Q1 2023 update
Today’s presenters

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The period in summary

**ARR keep growing**
- MSEK 99.6 (ARR Q1'23)

**Strong ARR growth**
- 52% (YoY ARR growth)

**Satisfying NNARR**
- MSEK 9.0 (NNARR Q1'23)

**High ARR % of net sales**
- 131% (ARR Q1'23 % of net sales Q1'23 LTM)

**Satisfying retention rates**
- 113% (Q1'23 net retention rate)

**Reflecting new market entries**
- 7.6x (Rolling LTM Q1'23 LTV:CAC ratio)

**Q1'23 net retention rate**
- 91% (Q1'23 gross retention rate)
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

- **Integrate**
  - Automate by connecting Oneflow to other business systems

- **Analyze**
  - Gain real-time insights on business performance
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
Focus on international expansion

- 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 32 countries | 28% of net sales outside Sweden |
Some of the features releases ...

Q1 2023
- AI Assist
- Hubspot (lots of improvements)
- Folders
- Formatting

Q2 2023
- Hubspot (2-way sync)
- Pipedrive (custom data fields)
- AI Assist
ARR of MSEK 100, strong 52% YoY growth
Net New ARR Q1 up MSEK 9.0
Strong retention rates considering the tough economic climate

Q1 2023 net retention rate: 113%
Q1 2023 gross retention rate: 91%
ARR per user continues upwards, and 52% more paying users last 12 months
Net sales of MSEK 21.7 in Q1, up 50%

... and we keep on growing outside Sweden!
High gross margin around 94%

Gross margin relatively stable enables a high scalability potential.
Investing in new market entries

![Graph showing EBITDA and EBIT (MSEK) from Q2 21 to Q1 23 with negative values indicating losses.](image-url)
Higher churn due to the recession and lower CAC because of expansion investments

Rolling LTM Q4'22 LTV:CAC ratio

7.6x
Tough times ahead...

- No need for more cash injections

Oneflow is a need-to-have product, sold at a low cost, and with a high ROI
Financial goals

● Growth
Increase ARR to MSEK 600 by the end of the financial year 2027 (2026).

● Profitability
Achieve an EBIT margin of 20 per cent by the end of the financial year 2027 (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