Q3 2023 update
The period in summary

- **ARR keep growing**
  - MSEK 116.2
  - ARR Q3'23

- **Strong ARR growth**
  - 44% YoY ARR growth

- **Net New ARR**
  - MSEK 5.4
  - Net New ARR Q3'23

- **High ARR % of net sales**
  - 127%
  - ARR Q3'23 % of net sales Q3'23 LTM

- **Satisfying retention rates**
  - 111%
  - Q3'23 Net Retention Rate

- **Paying users up 34% YoY**
  - 36.1k
  - Paying users Q3'23

- **Q3'23 Gross Retention Rate**
  - 90%
Dynamic contracts that are truly digital

- **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

- **Analyse**
  - Gain real-time insights on business performance

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

Q3 2023 update

- New PDF viewer
- Inline comments
- HiBob integration
- Microsoft 365 integration
- Several improvements to the Hubspot and Superoffice integrations
- Expanded eID signing to a bunch of new countries

Q4 2023

- Freja eID
Net New ARR of MSEK 5.4 during Q3
ARR of MSEK 116, strong 44% YoY growth

MSEK 120.5
Oct '23

Q4 21 | Q1 22 | Q2 22 | Q3 22 | Q4 22 | Q1 23 | Q2 23 | Q3 23
---|---|---|---|---|---|---|---
57.1 | 65.7 | 74.7 | 80.5 | 90.6 | 99.6 | 110.8 | 116.2

YoY growth

Q4 21 | Q1 22 | Q2 22 | Q3 22 | Q4 22 | Q1 23 | Q2 23 | Q3 23
---|---|---|---|---|---|---|---
74% | 73% | 66% | 61% | 59% | 52% | 48% | 44%
We expect retention rates to floor out at current levels, before increasing back to normal.

Q3 2023 net retention rate: 111%
Q3 2023 gross retention rate: 90%
ARR per user increased 8% and paying users 34% during the last 12 months
Net sales of MSEK 26 in Q3, up 44%

... 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, brand and new market entries

We did an extraordinary brand related investment of MSEK 2 during Q3.
Heading towards profitability

- Recruitment goals achieved, no headcount increase in the near future.
- Focus is to improve ways of working, speed up releases, enhancing product experience, and keep strong sales growth.
- Current cost base is comfortable considering our cash reserve and the sales growth we are experiencing.
Oneflow will come stronger out of the recession

- Scalable and powerful product offering
- We have a strong team and an outstanding company culture
- Oneflow is a need-to-have product, sold at a low cost, and with a high ROI
Financial goals

- **Growth**
  Increase ARR to MSEK 500 (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.
Q&A

For more information:
oneflow.com/ir