Q3 2022 update
Today’s presenters

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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

High ROI
11.7x
Rolling LTM Q3 LTV:CAC ratio

Strong ARR growth

High ARR % of net sales

Strong retention rates

High ROI
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
Sales channels

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
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

Rolling LTM Q3 LTV:CAC ratio 11.7x
Success is not the key to happiness, happiness is the key to 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.
Q&A

For more information:
oneflow.com/ir