

Q2 2023 update



Today's presenters



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CEO & Founder



Natalie Jelveh

CFO



The period in summary

ARR keep growing

MSEK
111.8
July '23

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

91%

Q2'23 Gross Retention Rate

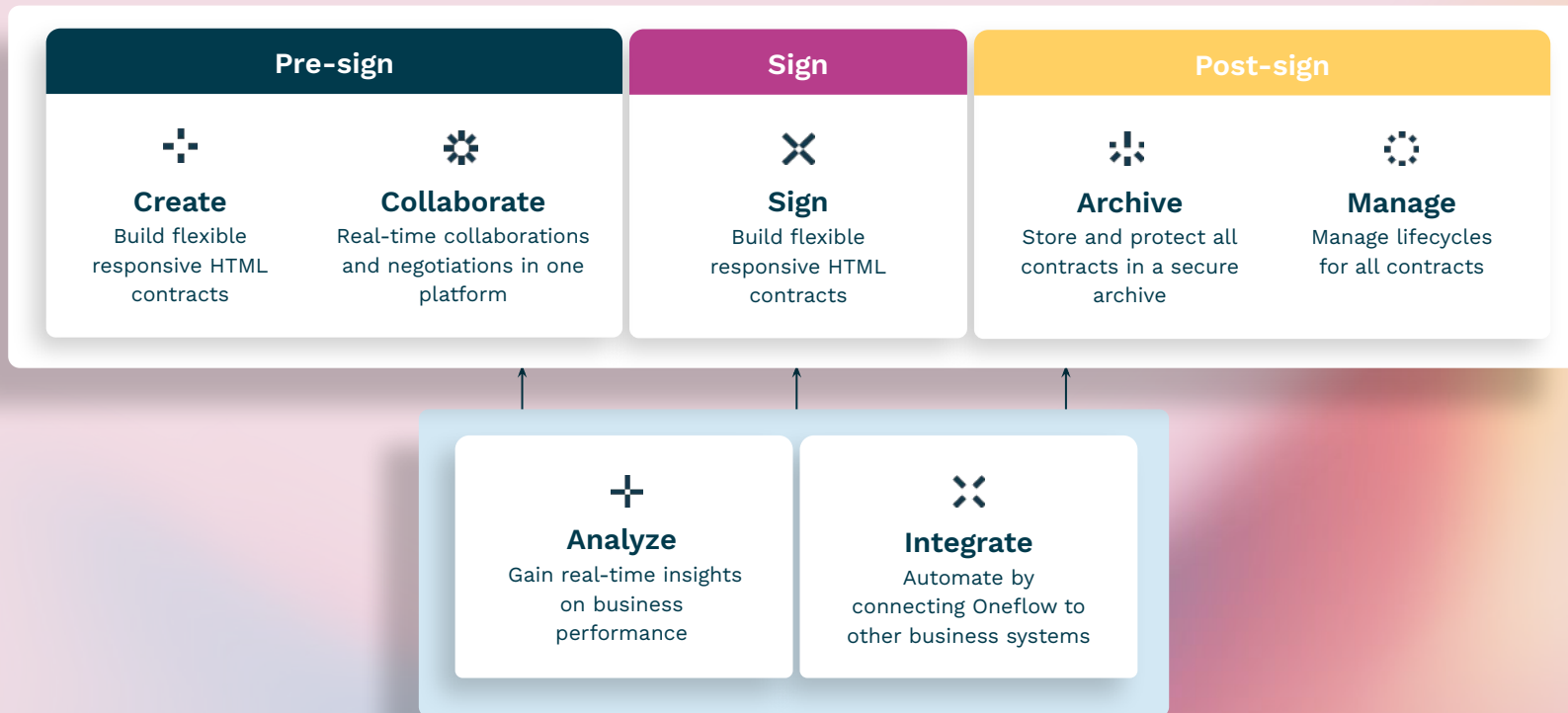
Reflecting new market entries

6.6x

Rolling LTM Q2'23 LTV:CAC ratio



Dynamic contracts that are truly digital



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



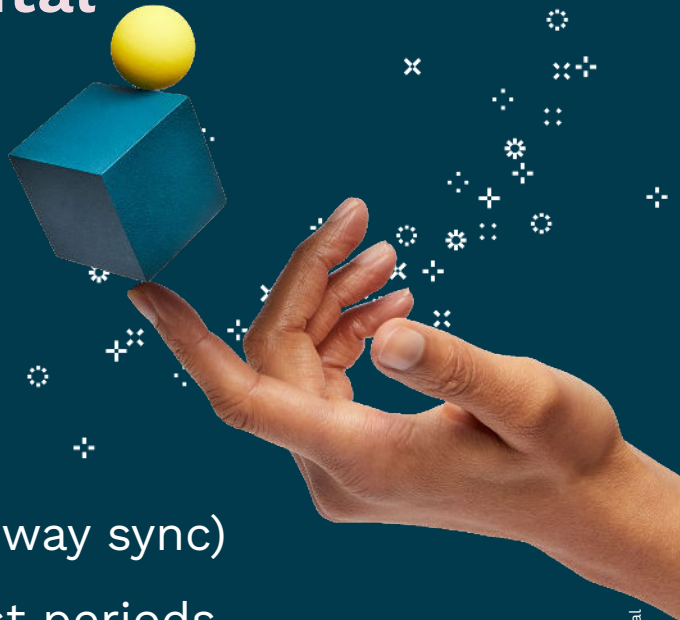
Contract magic with 100% digital workflows

Q2 2023

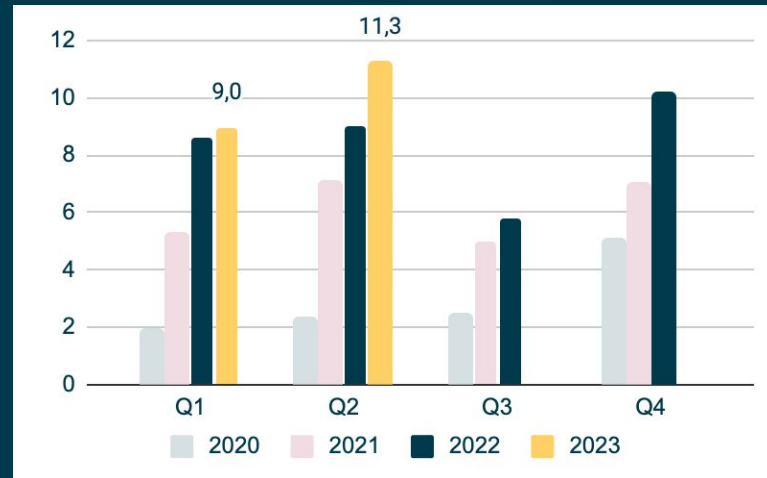
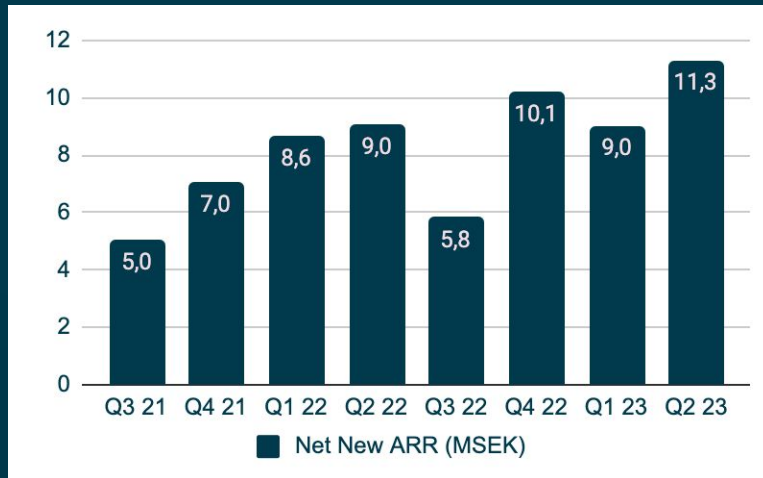
- Hubspot (2-way sync)
- Pipedrive (custom data fields)
- AI Assist
- Section rules
- MS Dynamics 365 integration (2-way sync)
- Session duration and device trust periods

Q3 2023

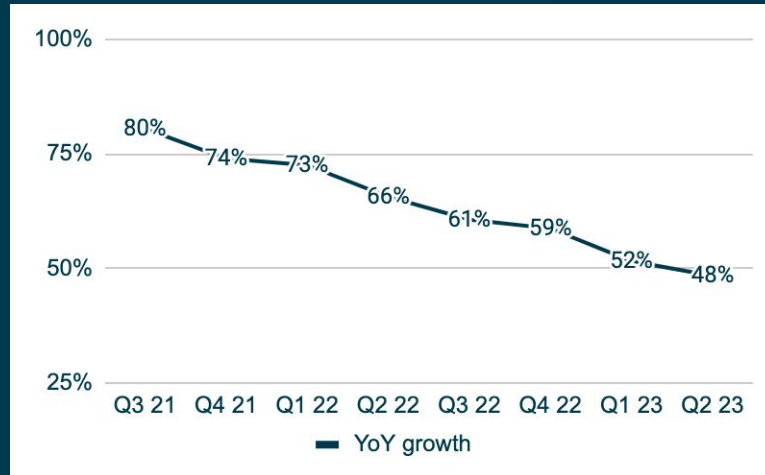
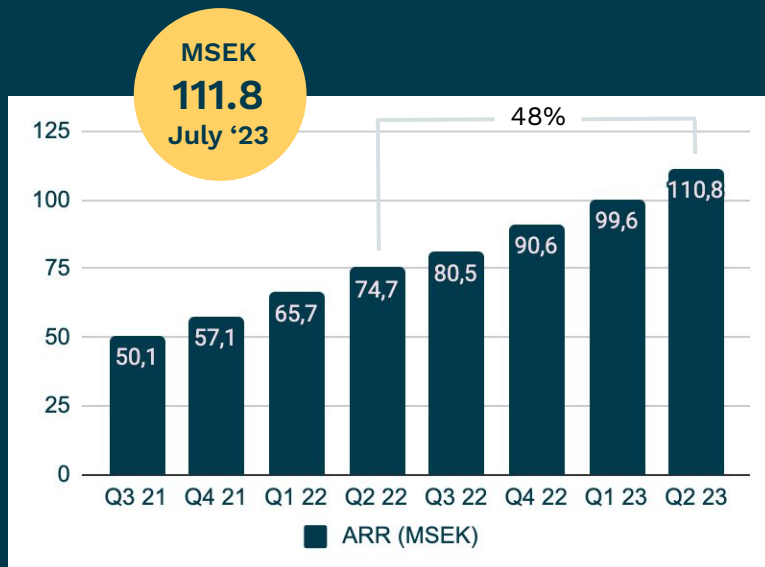
- Expanded our electronic ID signing (more countries)



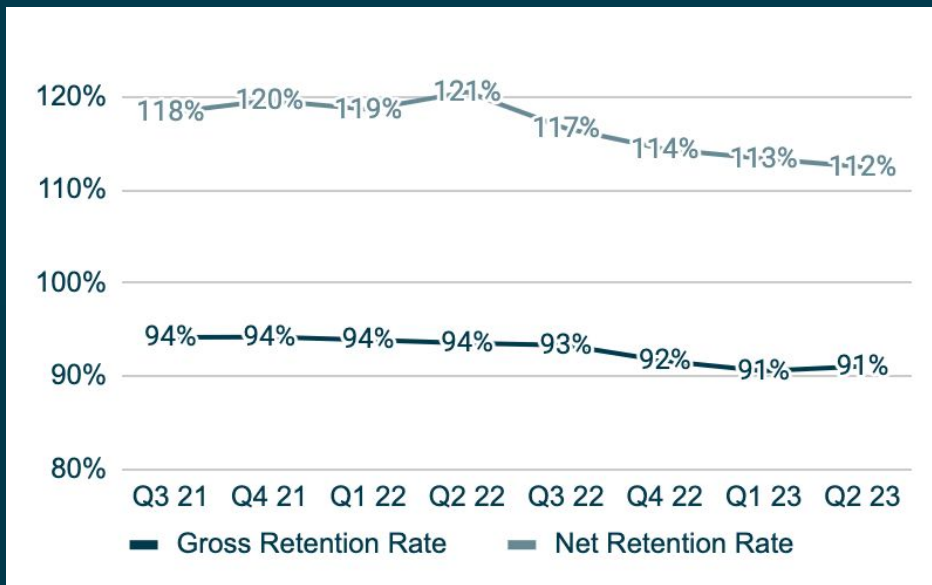
All-time high Net New ARR of MSEK 11.3 during Q2



ARR of MSEK 111, strong 48% YoY growth



Retention rates have stabilised and are expected to gradually increase again



112%

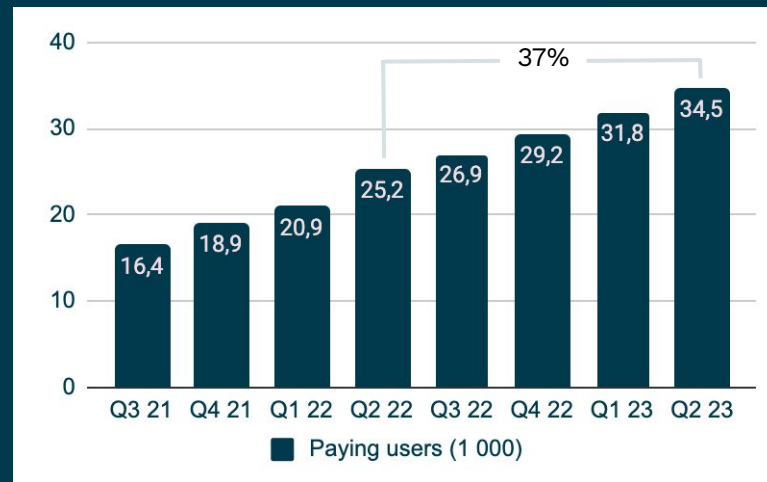
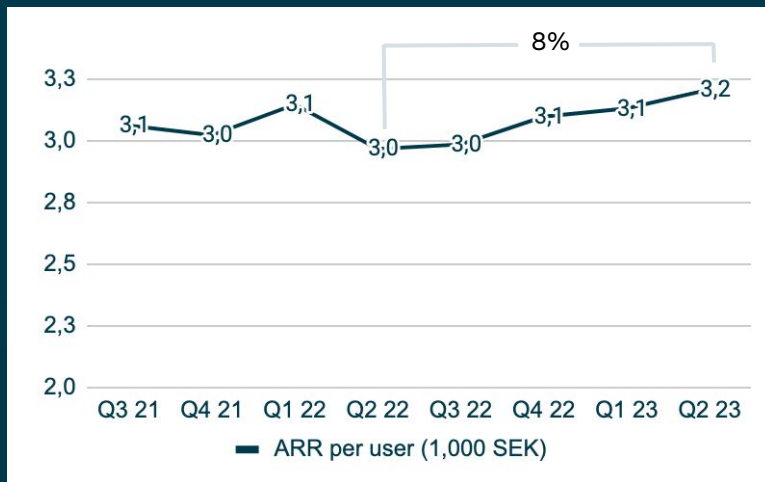
Q2 2023 net retention rate

91%

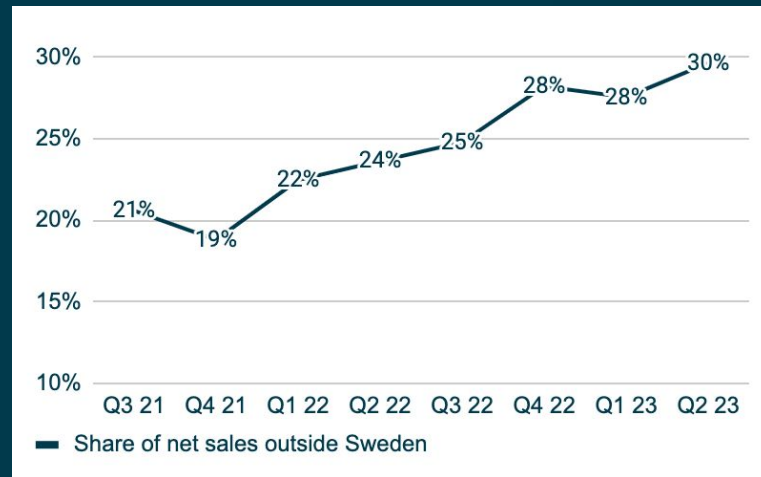
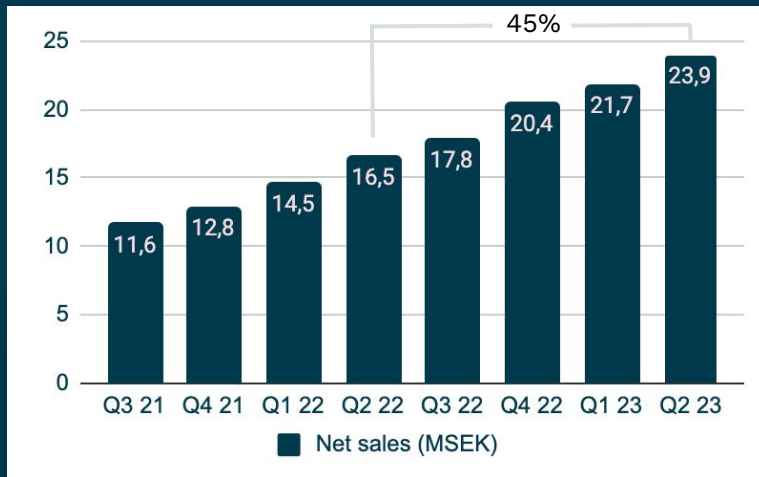
Q2 2023 gross retention rate



ARR per user increased 8% and paying users 37% during the last 12 months



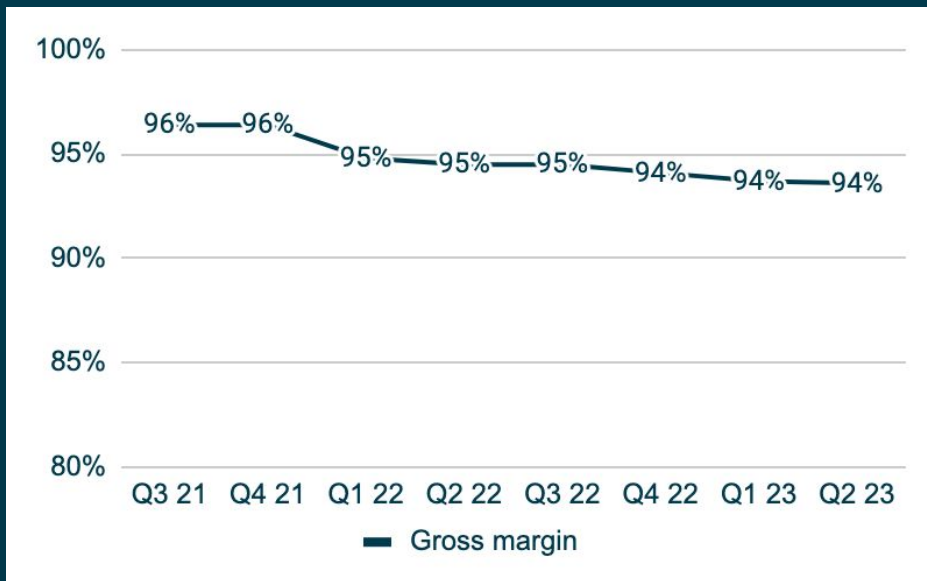
Net sales of MSEK 24 in Q2, up 45%



... and we keep on growing
outside Sweden!



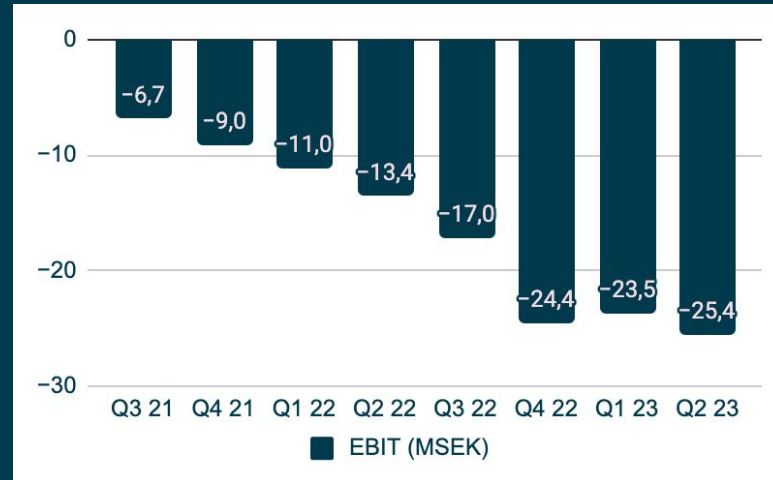
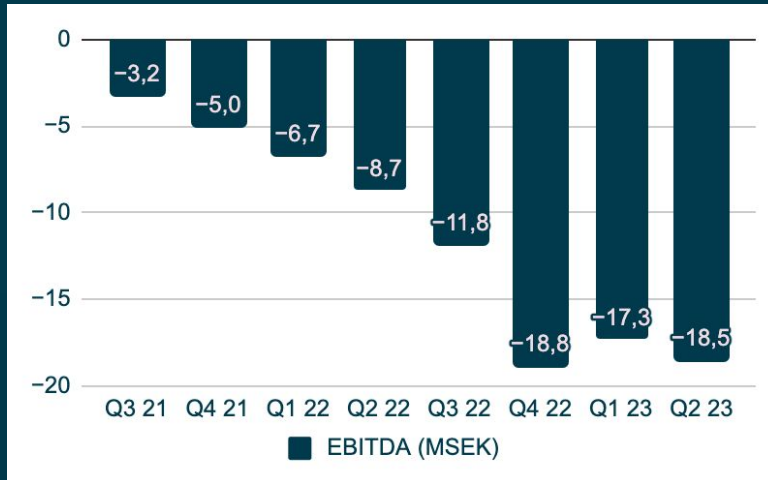
High gross margin at 94%



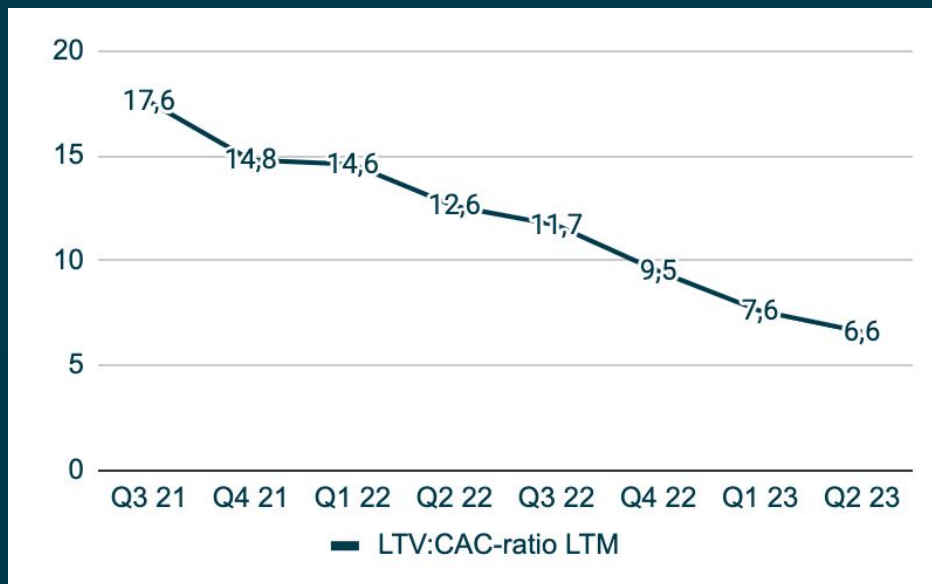
Gross margin relatively stable enables a high scalability potential.



Investing in the product and new market entries



Declining LTV:CAC due to churn and expansion investments



6.6_x

Rolling LTM Q2'23 LTV:CAC ratio



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.



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