Q2 2022 update
Today’s presenter

Anders Hamnes
CEO & Founder
The period in summary

- ARR keep growing
  - MSEK 74.7
  - ARR Q2'22

- Strong ARR growth
  - 66%
  - YoY ARR growth

- Strong NNARR growth
  - 28%
  - YoY Net New ARR growth

- High ARR % of net sales
  - 135%
  - ARR Q2'22 % of net sales Q2'22 LTM

- Impressive retention rates
  - 121%
  - Rolling LTM Q2 net retention rate
  - 94%
  - Rolling LTM Q2 gross retention rate

- High ROI
  - 12.6x
  - Rolling LTM Q2 LTV:CAC ratio
All your contract needs in one workspace

Pre-sign
- **Create**
  - Build flexible responsive HTML contracts

Sign
- **Collaborate**
  - Real-time collaborations and negotiations in one platform
- **Sign**
  - Build flexible responsive HTML contracts

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

- **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 75, strong 66% YoY growth
All-time-high Net New ARR Q2
Strong adoption and growth from existing customer base

- Rolling LTM Q2 net retention rate: 121%
- Rolling LTM Q2 gross retention rate: 94%
68% more paying users in 12 months
Net sales of MSEK 16.5 in Q2, up 59%

... and we keep on growing outside Sweden!
Focus on international expansion

- Oneflow has customers in 27 countries.
- Net sales outside Sweden was 24% in Q2 2022.
- Growth phase in Norway and Finland.
- Opened an office in the UK in May, with a headcount of 7 by the end of Q2.
- Currently in the process of opening offices in the Netherlands and France.
Gross margin of 95%

Gross margin relatively stable around 95% enables a high scalability potential.
Investing in new market entries
High LTV because of low churn, and CAC increasing because of expansion investments

12.6x
Rolling LTM Q2 LTV:CAC ratio
Major product release: New editor

This is our new editor!

The new editor gives an amazing user experience when creating contracts, and also opens the door to developing further features that support our purpose in making contract experience magic in the coming quarters.
Talent and happiness is the key to success

PEOPLE + CULTURE = SUCCESS

We will deploy our new funds wisely!

eNPS in Q2’22 was 83!
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