

Q1 2023 update



Today's presenters



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CEO & Founder



Natalie Jelveh

CFO



The period in summary

ARR keep growing

MSEK
100.9
Apr '23

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

91%

Q1'23 gross retention rate

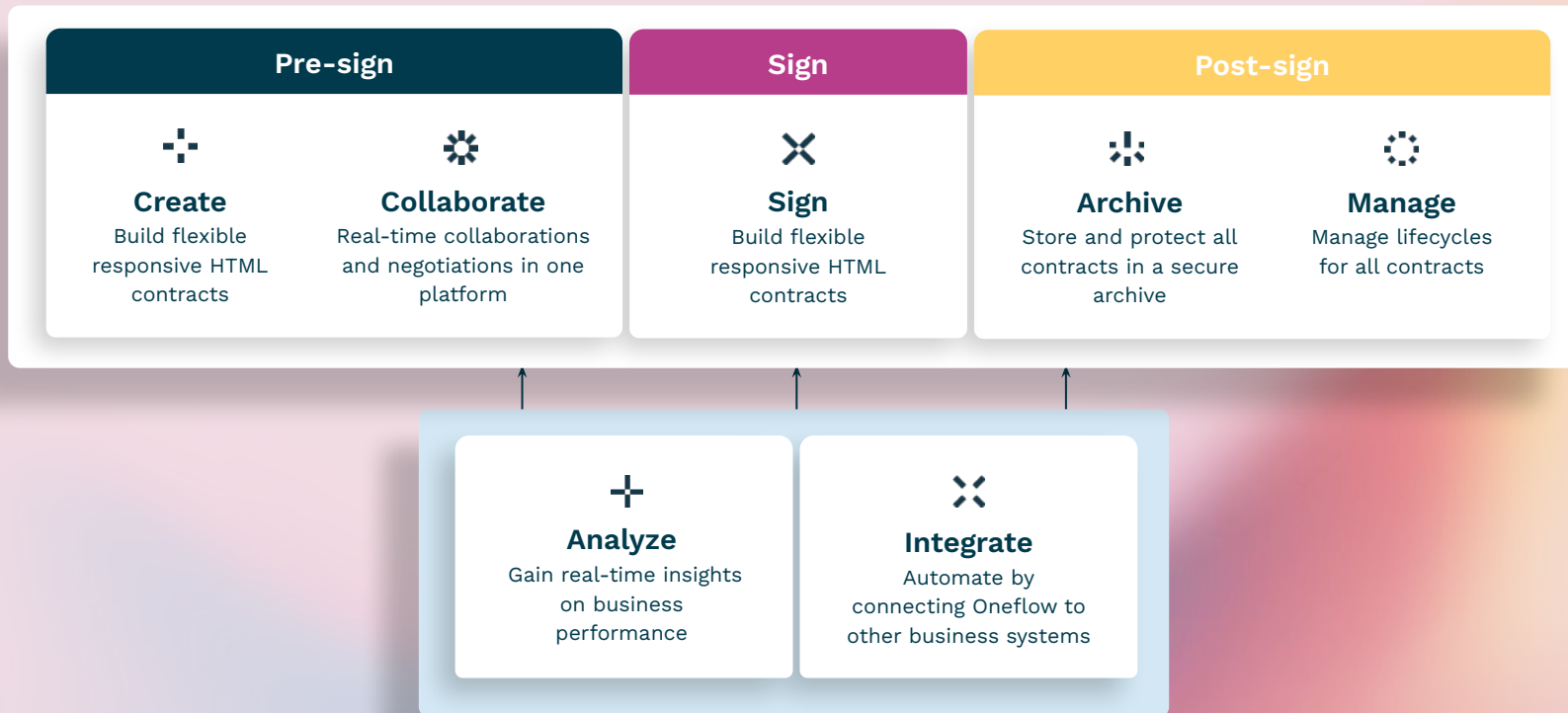
Reflecting new market entries

7.6x

Rolling LTM Q1'23 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



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



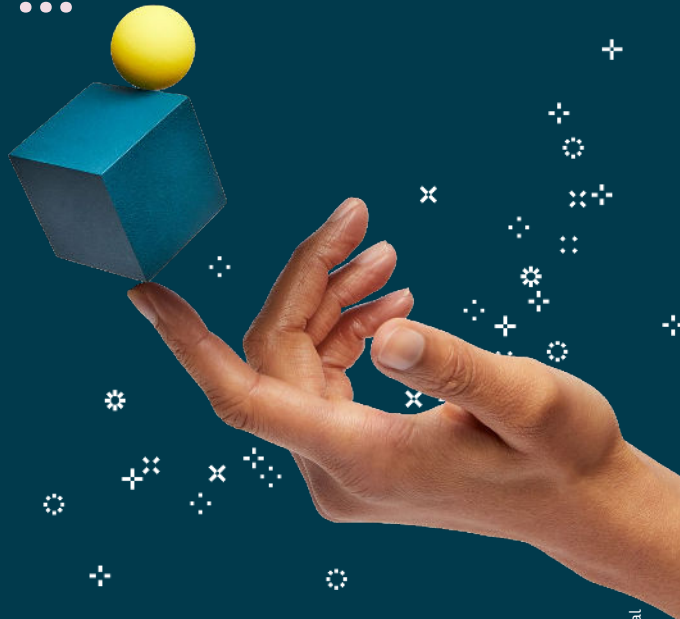
Some of the features releases ...

Q1 2023

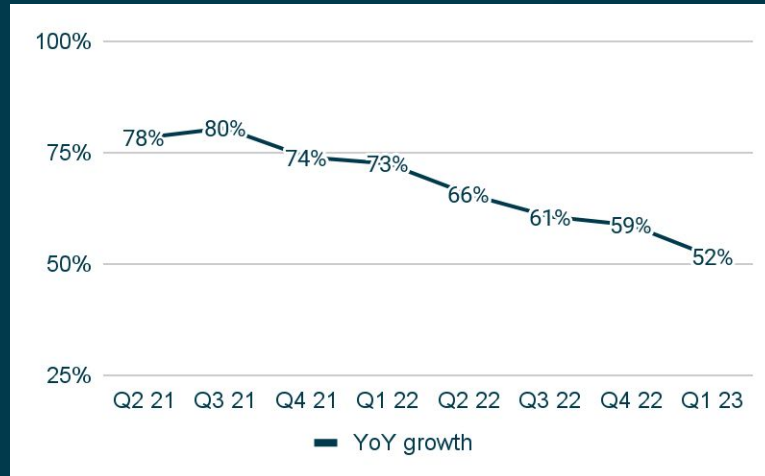
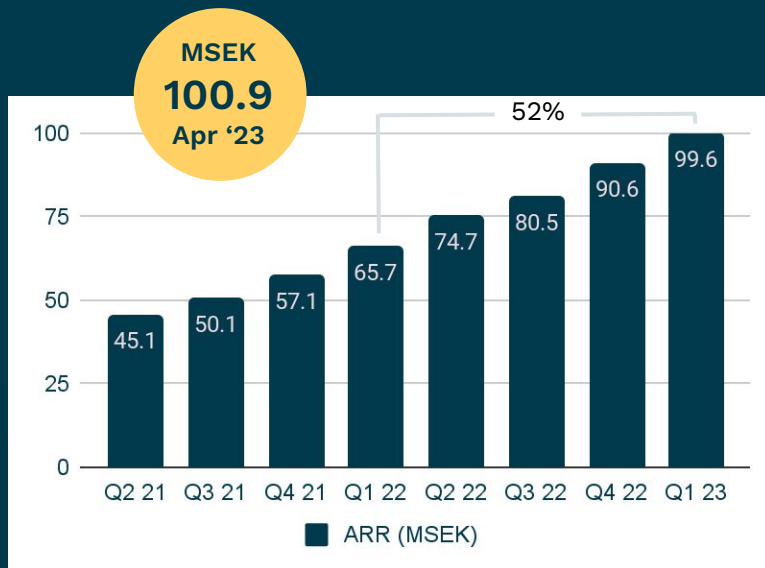
- AI Assist
- Hubspot (lots of improvements)
- Folders
- Formatting

Q2 2023

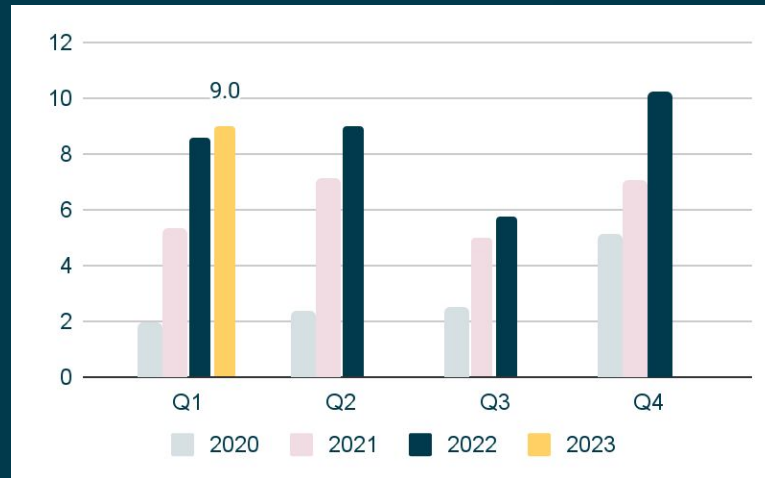
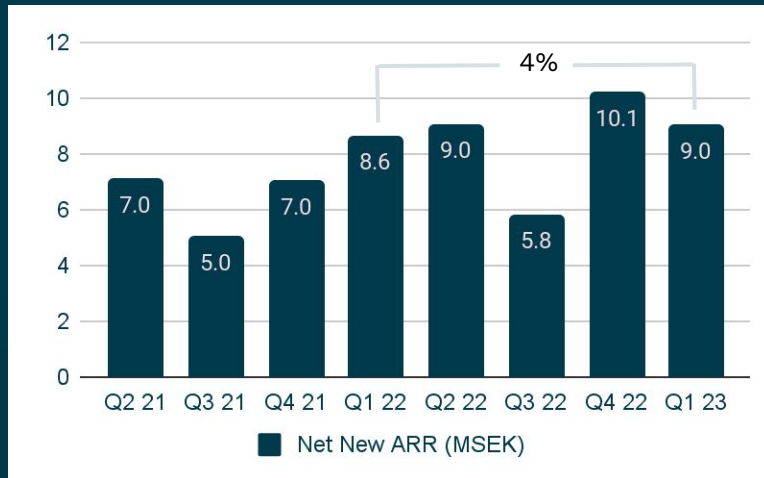
- Hubspot (2-way sync)
- Pipedrive (custom data fields)
- AI Assist



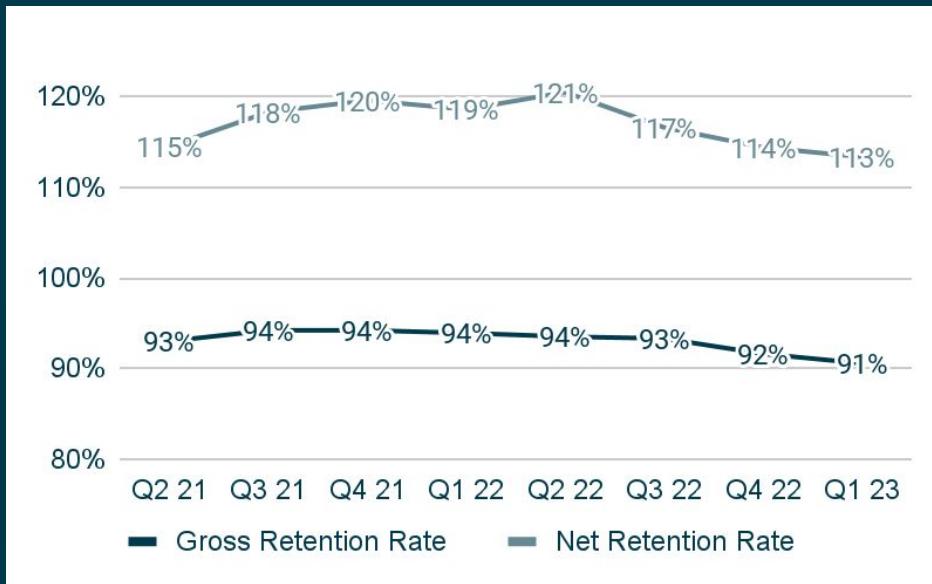
ARR of MSEK 100, strong 52% YoY growth



Net New ARR Q1 up MSEK 9.0



Strong retention rates considering the tough economic climate



113%

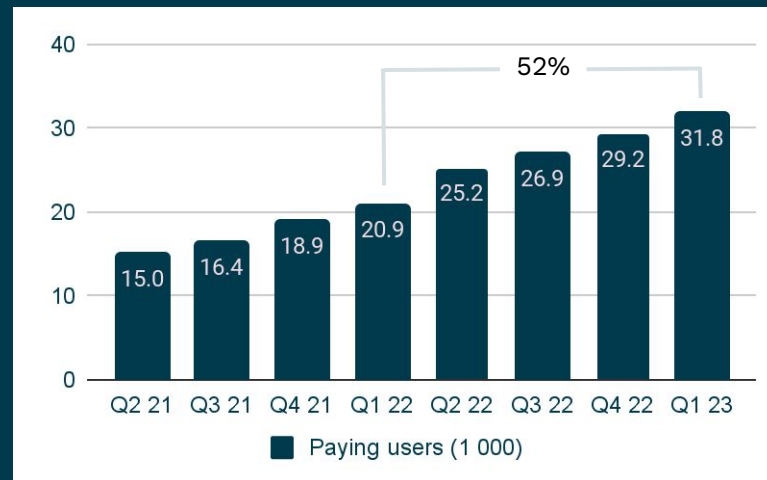
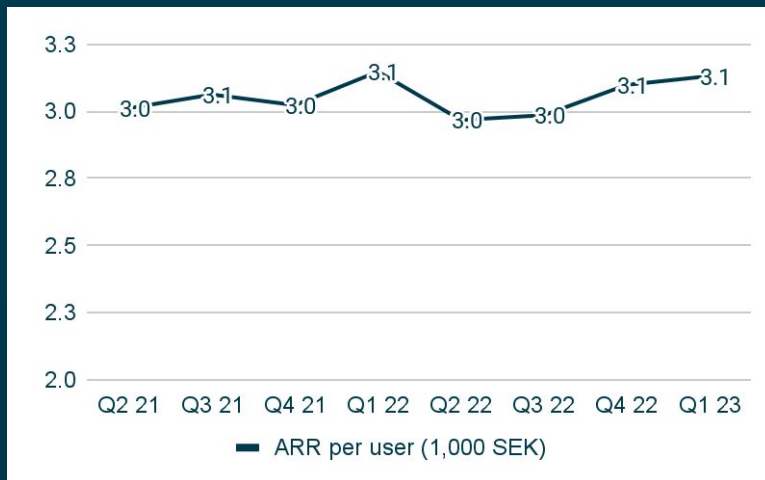
Q1 2023 net retention rate

91%

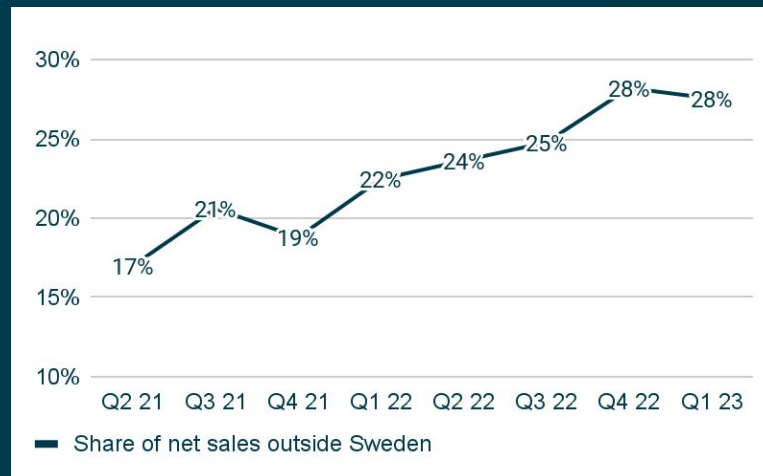
Q1 2023 gross retention rate



ARR per user continues upwards, and 52% more paying users last 12 months



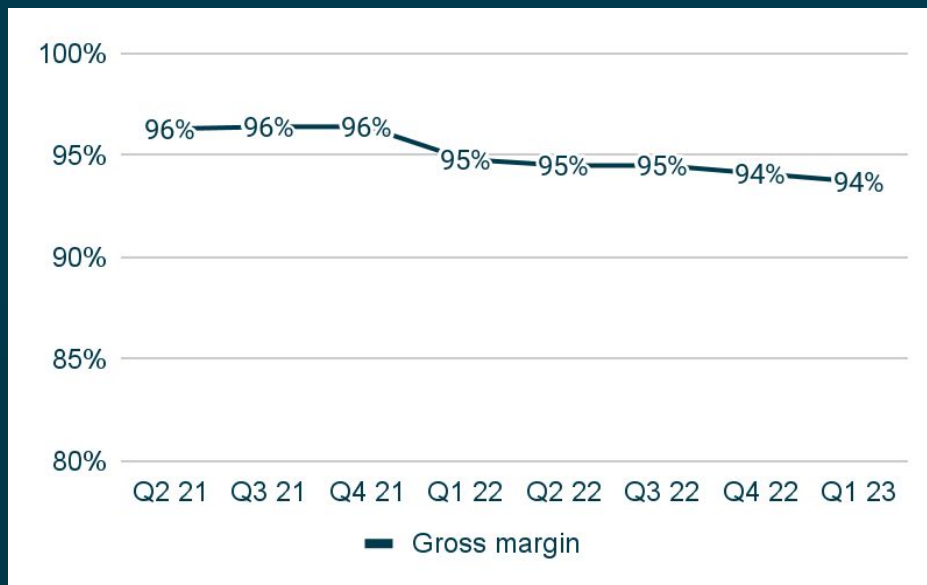
Net sales of MSEK 21.7 in Q1, up 50%



... and we keep on growing outside Sweden!



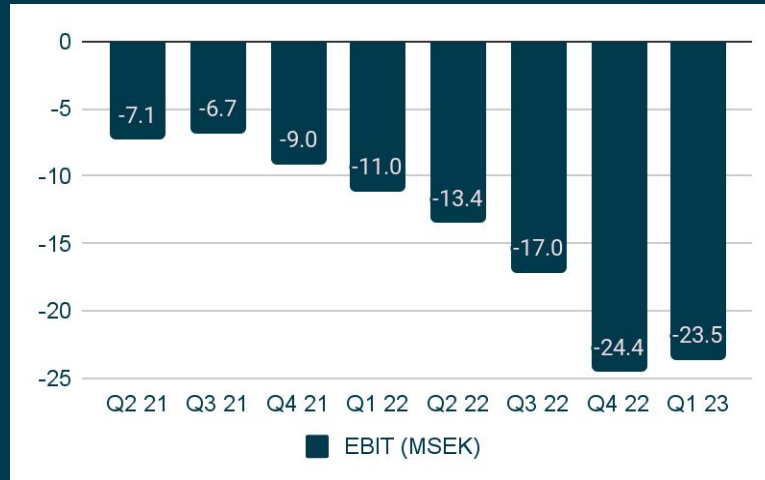
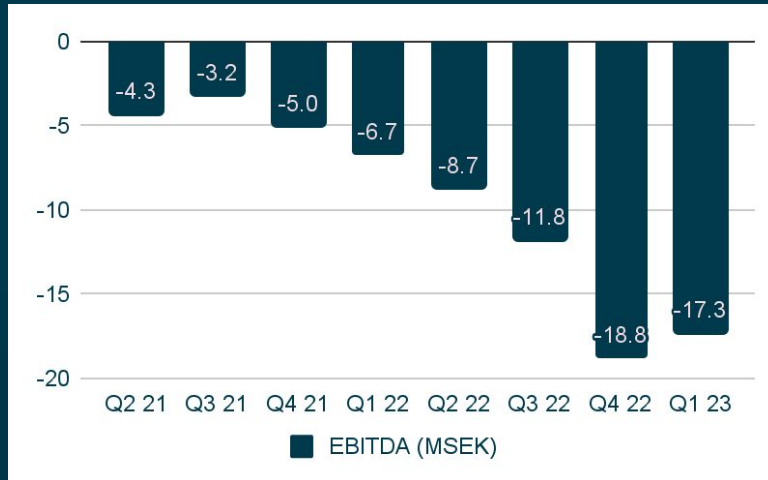
High gross margin around 94%



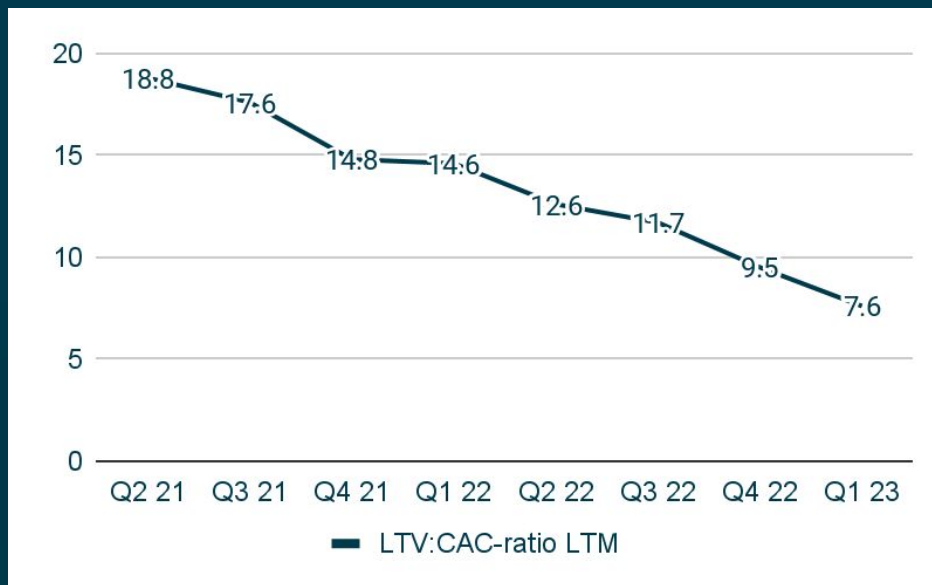
Gross margin relatively stable enables a high scalability potential.



Investing in new market entries



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



7.6x

Rolling LTM Q4'22 LTV:CAC ratio



Tough times ahead...

- No need for more cash injections

Onflow 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.



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Q&A

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