

# Q3 2022 update



# Today's presenters



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CEO & Founder



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CFO

# The period in summary

ARR keep growing

MSEK **80.5**

ARR Q3'22

Strong ARR growth

**61%**

YoY ARR growth

NNARR

MSEK **5.8**

NNARR Q3'22

High ARR % of net sales

**131%**

ARR Q3'22 % of net sales Q3'22 LTM

Strong retention rates

**117%**

Rolling LTM Q3 net retention rate

**93%**

Rolling LTM Q3 gross retention rate

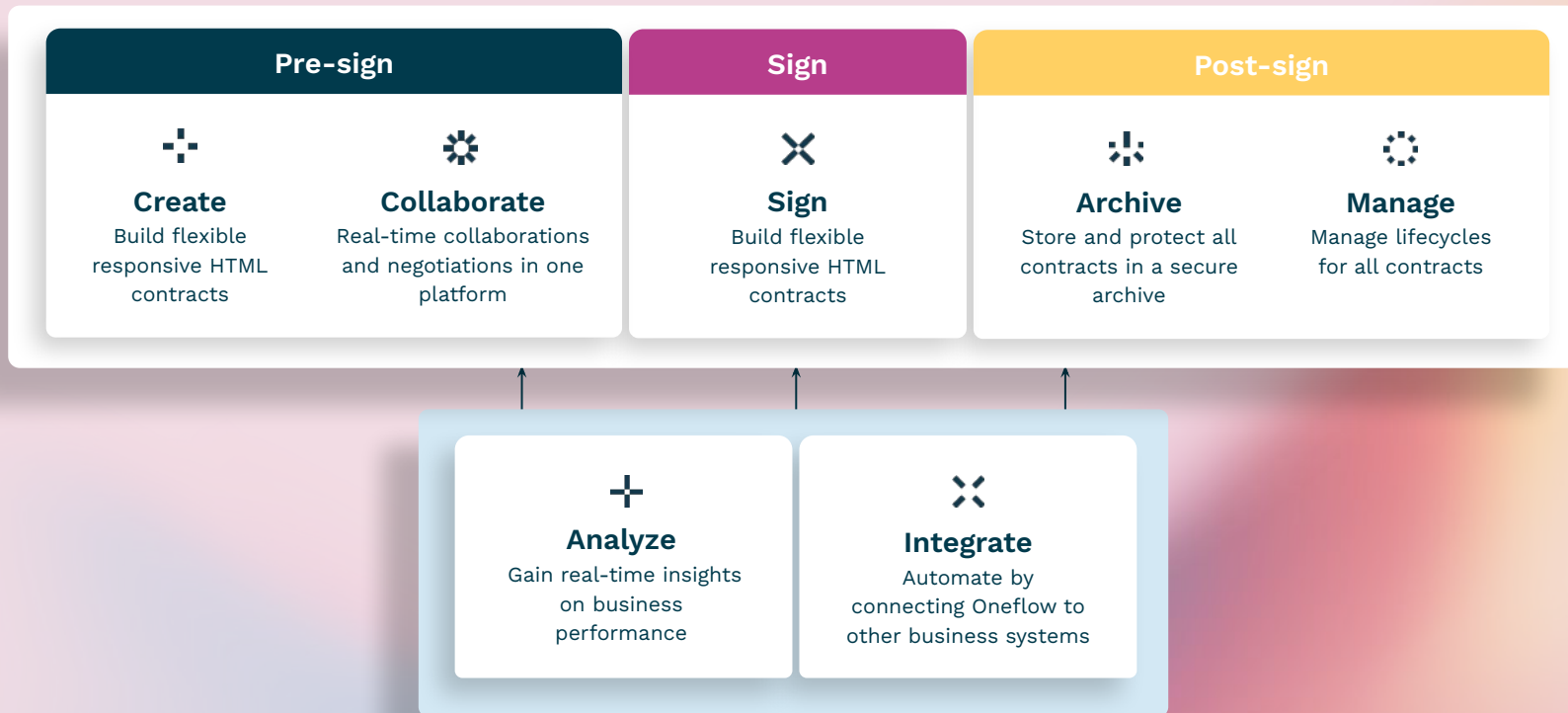
High ROI

**11.7x**

Rolling LTM Q3 LTV:CAC ratio



# All your contract needs in one workspace



# Sales channels

## 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



# Enormous market potential

## CRM

\$60bn market size today



30-40% of all companies, and only sales departments.

## E-contract

Huge potential next 10-20 years



100% of all companies, and all departments.



# ARR of MSEK 81, strong 61% YoY growth

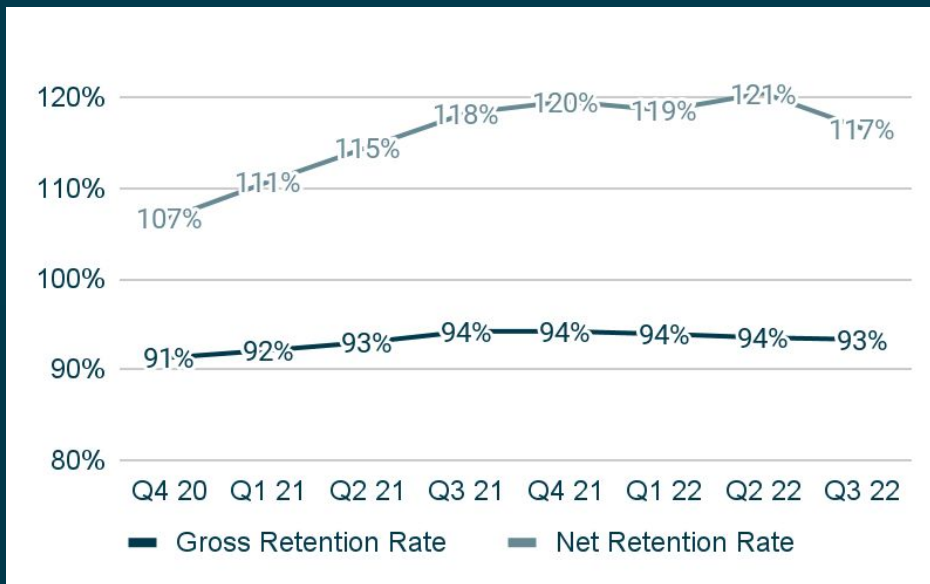


# Net New ARR Q3 up 15% since last year





# Strong adoption and growth from existing customer base



117%

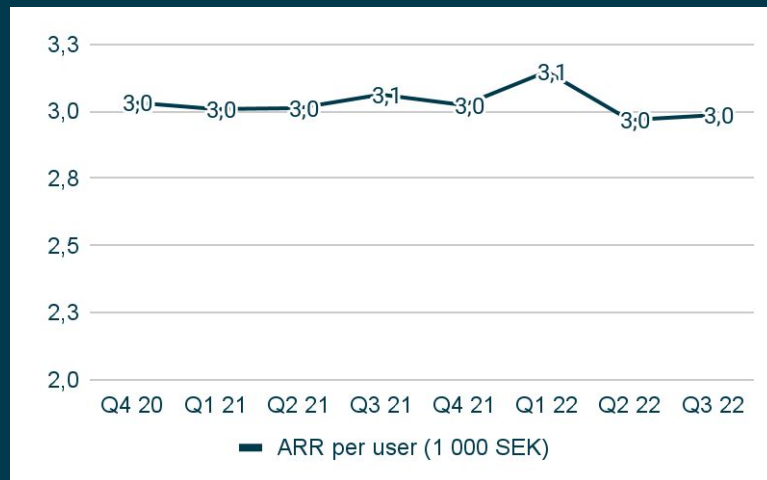
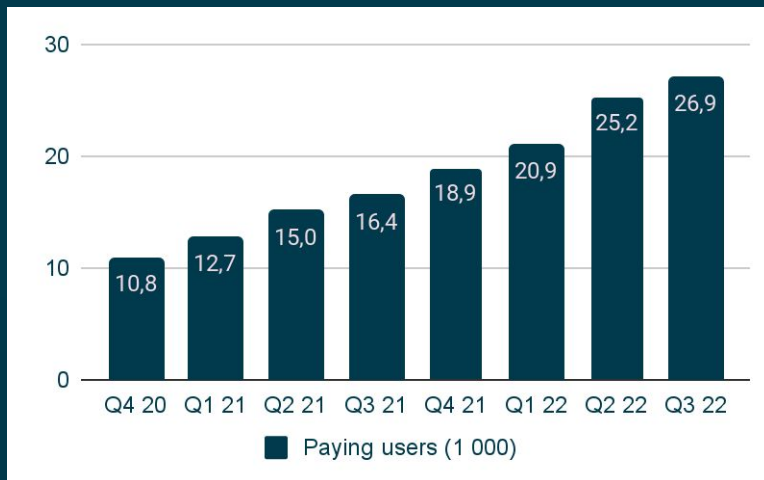
Rolling LTM Q3 net retention rate

93%

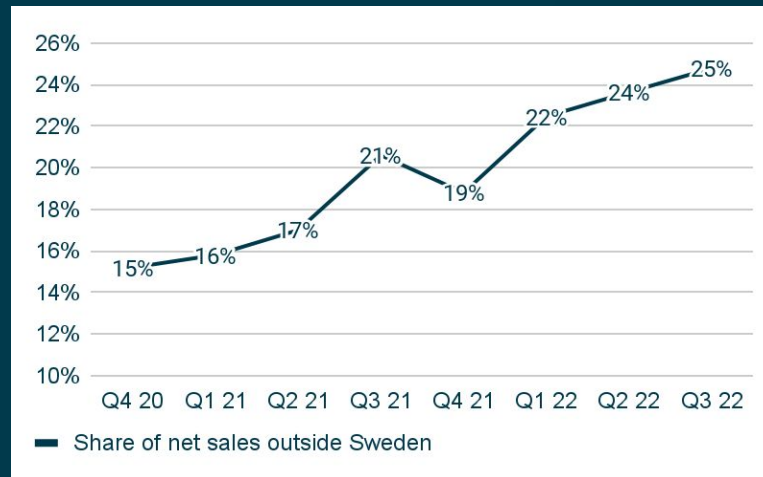
Rolling LTM Q3 gross retention rate



# 65% more paying users in 12 months



## Net sales of MSEK 17.8 in Q3, up 53%



... and we keep on growing  
outside Sweden!



# Focus on international expansion

- Growth phase in Norway and Finland.
- New office in the UK in May.
- New offices in the Netherlands and France the first week of September.
- PLG does not require a local direct sales force.



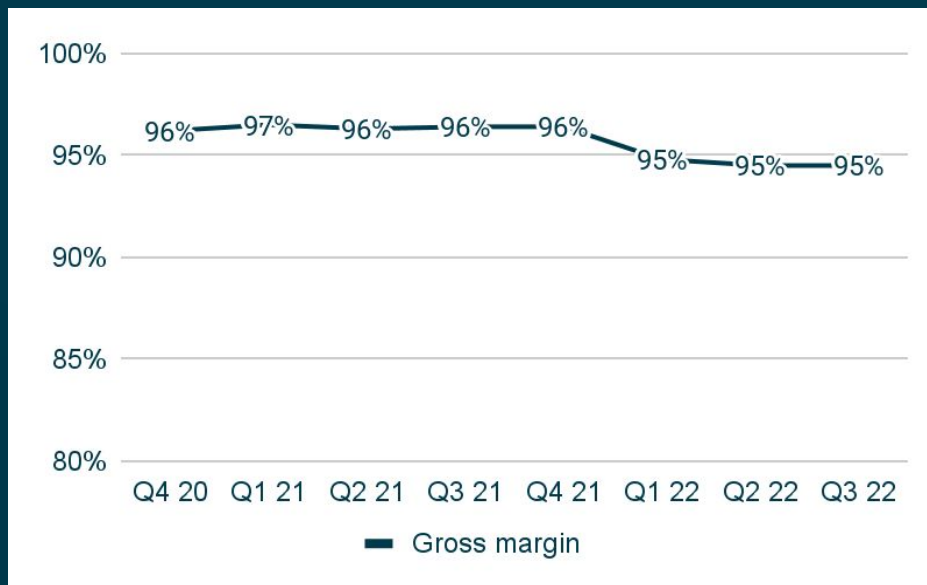
Office in 7  
countries

Customers in 29  
countries

25% of net sales  
outside Sweden



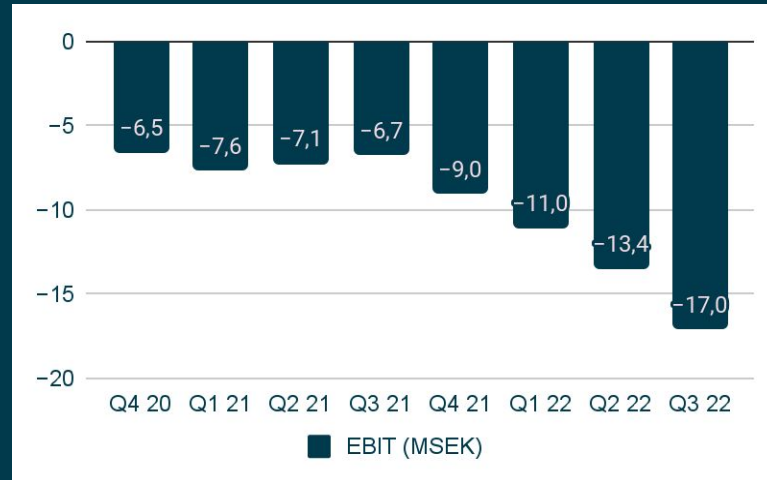
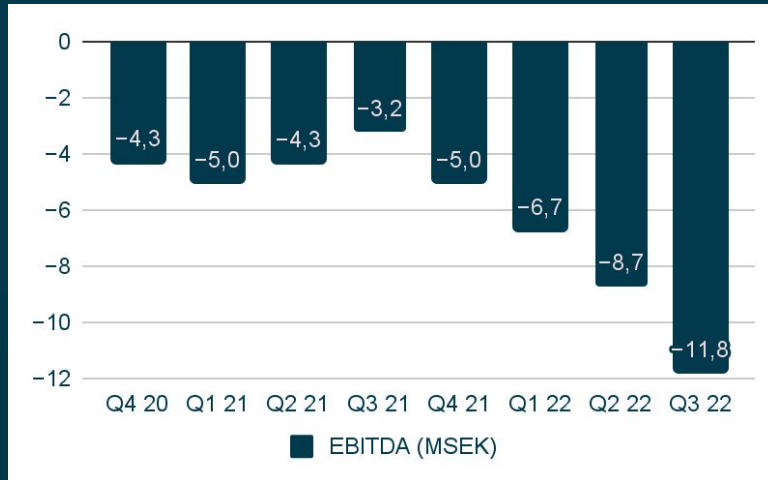
# High and stable gross margin around 95%



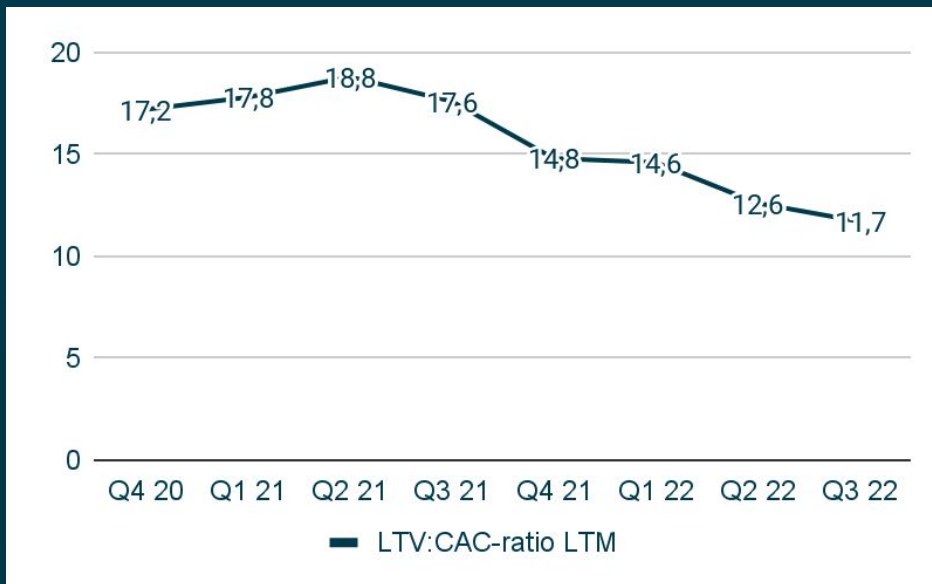
Gross margin relatively stable around 95% enables a high scalability potential.



# Investing in new market entries



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



## 11.7<sub>x</sub>

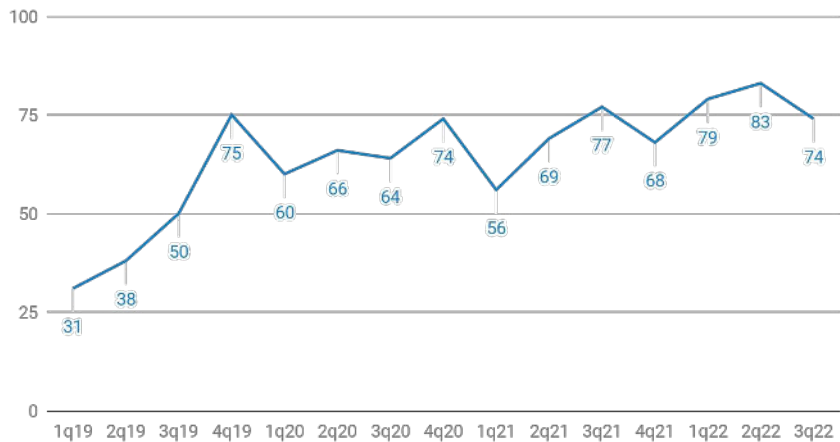
Rolling LTM Q3 LTV:CAC ratio



# Success is not the key to happiness, happiness is the key to success

## eNPS

>30: Good, >50: Excellent





# 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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