Today’s presenters

Anders Hamnes
CEO & Founder

Natalie Jelveh
CFO
The period in summary

ARR keep growing
MSEK 110.8
ARR Q1’23

Strong ARR growth
48%
YoY ARR growth

All-time high Net New ARR
MSEK 11.3
Net New ARR Q2’23

High ARR % of net sales
132%
ARR Q2’23 % of net sales Q2’23 LTM

Satisfying retention rates
112%
Q2’23 Net Retention Rate

Reflecting new market entries
6.6X
Rolling LTM Q2’23 LTV:CAC ratio

Q2’23 Gross Retention Rate
91%
Dynamic contracts that are truly digital

Pre-sign

Create
Build flexible responsive HTML contracts

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
   - INBOUND SALES
   - HIGH TOUCH

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

3. Self-service
   - MARKETING DRIVEN
   - PRODUCT DRIVEN
   - LOW/NO TOUCH
Contract magic with 100% digital workflows

Q2 2023

- Hubspot (2-way sync)
- Pipedrive (custom data fields)
- AI Assist
- Section rules
- MS Dynamics 365 integration (2-way sync)
- Session duration and device trust periods

Q3 2023

- Expanded our electronic ID signing (more countries)
All-time high Net New ARR of MSEK 11.3 during Q2
ARR of MSEK 111, strong 48% YoY growth
Retention rates have stabilised and are expected to gradually increase again.

Q2 2023 net retention rate: 112%
Q2 2023 gross retention rate: 91%
ARR per user increased 8% and paying users 37% during the last 12 months
Net sales of MSEK 24 in Q2, up 45%

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

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

EBITDA (MSEK)

-3.2, -5.0, -6.7, -8.7, -11.8, -18.8, -17.3, -18.5

EBIT (MSEK)

-6.7, -9.0, -11.0, -13.4, -17.0, -24.4, -23.5, -25.4
Declining LTV:CAC due to churn and expansion investments

Rolling LTM Q2'23 LTV:CAC ratio

6.6x
Oneflow will come stronger out of the recession

- Oneflow is a need-to-have product, sold at a low cost, and with a high ROI
- We have a strong team and an outstanding company culture
- Scalable and powerful product offering
- Strong cash position
We stand by our financial goals

- **Growth**
  Increase ARR to MSEK 600 by the end of the financial year 2027.

- **Profitability**
  Achieve an EBIT margin of 20 per cent by the end of the financial year 2027 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.
Question and Answer (Q&A)

For more information:
oneflow.com/ir