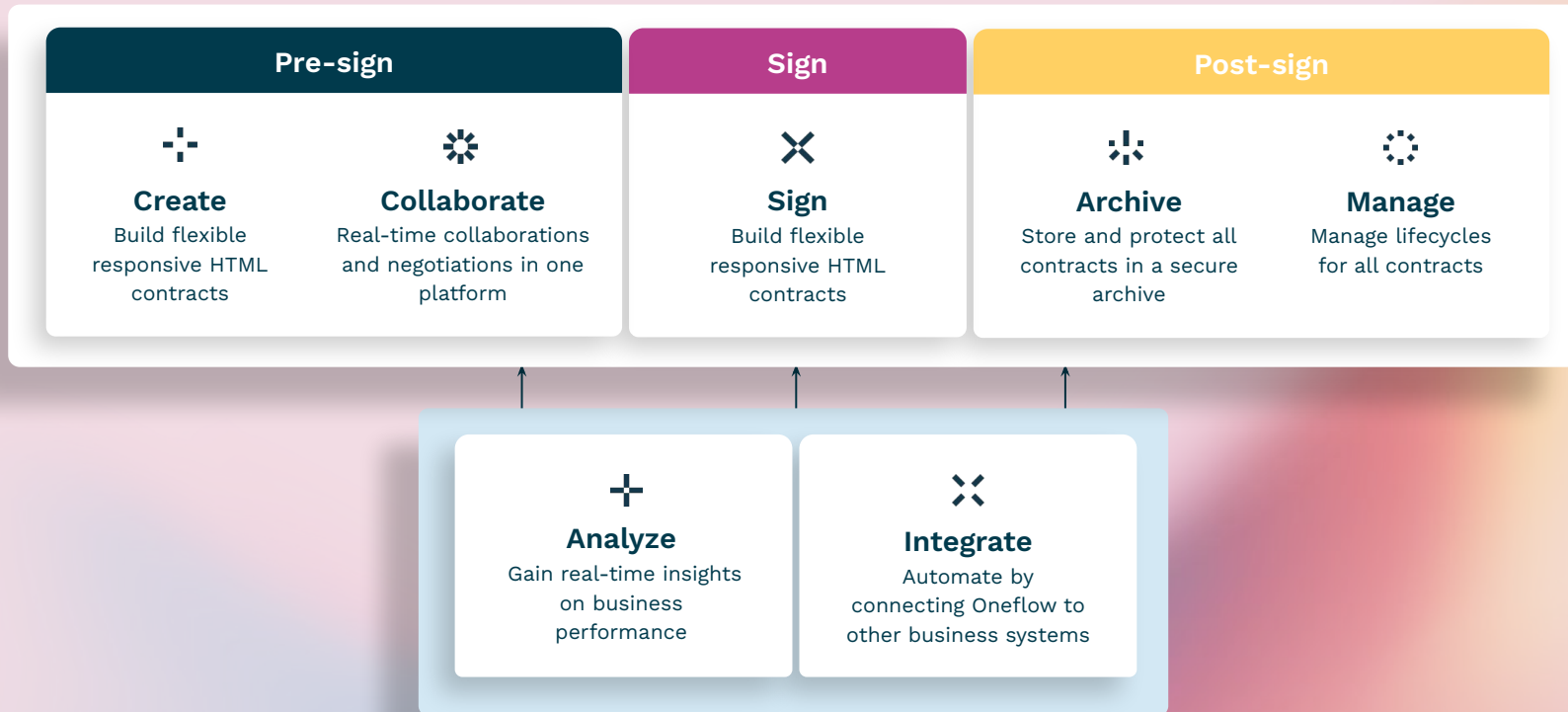
High ROI

14.6x

Rolling LTM Q1 LTV:CAC ratio



All your contract needs in one workspace



Oneflow's revenue model

1. Direct sales

HIGH TOUCH

OUTBOUND SALES

INBOUND SALES

2. Partnerships

MEDIUM TOUCH

SUPPORTERS

SALES PARTNERS

ADVISORS

INTEGRATORS

3. Self-service

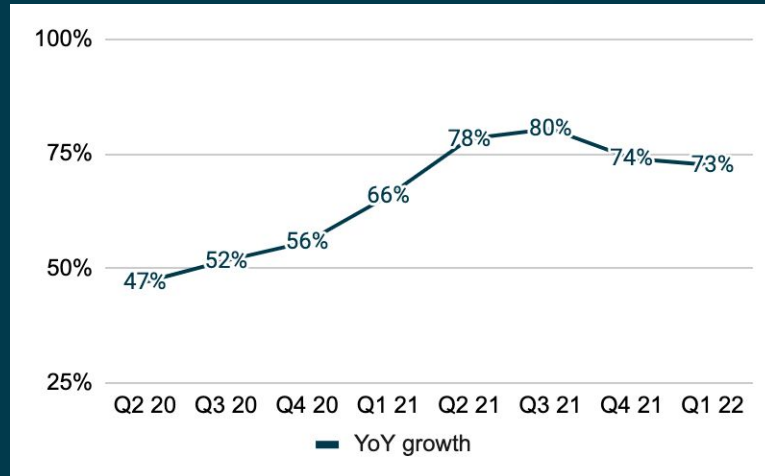
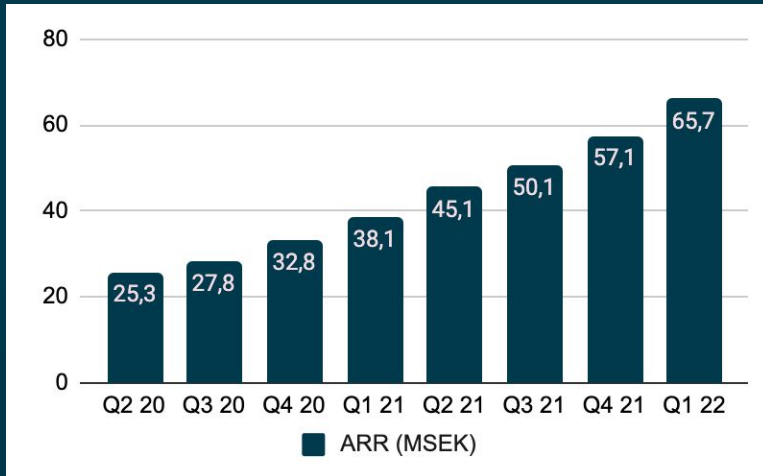
LOW/NO TOUCH

MARKETING DRIVEN

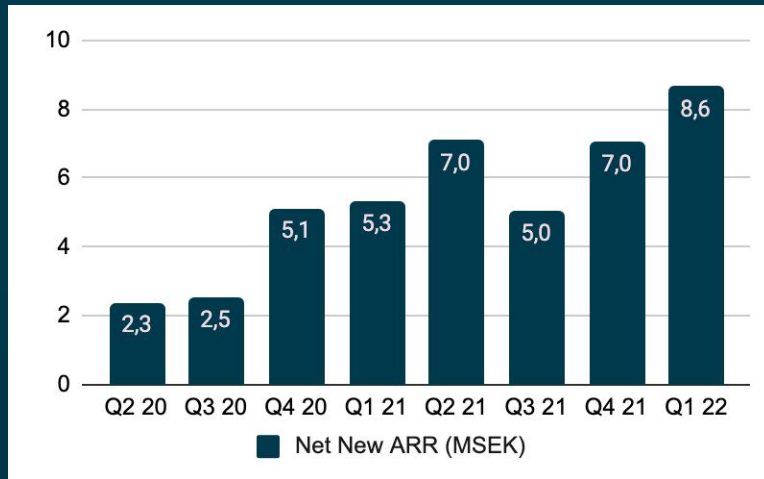
PRODUCT DRIVEN



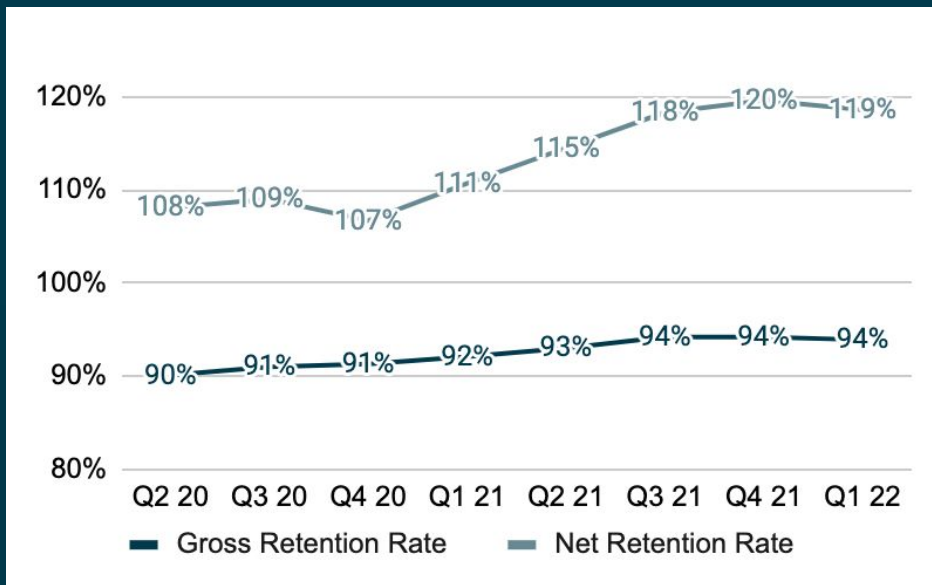
ARR of MSEK 66, strong 73% YoY growth



All-time-high Q1, up 64% since last year



Strong adoption and growth from existing customer base



119%

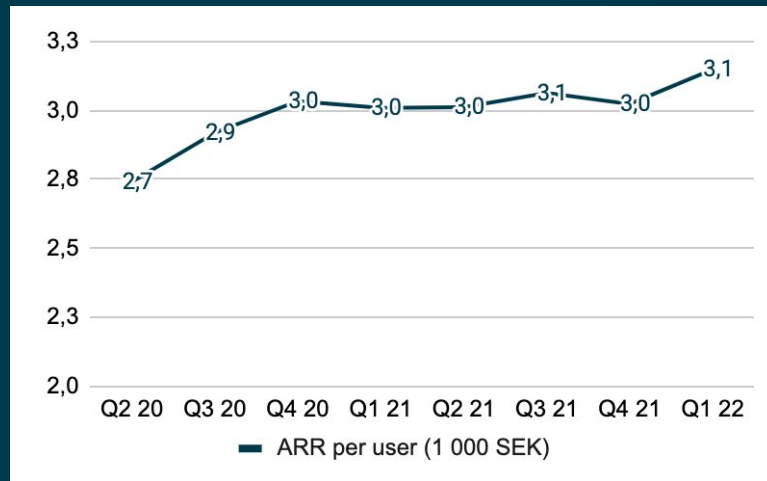
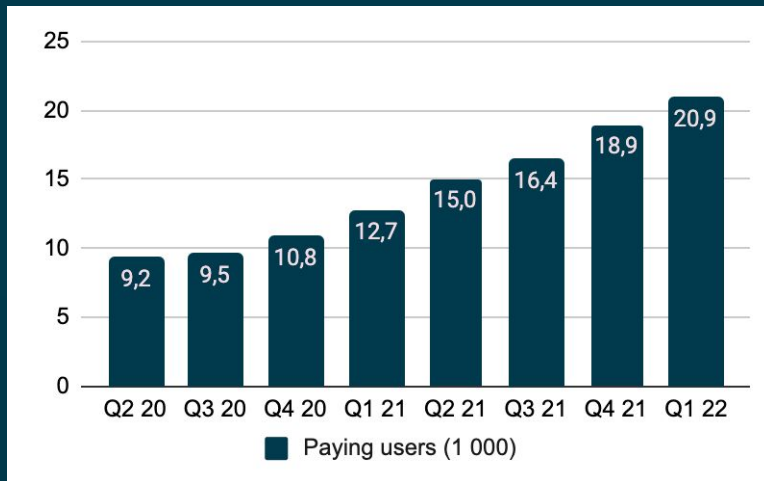
Rolling LTM Q1 net retention rate

94%

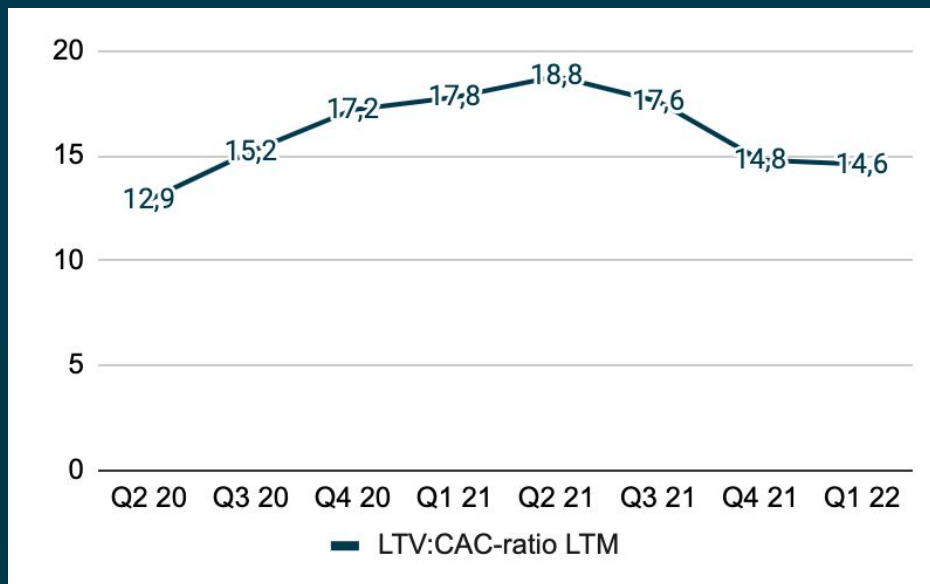
Rolling LTM Q1 gross retention rate



65% more paying users in 12 months



High LTV because of low churn

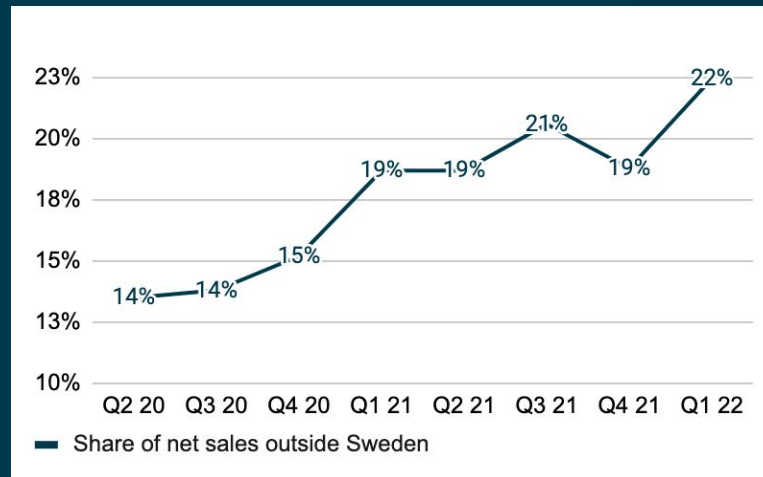
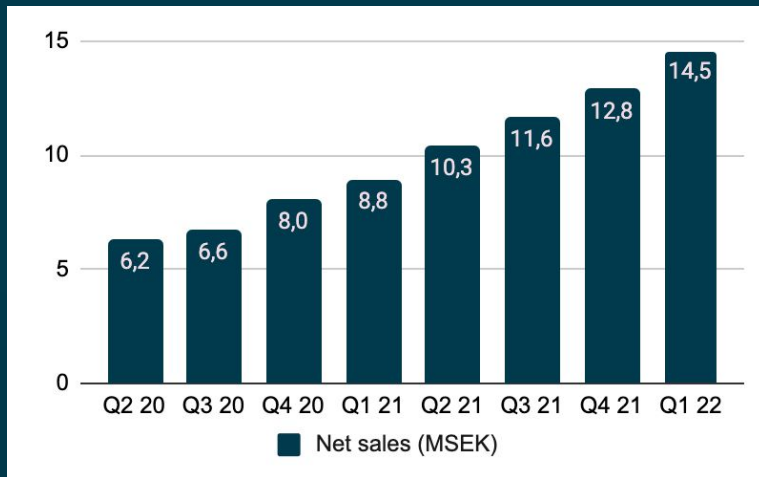


14.6_x

Rolling LTM Q1 LTV:CAC ratio



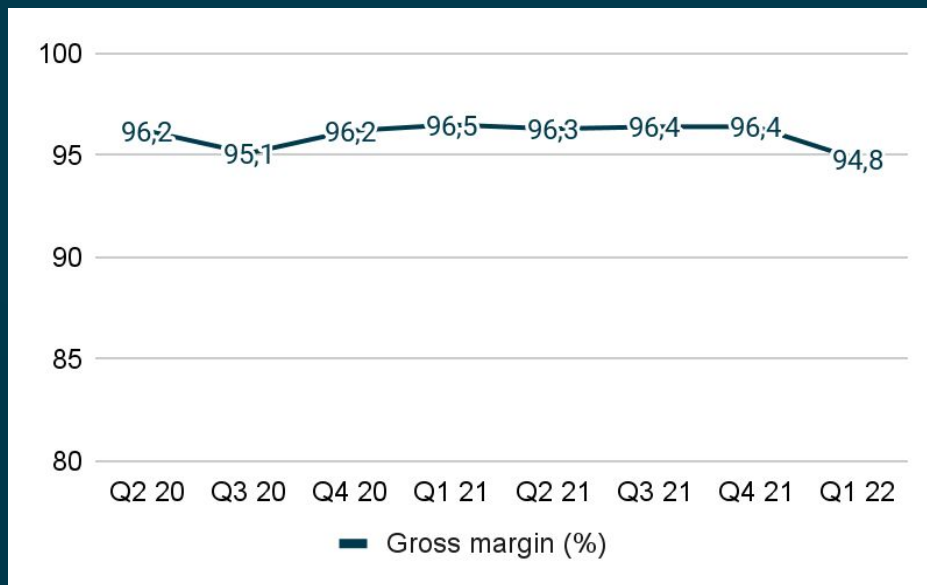
Net sales of MSEK 14.5 in Q1, up 65%



... and we keep growing
outside Sweden!



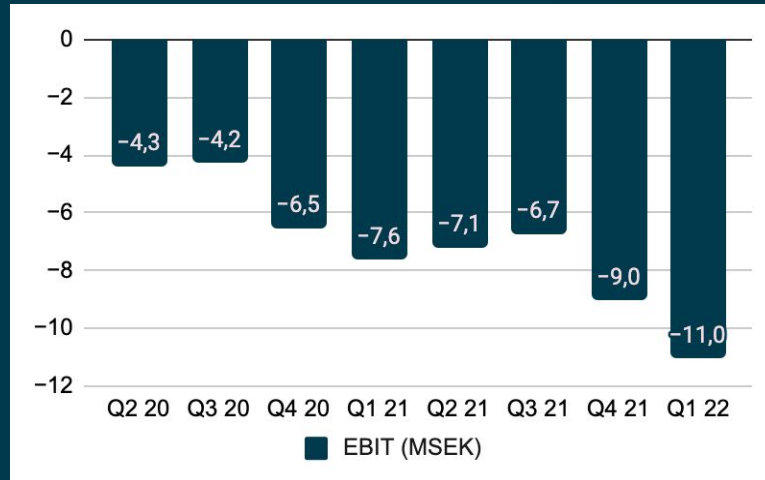
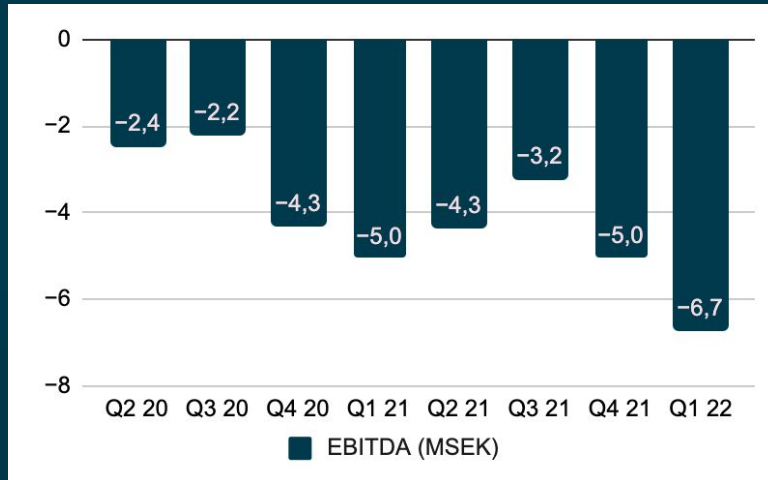
Gross margin of 95%



Gross margin stable around 95-96% enables a high scalability potential.



Investing in future growth



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.



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Q&A

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