

Q4 2022 update



Today's presenters



Anders Hamnes

CEO & Founder



Natalie Jelveh

CFO



Meet our new CFO

- More than 20 years of experience within the financial field with various of leading positions
- 7 years of experience of SaaS business
- Experience of publicly traded companies

Prior to Oneflow:

- Executive Director MSCI Inc.
- CFO Datscha Group
- Senior Consultant Ernst & Young (EY)
- Senior Financial controller Diamyd Medical



The period in summary

ARR keep growing

MSEK **90.6**

ARR Q4'22

Strong ARR growth

59%

YoY ARR growth

All-time-high NNARR

MSEK **10.1**

NNARR Q4'22

High ARR % of net sales

131%

ARR Q4'22 % of net sales Q4'22 LTM

Strong retention rates

114%

Q4'22 net retention rate

92%

Q4'22 gross retention rate

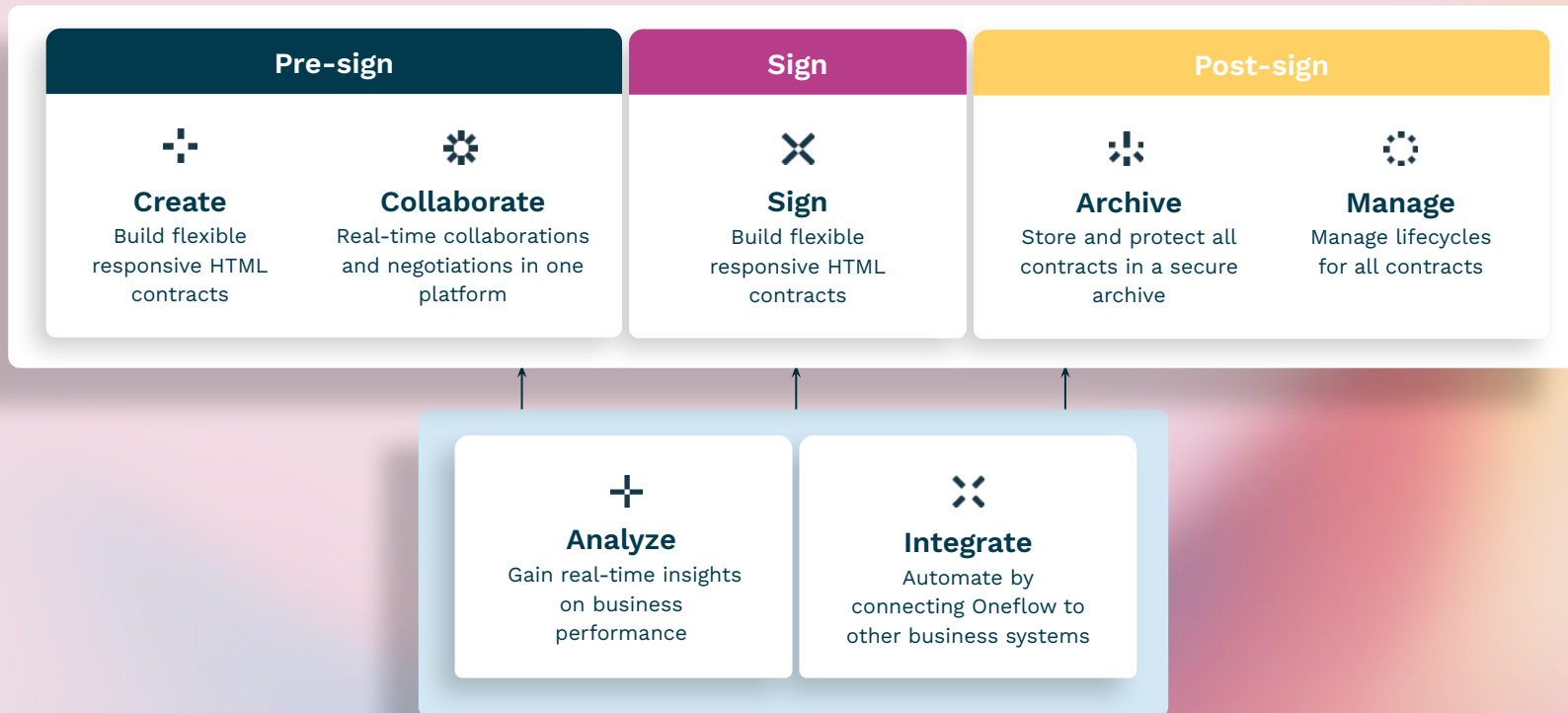
High ROI

9.5x

Rolling LTM Q4'22 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



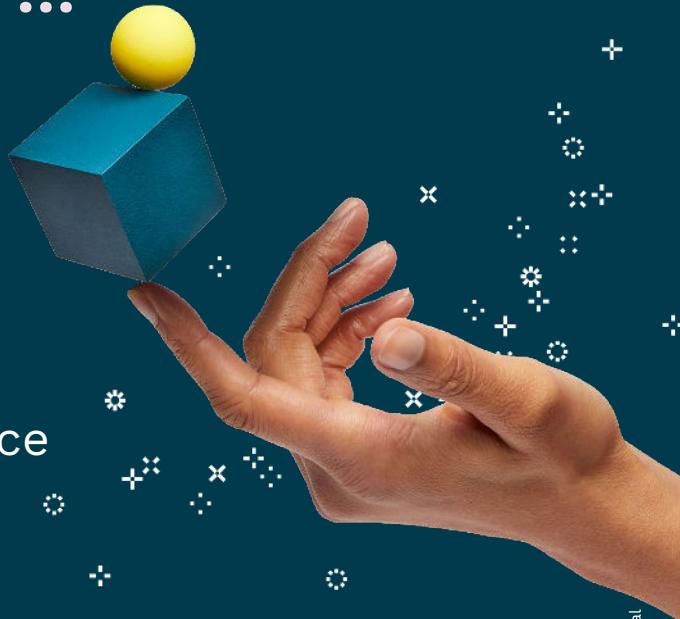
Some of the features releases ...

Q4 2022

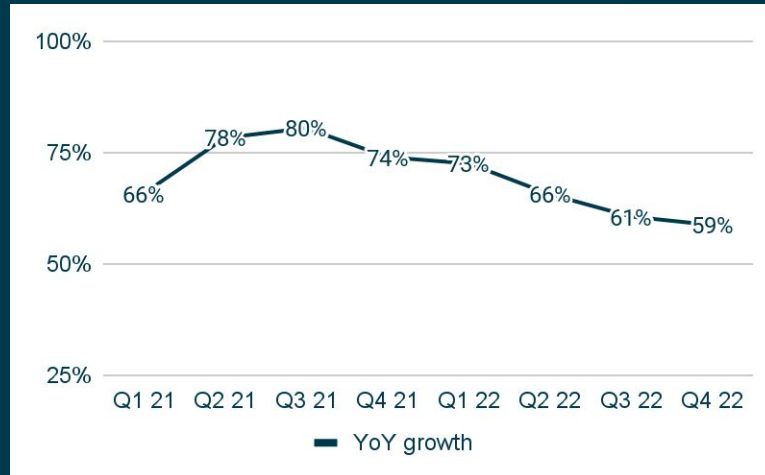
- Sign later
- Video content
- Data management
- Zapier
- Salesforce, Teamtailor, Superoffice

Q1 2023

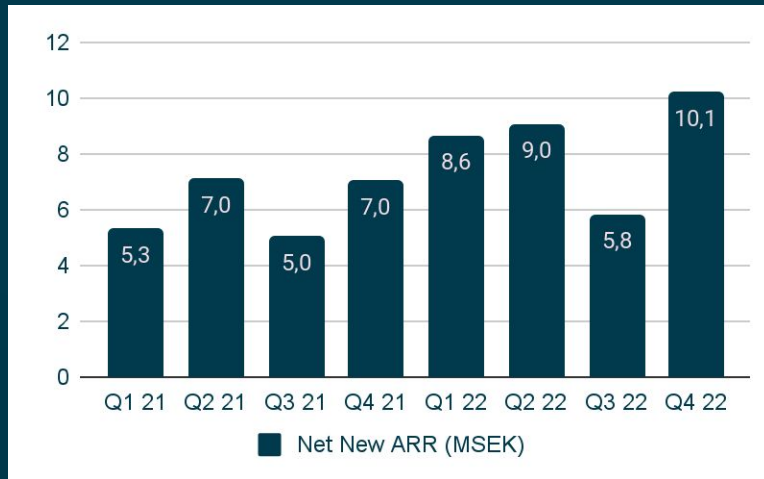
- AI Assist
- Hubspot
- Folders



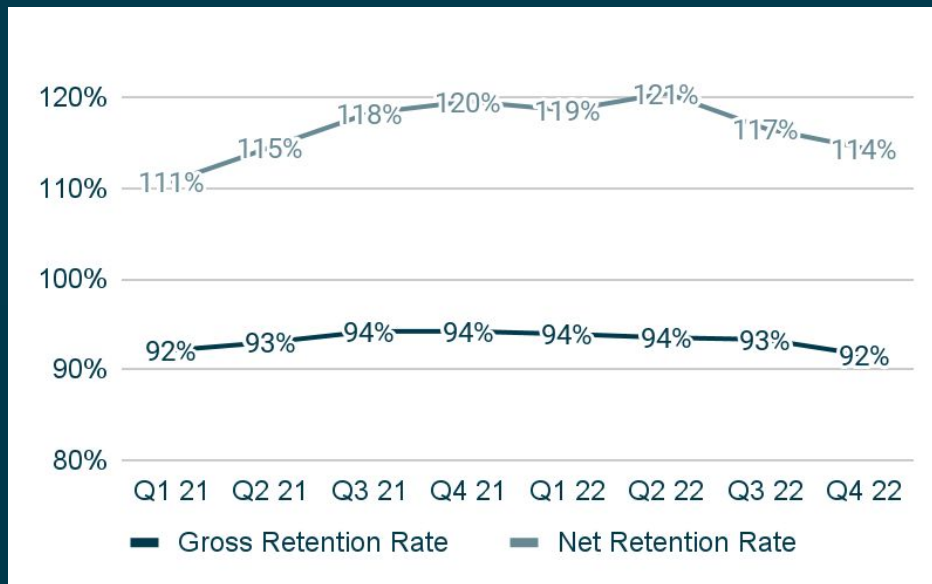
ARR of MSEK 91, strong 59% YoY growth



Net New ARR Q4 up 45% since last year



Strong retention rates considering the tough economic climate



118%

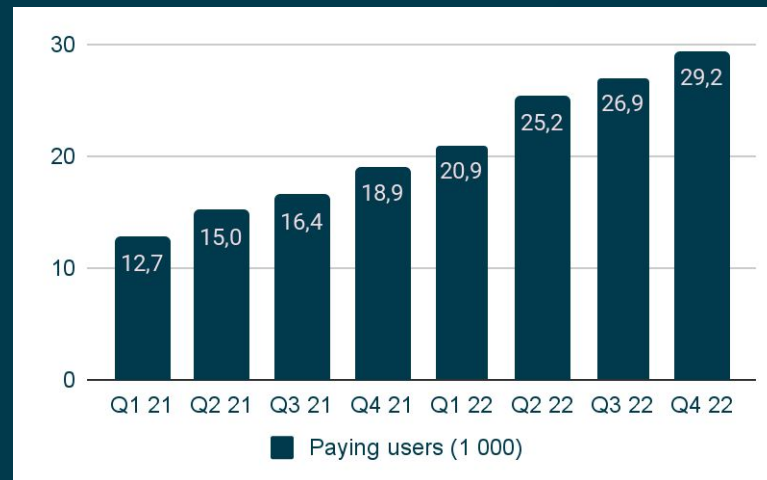
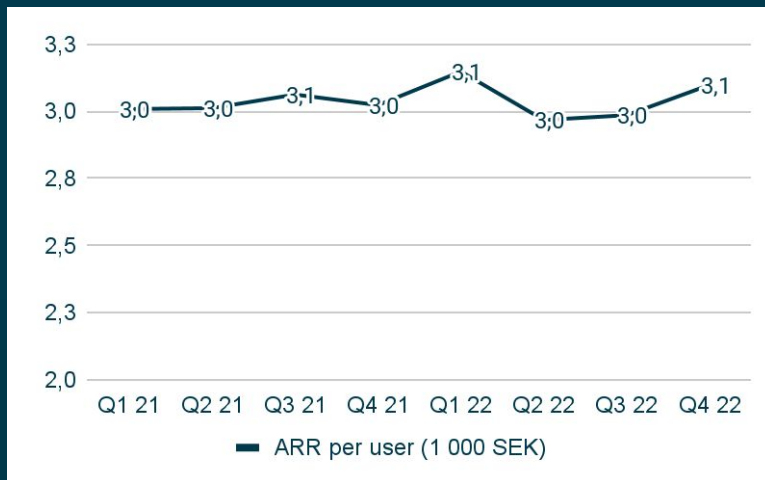
Average 2022 net retention rate

93%

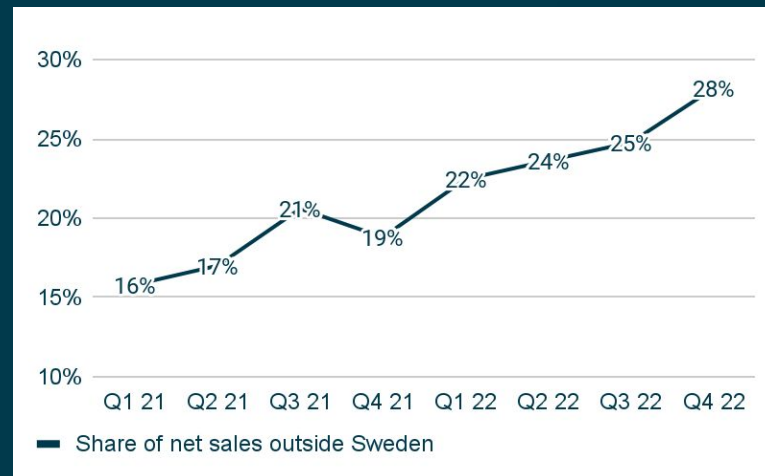
Average 2022 gross retention rate



Value based pricing, and 55% more paying users in 12 months



Net sales of MSEK 20.4 in Q4, up 59%



... and we keep on growing
outside Sweden!



Focus on international expansion

- Growth phase in Norway and Finland.
- New offices in the UK, the Netherlands and France starting to deliver sales.
- PLG does not require a local direct sales force.
- International expansion according to plan.



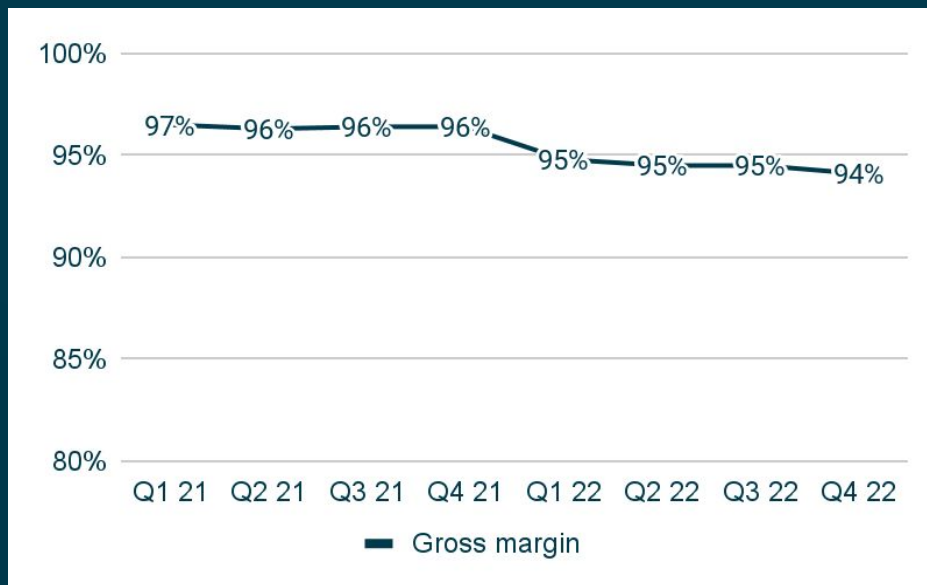
Office in 7
countries

Customers in 31
countries

28% of net sales
outside Sweden



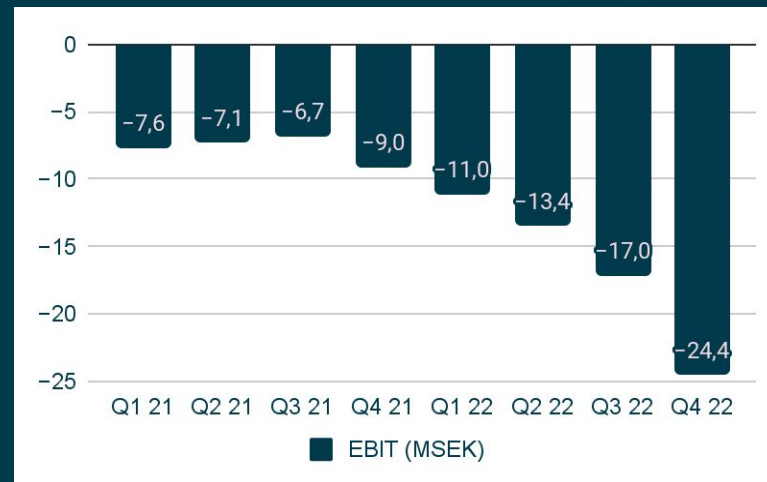
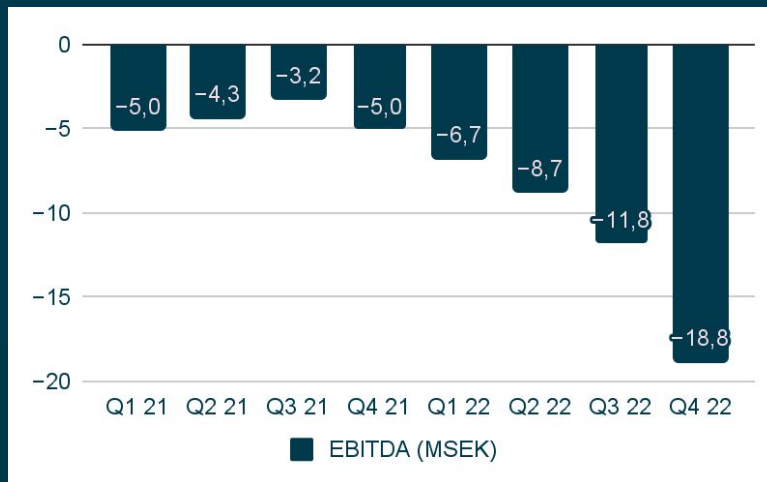
High gross margin around 94%



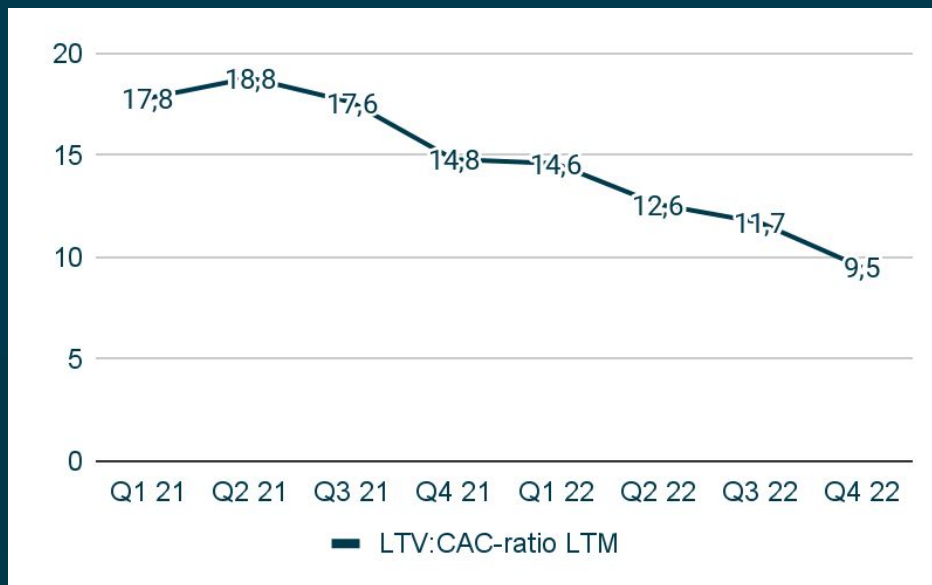
Gross margin relatively stable enables a high scalability potential.



Investing in new market entries



Higher churn due to the recession and lower CAC because of expansion investments



9.5_x

Rolling LTM Q4'22 LTV:CAC ratio



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.



oneflow.com

Anders Hamnes
CEO & Founder

Email
anders.hamnes@oneflow.com

Phone
+46(0)76-788 50 76

Q&A

For more information:
oneflow.com/ir

