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

High ROI
9.5x
Rolling LTM Q4'22 LTV:CAC ratio

Q4'22 gross retention rate
92%
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
Sales channels

1. Direct sales
   - OUTBOUND SALES
   - HIGH TOUCH
   - INBOUND SALES

2. Partnerships
   - SUPPORTERS
   - MEDIUM TOUCH
   - SALES PARTNERS
   - ADVISORS
   - INTEGRATORS

3. Self-service
   - MARKETING DRIVEN
   - LOW/NO TOUCH
   - 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

Average 2022 net retention rate: 118%

Average 2022 gross retention rate: 93%
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

[Bar charts showing EBITDA and EBIT for Q1 to Q4 2022]
Higher churn due to the recession and lower CAC because of expansion investments

Rolling LTM Q4'22 LTV:CAC ratio

9.5x
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