

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

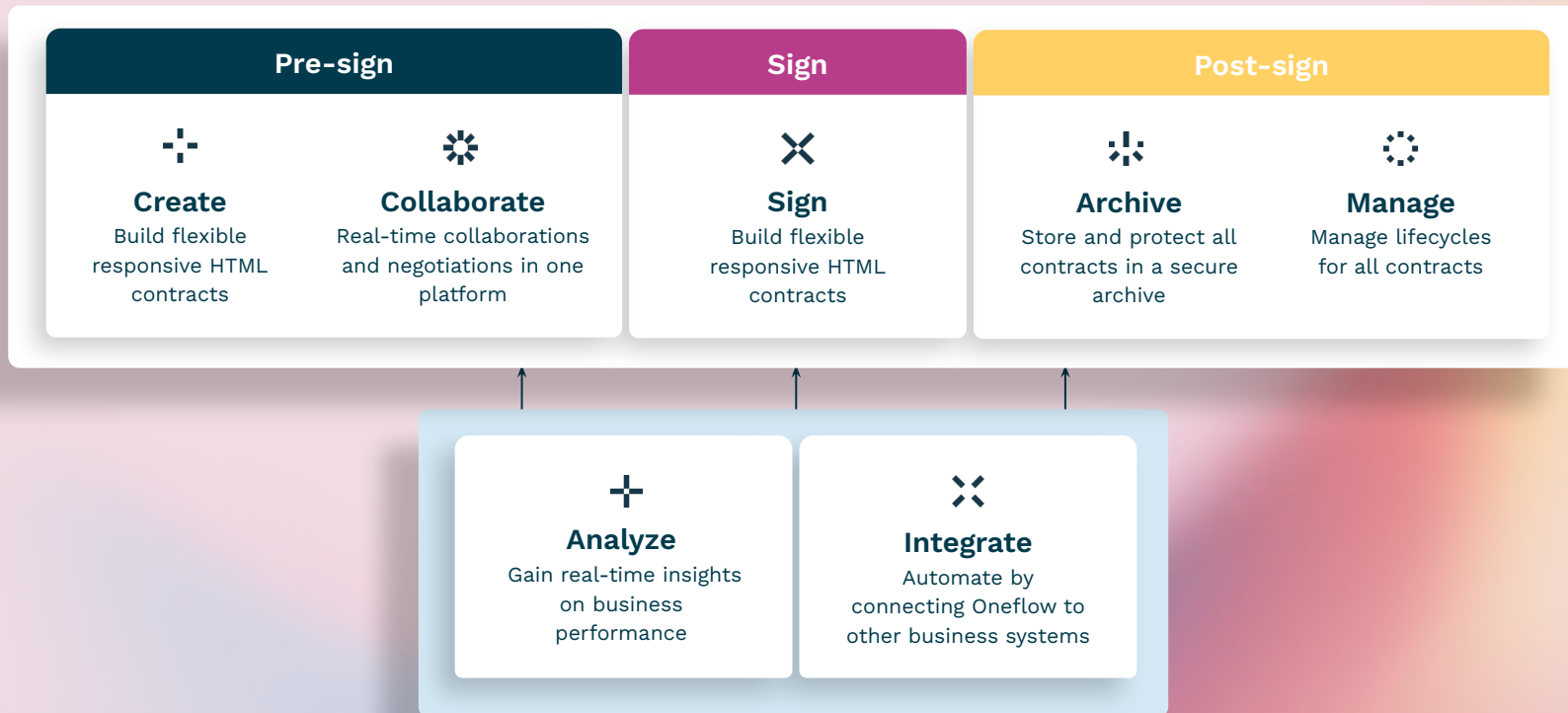
High ROI

12.6x

Rolling LTM Q2 LTV:CAC ratio



All your contract needs in one workspace



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

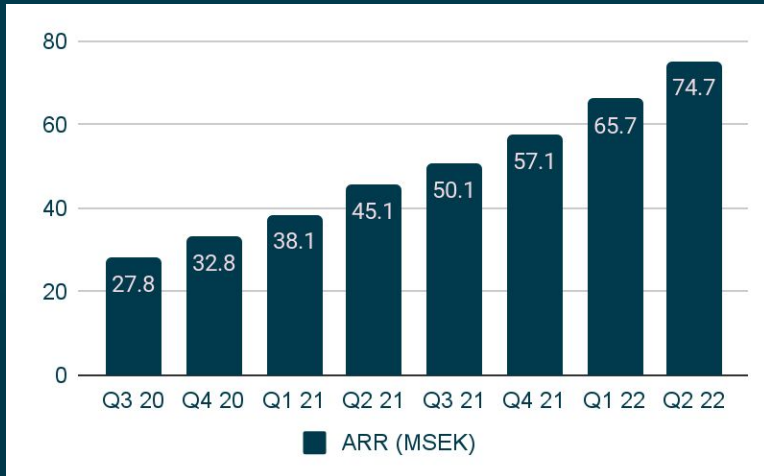
LOW/NO TOUCH

MARKETING DRIVEN

PRODUCT DRIVEN



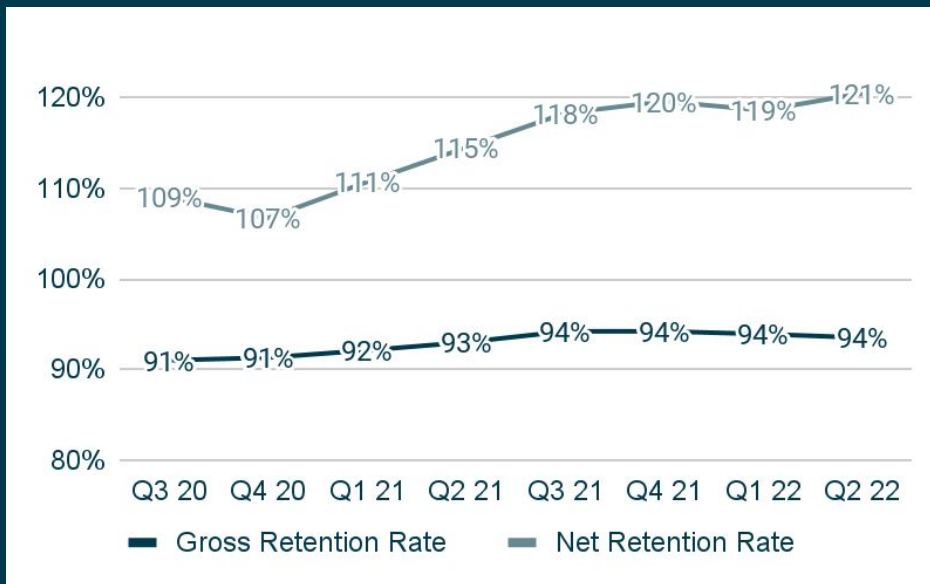
ARR of MSEK 75, strong 66% YoY growth



All-time-high Net New ARR Q2



Strong adoption and growth from existing customer base



121%

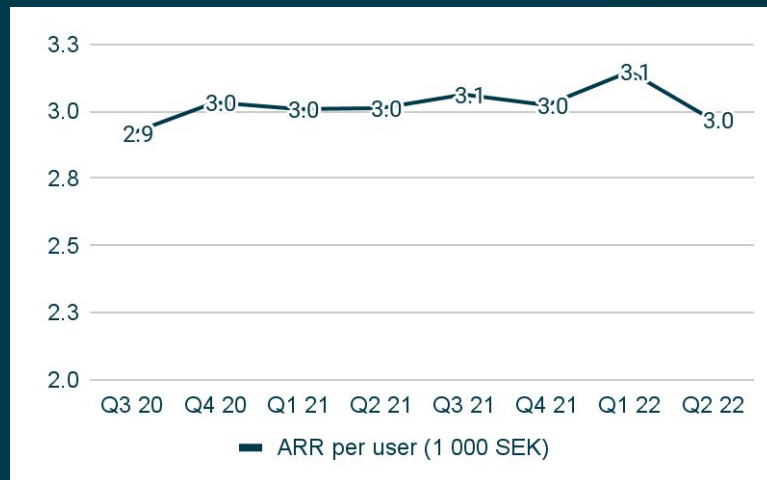
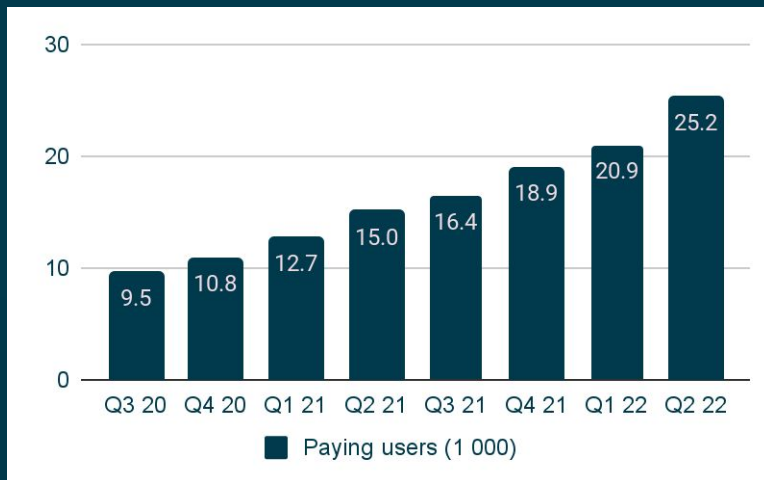
Rolling LTM Q2 net retention rate

94%

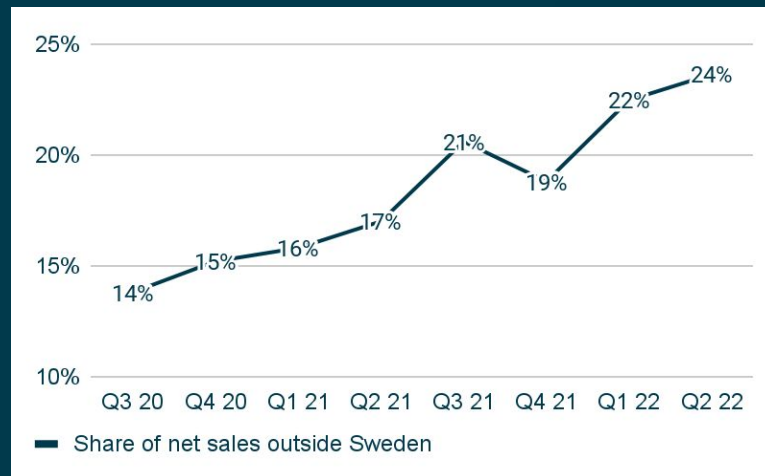
Rolling LTM Q2 gross retention rate



68% more paying users in 12 months



Net sales of MSEK 16.5 in Q2, up 59%



... and we keep on growing
outside Sweden!

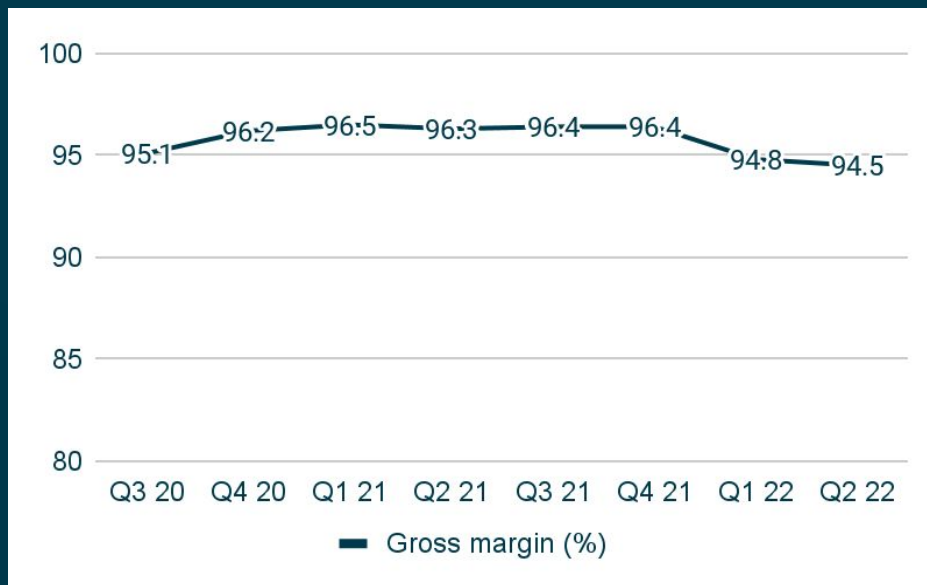


Focus on international expansion

- 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.



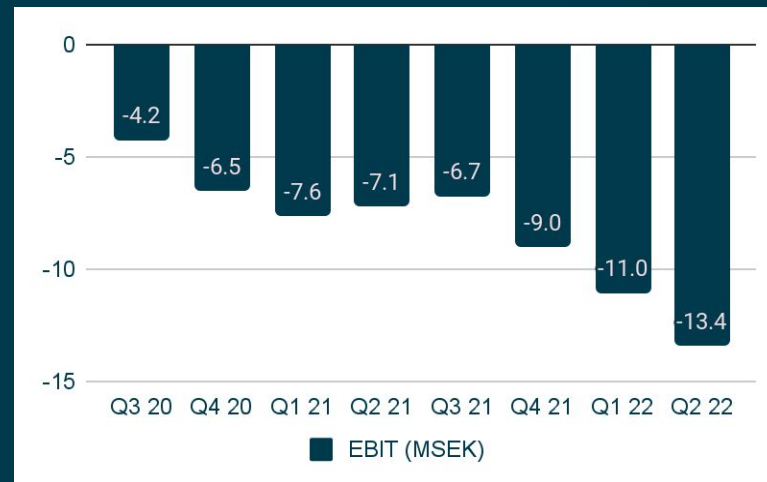
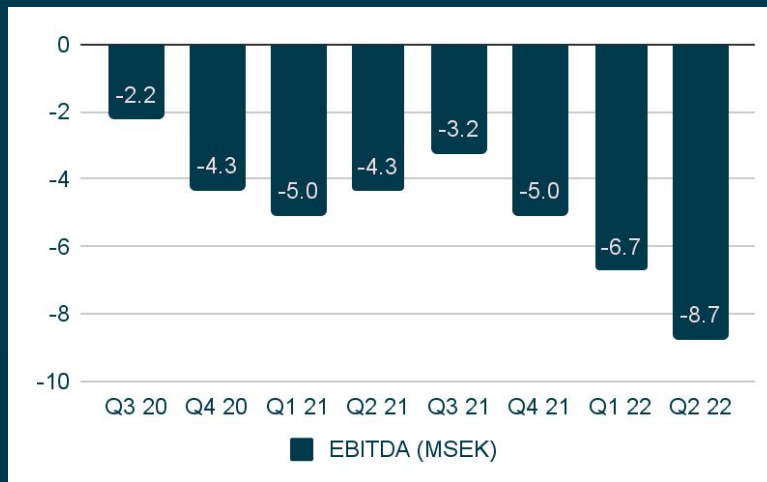
Gross margin of 95%



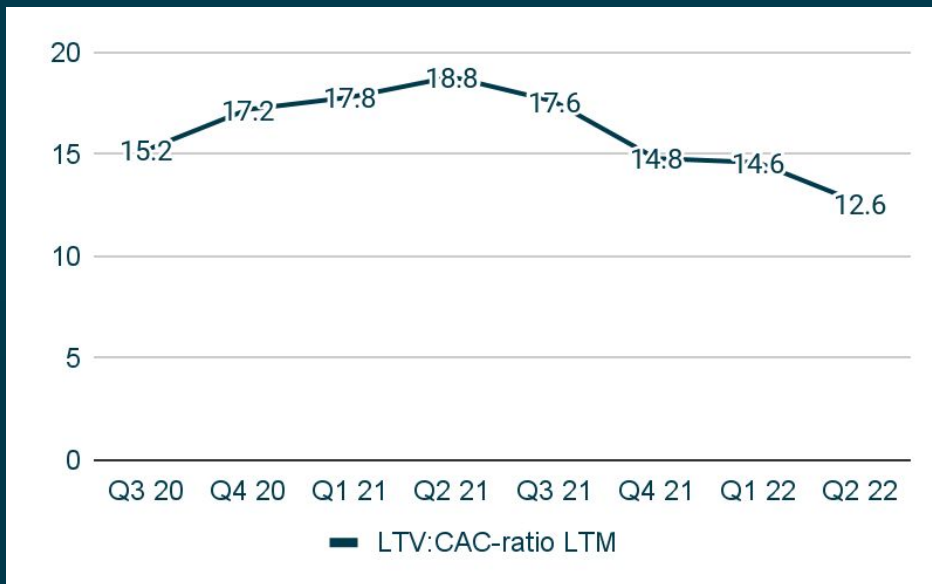
Gross margin relatively stable around 95% enables a high scalability potential.



Investing in new market entries



High LTV because of low churn, and CAC increasing because of expansion investments

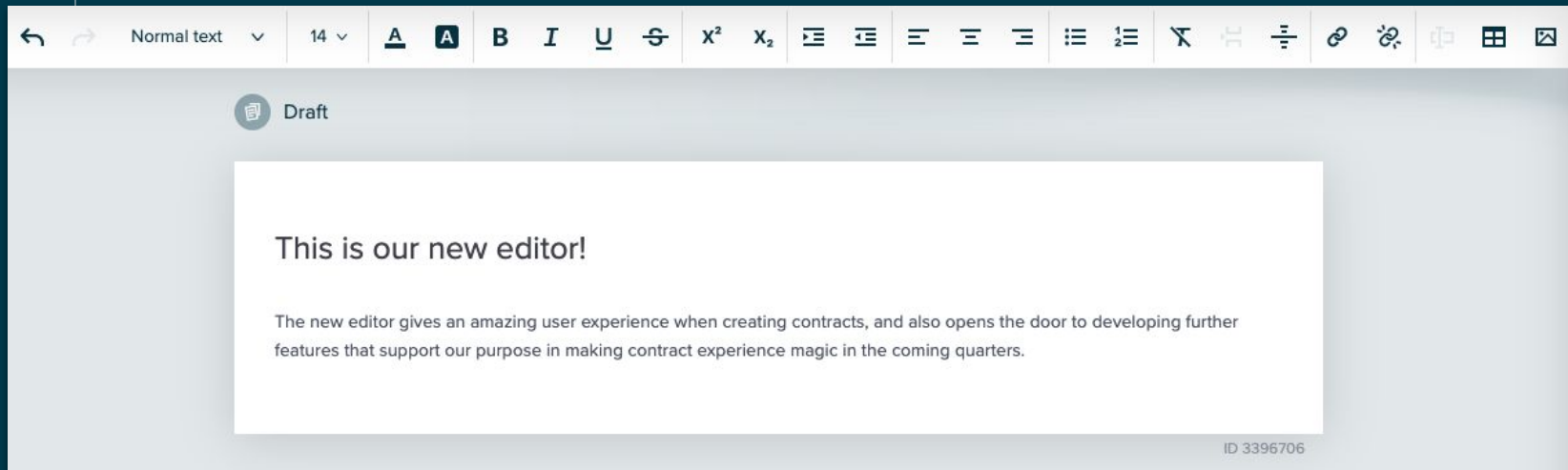


12.6_x

Rolling LTM Q2 LTV:CAC ratio



Major product release: New editor



Talent and happiness is the key to success

PEOPLE



We will deploy our
new funds wisely!

CULTURE



eNPS in Q2'22 was 83!

SUCCESS



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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