

onflow³

Year-end Report

January–December 2023



The period in summary

October–December 2023

- Net sales increased 39.5% to MSEK 28.4 (20.4). Share of Net sales outside Sweden increased to 33% (28) with paying users in 40 countries.
- EBIT was MSEK -26.5 (-24.4), with an EBIT margin of -93% (-120).
- Net income for the period amounted to -26.3 (-24.0).
- Basic earnings per share amounted to SEK -1.05 (-0.95) and diluted to SEK -1.05 (-0.95).
- Total ARR YoY increased 42.7% to MSEK 129.3 (90.6). Net New ARR for the fourth quarter increased 29.7% to MSEK 13.2 (10.1).
- During the quarter cash-flow from current operations amounted to MSEK -8.6 (-11.1).
- Total cash and cash equivalents amounted to MSEK 100.6 (211.7).

January–December 2023

- Net sales increased 44% to MSEK 99.7 (69.1). Share of Net sales outside Sweden increased to 30% (25) with paying users in 40 countries.
- EBIT was MSEK -98.1 (-65.8), with an EBIT margin of -98% (-95).
- Net income for the period amounted to -95.5 (-67.3).
- Basic earnings per share amounted to SEK -3.80 (-2.89) and diluted to SEK -3.80 (-2.89).
- Net New ARR for the year increased 15.6% to MSEK 38.7 (33.5).
- Cash-flow from current operations amounted to MSEK -52.7 (-28.9).
- Total cash and cash equivalents amounted to MSEK 100.6 (211.7).
- According to the policy no dividend will be paid out.



(MSEK)	Q4 23	Q3 23	Q2 23	Q1 23	Q4 22	Q3 22	Q2 22	Q1 22	Q4 21	Q3 21	Q2 21	Q1 21
Net sales	28.4	25.6	23.9	21.7	20.4	17.8	16.5	14.5	12.8	11.6	10.3	8.8
Net sales growth (%)	39.5	44.0	45.5	49.5	58.8	53.4	59.2	64.5	60.3	74.9	65.7	54.3
Recurring revenues	27.2	24.8	23.1	20.8	19.1	17.1	15.9	13.8	12.5	11.1	9.9	8.4
Gross margin (%)	93.7	93.5	93.6	93.7	94.1	94.5	94.5	94.8	96.4	96.4	96.3	96.5
EBITDA	-18.1	-15.2	-18.5	-17.3	-18.8	-11.8	-8.7	-6.7	-5.0	-3.2	-4.3	-5.0
EBITDA margin (%)	-63.6	-59.5	-77.2	-79.6	-92.2	-66.4	-52.7	-46.1	-39.2	-27.6	-41.8	-56.9
EBIT	-26.5	-22.7	-25.4	-23.5	-24.4	-17.0	-13.4	-11.0	-8.9	-6.7	-7.1	-7.6
EBIT margin (%)	-93.2	-88.9	-105.9	-108.2	-120.0	-95.6	-81.3	-75.4	-70.0	-57.6	-69.1	-85.5
ARR, Annual Recurring Revenue	129.3	116.2	110.8	99.6	90.6	80.5	74.7	65.7	57.1	50.1	45.1	38.1
ARR growth (%)	42.7	44.4	48.4	51.6	58.7	60.6	65.6	72.5	74.0	80.5	78.3	65.8
NNARR, Net New ARR	13.2	5.4	11.3	9.0	10.1	5.8	9.0	8.6	7.0	5.0	7.0	5.3
NNARR growth (%)	29.7	-7.0	25.0	4.3	45.1	15.3	28.0	63.6	38.2	102.9	201.9	177.0

For definition of key ratios, see pages 28-31.



CEO's comments

Breaking old records is becoming a habit

Oneflow continued to deliver strong sales numbers during the last quarter of 2023. The ARR increased with an all-time-high of MSEK 13.2 during the quarter, ending the year at a total of MSEK 129.3, representing a year-over-year growth of 43%.



During the fall, and especially during the fourth quarter of 2023, we made the strategic decision to reduce our workforce, to further improve efficiency and optimize our organization and performance. This adjustment represented a modest reduction, impacting approximately 5% of our workforce. Some of the employees affected by the downsizing are currently within the termination period of the employment and will be compensated in the initial months of 2024. However, the entire termination costs have been allocated to the fiscal year 2023, resulting in a one-time expense of MSEK 1.2 in the fourth quarter.

Fourth quarter EBIT was MSEK -26.5, including the one-time expense, and in line with our internal projections. From the first quarter of 2024 and going forward, you'll see a steady improvement of our EBIT, quarter by quarter. Considering our current ARR and growth rate, our cost base - that now will be more or less fixed throughout 2024 - we'll maintain a sufficient cash position, and steer towards profitability with our current cash reserve.

We've seen a slight improvement in the gross retention rate throughout 2023, month by month, closing the year at 91.1%. We expect the gross retention rate to continue improving slowly going forward. The net retention rate is at a healthy level (110.2%), despite expansion ARR still being under pressure from customers downsizing and laying off employees rather than hiring. We expect the net retention rate to improve again as soon as the economic sentiment recovers.

Oneflow offers a critical product that is proven to reduce costs and increase productivity, delivering high value for money and a quick payback. We will never compromise our financial position and strive to make sound long-term business decisions. We maintain our financial targets of reaching an ARR of MSEK 500 and an EBIT margin of 20% during 2027.

Say contract, think Oneflow!

Anders Hamnes
CEO & Founder



Product highlights

Oneflow continued to invest in product development to help our users focus on what really matters to the business by automating workflows and manual tasks surrounding contract management.

During the quarter

- We implemented the ability to **lock down the signing and delivery settings** at a template level which gives template creators greater control over the way contracts are sent by their teams. With this update, template creators can ensure that selected signing and delivery methods are saved for certain templates—or that contracts aren't going out without the appropriate security measures required by the company.
- Users can **track if the counterparty has downloaded** the contract. This will appear in the audit trail and can help users better understand how the counterparty is interacting with the document.
- Users now have the ability to **remove organizers** from signed and declined contracts so that the organizers only get necessary updates while the users are away, and not receive the notifications once the users are back.
- We changed the **subject line** for users receiving contract status emails to show the document name instead of the counterparty name. This only applies to the owner of the contract to help them better keep track of which contracts are which. Counterparties will still see the custom subject line that the sender creates.
- We changed the **design of our settings tab** to make it easier for users to find the settings that they want to use.
- **Hubspot users can add attachments** to their contracts directly from deals, companies, and contacts in HubSpot. Oneflow product tables will now always reflect the sequence of line items in HubSpot, maintaining consistency when the contract is created.
- For Zapier enthusiasts, it's possible to add products and services into Oneflow contracts using our **new Zapier action**. Users can also create custom actions on top of out-of-the-box actions to customize contract workflows to fit their exact needs.
- As soon as a user **makes a change to a Microsoft 365** draft document, they will be notified in the Oneflow add-in with the option to push the change to the Oneflow contract before it's been signed. Word and PowerPoint documents stored in SharePoint can also be turned into signable documents.
- We've made it possible to create contracts directly from companies and people and have **multiple contracts on the same deal in Pipedrive**, while also seamlessly transferring product discounts and taxes into the contract.
- **SuperOffice users can automatically save contracts as PDFs** – making it easy to track contracts.



- **HiBob users can use custom data fields** in contract templates that will be automatically transferred to an employee profile, making it even easier for users to ensure the right information is in HiBob.

Events after the end of the period

- We started beta testing **custom account permissions**. This gives customers the ability to pick and choose which users can have access to individual admin tools, allowing companies to delegate specific admin tasks while ensuring sensitive data and processes are safeguarded by limiting access to only those who need it.
- We started beta testing a new **workspace administrator role** that allows users to have admin access at the workspace level. This will greatly improve the way enterprise companies handle access management while maintaining security.



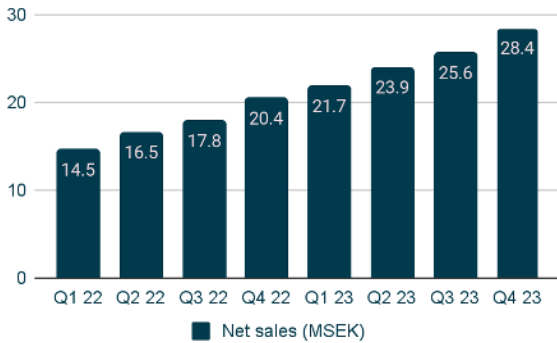
Oneflow in summary

For definition of key ratios presented below, see pages 28–31.

Net sales

Net sales in the fourth quarter was MSEK 28.4 (20.4), representing a growth of 40% (59) compared to the fourth quarter last year.

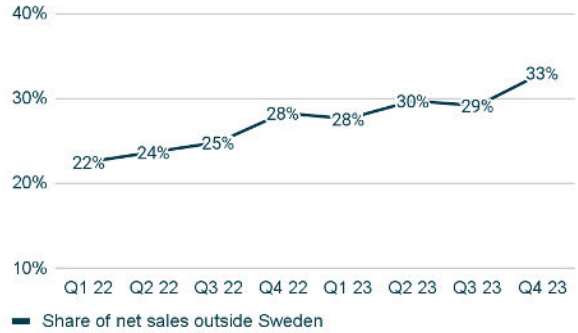
Net sales during 2023 was MSEK 99.7 (69.1), representing a growth of 44% (59) compared to last year.



Software related recurring revenues represented 96% (94) of Net sales during the fourth quarter. For the full year, software related recurring revenues represented 96% (95). Other revenues are professional services.

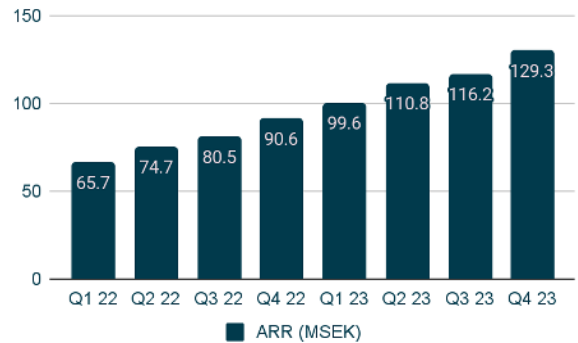
Oneflow prioritizes the "ARR first" approach, and we only offer one-off professional services when we believe they will enhance customer onboarding and adoption without affecting the ARR negatively. The ARR/Net sales ratio stood at a robust and substantial 130% (131) during the year. This indicates that we do not compromise long-term profitability for short-term gains. It also reflects our user-friendly and intuitive product platform, where professional services are not an absolute requirement for onboarding new customers. Scalability is a fundamental aspect of our business model.

The share of Net sales outside of Sweden continued to grow during the fourth quarter, ending at 33% (28) and 30% (25) for the full year. We currently have paying users in 40 (31) countries.



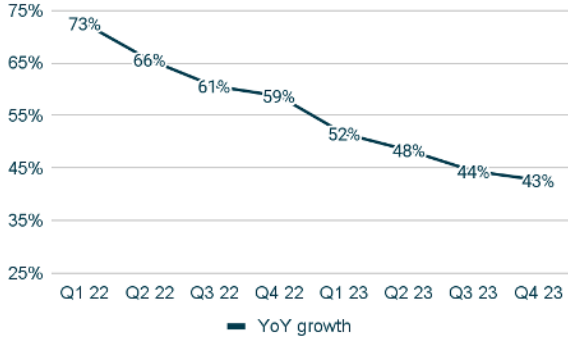
ARR

Total ARR (Annual Recurring Revenue) ended the year at MSEK 129.3 (90.6), a growth of 42.7% compared to the previous year.



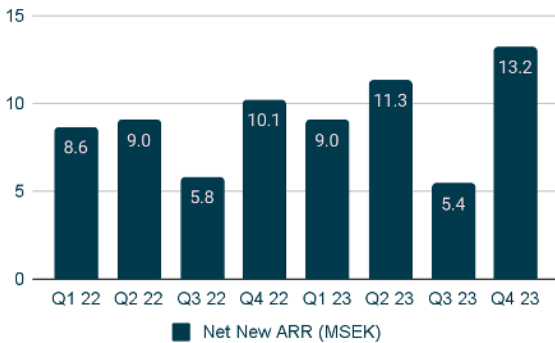
The ARR growth has always been high, and we expect to continue maintaining strong growth going forward.



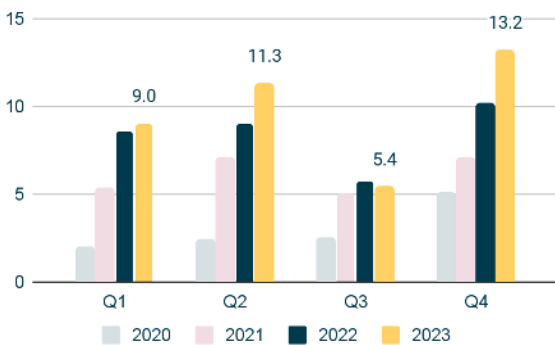


Net New ARR closed in at all-time-high of MSEK 13.2 (10.1) for the fourth quarter, up 29.7% since the same quarter last year.

Net New ARR amounted to MSEK 38.7 (33.5) for the full year, an increase of 15.6% compared to the previous year.

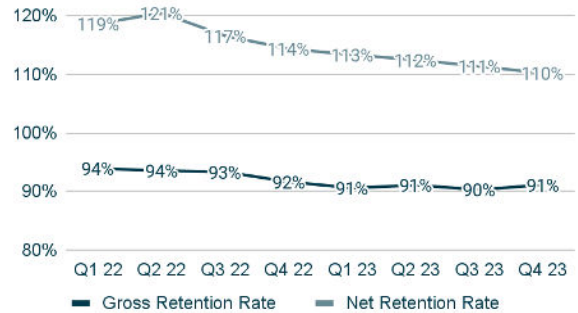


Due to seasonal variations, the second and fourth quarters are usually the strongest in software, with the third quarter being the weakest, and the first quarter somewhere “in between”.



Revenue retention

Gross Retention Rate was 91% (92) for the fourth quarter of 2023, and the average rate for the full year was 91% (93). Gross Retention Rate includes churn and downgrades, but not expansion sales.

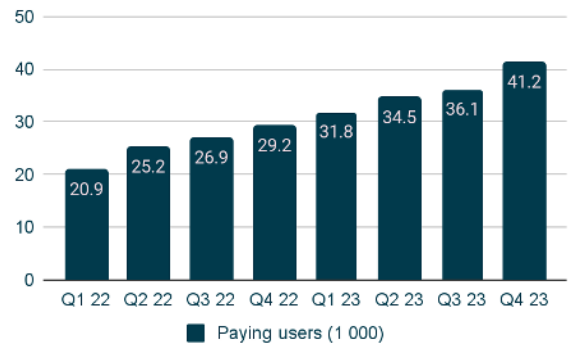


Net Retention Rate ended the fourth quarter at 110% (114), and the average rate for the full year was 112% (118). Net Retention Rate includes churn, downgrades and expansion sales.

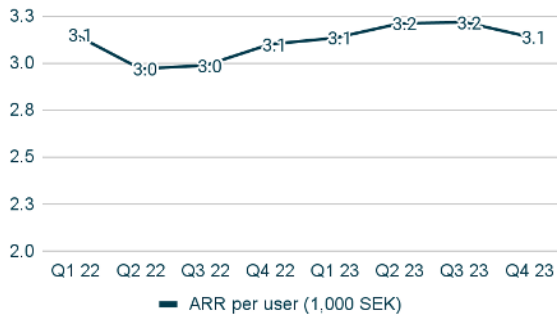
The main reason for the declining numbers is the economic sentiment at the moment. Churn was higher than usual, and expansion sales were lower. We expect the Net Retention Rate to pick up again as soon as the underlying market fundamentals improve.

Users

Number of paying users was 41.2k (29.2k) at the end of the year, up 41% since the previous year.



Average ARR per (paying) user was TSEK 3.1 (3.1) by the end of the year.

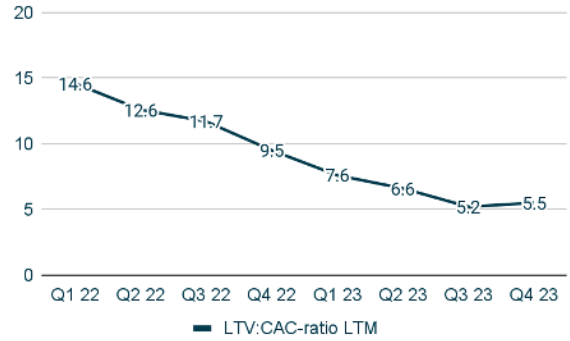


LTV:CAC

The LTV:CAC-ratio LTM (Lifetime Value divided by Customer Acquisition Cost, Last Twelve Months) ended the fourth quarter at 5.5, down from 9.5 the fourth quarter a year earlier. For every Swedish crown (SEK) we invest in new sales, we get approximately 6 Swedish crowns (SEK) back. The LTV:CAC-ratio was 6.2 for the full year, down from 12.1 compared to the corresponding period last year.

The decreasing trend is in line with our expectations and strategic plans, primarily attributable to our expansion into new markets. In 2022, we established subsidiaries in the UK, France, and the Netherlands, incurring relatively high expenses.

2023 was dedicated to getting our new teams fully operational and commencing sales efforts. In the year, we've already successfully concluded numerous significant deals outside the Nordic region.

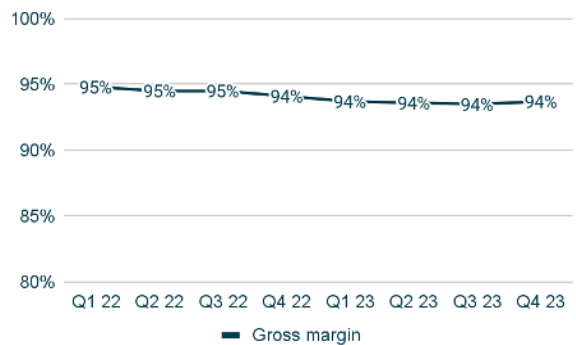


Calculating the LTV, we have for simplicity reasons not included any growth assumptions in the average revenue per account going forward. This is of course not correct, since the Net Retention Rate always has been and is expected to remain positive and strong going forward. The LTV would have been significantly higher if we included this element into the formula. However, to be conservative and also not to over complicate the calculations, we decided to stick with the simpler version.

Customer Acquisition Cost (CAC) includes sales and marketing related expenses divided by the number of new customers.

Gross margin

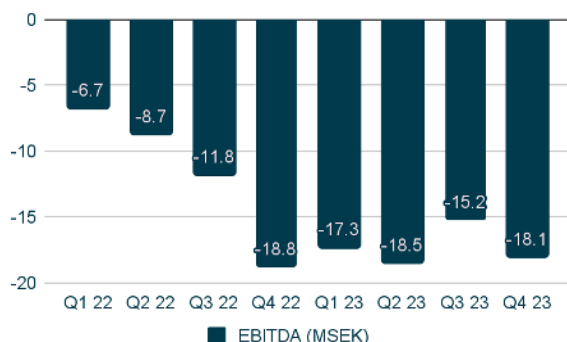
Gross margin was 94% (94) for the fourth quarter of 2023. Gross margin for 2023 was 94% (94) The largest cost of service sold related expense is sales commission to partners. Hosting related expenses are also included in the cost of service sold.



EBITDA

During the fourth quarter EBITDA amounted to MSEK -18.1 (-18.8), corresponding to an EBITDA margin of -64% (-92).

EBITDA for 2023 amounted to MSEK -69.1 (-46.0), corresponding to an EBITDA margin of -69% (-67).



The company has a heavy focus on product development, with a goal to take a position as global thought leader of digital contract handling.

Increased costs mainly consist of higher employee costs with an average of 165 employees during the fourth quarter compared to 148 during the fourth quarter last year. This is completely in line with the company's plan to invest in both product development and in new markets.

The increase in operating expenses during 2023 compared to last year is largely explained by the company's investments in growth in the new markets UK, France and the Netherlands. The largest part of these operating costs consists of employee costs.

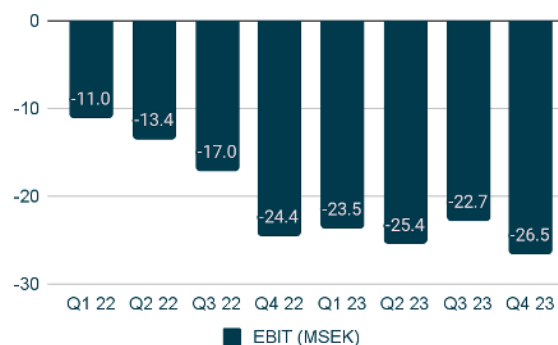
During the quarter, the company has also had one-time expenses related to allocated termination costs connected to reduction of the workforce.

EBIT

Operating income during the fourth quarter, EBIT, amounted to MSEK -26.5 (-24.4), corresponding to an EBIT margin of -93% (-120).

Operating income during 2023, EBIT, amounted to MSEK -98.1 (-65.8), corresponding to an EBIT margin of -98% (-95).

Except for cost increases described above, depreciation increased compared to the same period last year. This is a result of increased investments in capitalized development work due to the company's strategic decision to focus on product development.



Cash flow and investments

During the fourth quarter cash flow from current operations amounted to MSEK -8.6 (-11.1).

During 2023 cash flow from current operations amounted to -52.7 (-28.9). Changes compared to previous year is due to lower operating income, but is also positively affected by advance payments from customers.

Fourth quarter investments in tangible non-current assets amounted to MSEK -0.1 (-0.3), excluding right-to-use assets.



Investments in intangible non-current assets amounted to MSEK -11.9 (-10.7) and consisted of capitalization of development costs relating to the technical platform.

Investments in financial non-current assets amounted to MSEK 0.0 (-0.3) and consisted of deposits for new offices in new markets outside the Nordics.

During 2023 investments in tangible non-current assets amounted to MSEK -1.7 (-1.9), excluding right-to-use assets.

Investments in intangible non-current assets, consisting of capitalization of development costs relating to the technical platform, amounted to MSEK -49.5 (-36.7) during the same period.

Investments in financial non-current assets was MSEK -1.1 (-0.9) and consisted of deposits for new offices in new markets outside the Nordics.

In the fourth quarter, depreciation of capitalized development costs amounted to MSEK -6.2 (-3.9) and amortization of right-to-use assets amounted to MSEK -1.8 (-1.4).

During 2023 depreciation of capitalized development costs amounted to MSEK -21.2 (-13.3) and amortization of right-to-use assets amounted to MSEK -6.3 (-5.5).

Equity and liabilities

The Group's equity amounted to MSEK 137.0 (230.6) by the end of 2023.

During the fourth quarter cash flow from financing activities amounted to MSEK -1.7 (-1.6).

During 2023 cash flow from financing activities amounted to MSEK -5.9 (244.8).

Cash and cash equivalents amounted to MSEK 100.6 (211.7) at the end of 2023. The Group's net debt amounted to MSEK -90.0 (-204.2).

Oneflow AB's share

Oneflow AB is listed on Nasdaq First North Premier Growth Market, trading under the ticker "ONEF". Total number of shares issued was 25,217,528 at the end of the period. The company does not own any of its own shares.

For Ownership, see Onflow's website.

Financial goals

Growth

Increase ARR to MSEK 500 by the end of the financial year 2027.

Profitability

Achieve an EBIT margin of 20% 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.

Employees

The Group had 171 employees (155) at the end of 2023. The average number of employees was 165 (148) during the fourth quarter. During 2023 the average number of employees was 161 (122).

On top of that the company had a team of 25 (20) developers in Sri Lanka by the end 2023. From a legal standpoint these are



consultants. However, they are considered and treated as any other Oneflow employee, and the consultant model is to mitigate administrative tasks.

Parent company

Operations in Sweden are conducted in the parent company, Oneflow AB. As of 31 December 2023, Oneflow AB owns 100% of the shares in all subsidiaries.

Operating income in the parent company during the fourth quarter of 2023 amounted to MSEK -26.9 (-23.8). Operating income during 2023 amounted to MSEK -100.3 (-67.1).

Cash and cash equivalents amounted to MSEK 99.6 (210.1).

As of 31 December 2023, restricted equity includes funds for development expenditure of MSEK 87.5 (59.2).

Other events during the reporting period

No significant events have occurred during the reporting period.

Other events after the reporting period

No significant events have occurred after the reporting period.

Forward-looking information

This report may contain forward-looking information based on management's current expectations. Although management believes the expectations expressed in such forward-looking information are reasonable, there are no assurances that these expectations will be correct. Consequently, future outcomes may vary considerably

compared to the forward-looking information due to, among other things, changed market conditions for Oneflow's products and more general changes to economic, market and competitive conditions, changes to regulatory requirements or other policy measures and exchange rate fluctuations.

Upcoming reporting dates

- 10 April 2024: Annual Report 2023
- 8 May 2024: Interim Report Q1 2024
- 8 May 2024: Annual General Meeting
- 16 August 2024: Interim report Q2 2024
- 8 November 2024: Interim report Q3 2024
- 14 February 2024: Year-end report 2024

The CEO certifies that the interim report, to the best of their knowledge, provides a fair overview of the parent company's and the group's operations, financial position and results and describes the material risks and uncertainties faced by the parent company and the companies included in the Group.

Stockholm, 16 February 2024

Anders Hamnes

CEO & Founder

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This Interim Report has been reviewed by the company's auditors.

The Interim Report has been published in both English and Swedish.



Key ratios for the Group

	Q4 2023	Q4 2022	2023	2022
Financial key ratios defined according to IFRS				
Net sales (MSEK)	28.4	20.4	99.7	69.1
EBIT (MSEK)	-26.5	-24.4	-98.1	-65.8
EBIT margin (%)	-93.2	-120.0	-98.4	-95.1
Earnings per share, non-diluted (SEK)	-1.05	-0.95	-3.80	-2.89
Earnings per share, diluted (SEK)	-1.05	-0.95	-3.80	-2.89
Alternative financial key ratios				
Net sales growth (%)	39.5	58.8	44.2	58.6
Recurring revenues	27.2	19.1	95.9	65.9
Gross profit (MSEK)	26.6	19.2	93.3	65.3
Gross margin (%)	93.7	94.1	93.6	94.4
EBITDA (MSEK)	-18.1	-18.8	-69.1	-46.0
EBITDA margin (%)	-63.6	-92.2	-69.3	-66.5
Average number of employees (RTM)	165	148	161	122
Number of employees, end of period	171	155	171	155
Alternative operational key ratios				
ARR, Annual Recurring Revenue (MSEK)	129.3	90.6	129.3	90.6
ARR growth (%)	42.7	58.7	42.7	58.7
ARR / Net sales (%)	130.0	131.1	130.0	131.1
NNARR, Net New ARR (MSEK)	13.2	10.1	38.7	33.5
NNARR growth (%)	29.7	45.1	15.6	38.0
Paying users (in thousands)	41.2	29.2	41.2	29.2
ARPU, Annual Revenue Per User (TSEK)	3.1	3.1	3.2	3.1
GRR, Gross Retention Rate (%)	91.1	91.6	90.8	93.1
NRR, Net Retention Rate (%)	110.2	114.4	111.9	117.5
LTV:CAC-ratio LTM	5.5	9.5	6.2	12.1

For definition of key ratios, see pages 29–32.



Consolidated income statement in summary

(TSEK)	Note	Q4 2023	Q4 2022	2023	2022
Net sales	4	28,404	20,360	99,666	69,126
Capitalized development work by own employees	7	9,123	7,663	36,147	27,526
Other revenues		295	33	835	53
Gross income		37,822	28,056	136,648	96,705
<i>Operating expenses</i>					
Compensation to employees		-40,904	-33,534	-152,778	-107,338
Depreciation	7	-8,426	-5,645	-29,050	-19,796
Other expenses		-14,977	-13,299	-52,937	-35,321
Total operating expenses		-64,307	-52,478	-234,765	-162,455
Operating income		-26,485	-24,422	-98,117	-65,750
Financial expenses		197	463	3,022	-1,369
Income after financial net		-26,288	-23,959	-95,095	-67,119
Taxes		-59	-61	-416	-173
Net income		-26,347	-24,020	-95,511	-67,292
Net income attributed to:					
Shareholders of the Parent Company		-26,347	-24,020	-95,511	-67,292
		-26,347	-24,020	-95,511	-67,292
Earnings per share, based on income attributed to shareholders of the Parent during the year (SEK / share)					
Earnings per share					
Earnings per share, non-diluted		-1.05	-0.95	-3.80	-2.89
Earnings per share, diluted		-1.05	-0.95	-3.80	-2.89



Consolidated statement of other comprehensive income

(TSEK)	Note	Q4 2023	Q4 2022	2023	2022
Net income		-26,347	-24,020	-95,511	-67,292
Items that may be reclassified to the income statement:					
Translation adjustments		-73	15	-88	46
Other comprehensive income for the period, net of tax		-73	15	-88	46
Comprehensive income for the period		-26,420	-24,005	-95,599	-67,246
Comprehensive income for the period attributed to:					
The shareholders of the Parent Company		-26,420	-24,005	-95,599	-67,246



Consolidated balance sheet in summary

(TSEK)	Note	2023	2022
ASSETS			
Capitalized development cost	7	87,382	58,882
Other intangible non-current assets	7	103	338
Right-of-use assets		14,267	10,151
Tangible non-current assets		3,100	2,831
Other financial non-current assets		3,009	1,914
Total non-current assets		107,861	74,116
Trade receivables		24,771	15,385
Current contract assets		904	363
Current tax assets		663	453
Other current receivables		2,229	1,360
Prepaid expenses and accrued income		8,594	6,481
Cash and cash equivalents		100,603	211,651
Total current assets		137,764	235,693
Total assets		245,625	309,809
EQUITY AND LIABILITIES			
Net income attributed to Shareholders of the Parent Company		136,923	230,607
Total equity		136,923	230,607
LIABILITIES			
Non-current liabilities			
Non-current leasing liabilities		8,135	4,491
Deferred tax liabilities		192	167
Total non-current liabilities		8,327	4,658
Current liabilities			
Current leasing liabilities		5,480	4,851
Trade payables		8,174	5,365
Current contract liabilities		61,667	44,260
Other current liabilities		10,914	9,712
Accrued expenses and deferred income		14,140	10,356
Total current liabilities		100,375	74,544
Total equity and liabilities		245,625	309,809



Consolidated statement of changes in equity

Attributable to the Parent Company's shareholders

(TSEK)	Note	Share capital	Additional paid-in capital	Retained earnings	Total equity
Opening balance January 1, 2023		754	349,904	-120,051	230,607
Net income for the period				-95,511	-95,511
Other comprehensive income for the period				-88	-88
Total comprehensive income		754	349,904	-215,650	135,008
Transactions with owners					
Share-based payment		-	1,395	-	1,395
Exercised warrants		2	-	-	2
Warrants	5	-	518	-	518
Total transactions with owners		2	1,913	-	1,915
Closing balance December 31, 2023		756	351,817	-215,650	136,923
Opening balance January 1, 2022					
		366	64,121	-52,621	11,866
Net income for the period				-67,292	-67,292
Other comprehensive income for the year				45	45
Total comprehensive income		366	64,121	-119,868	-55,381
Transactions with owners					
Bonus issue		183	-	-183	-
Share issue		205	307,171	-	307,376
Costs related to Share issue		-	-23,950	-	-23,950
Share-based payment		-	2,562	-	2,562
Total transactions with owners		388	285,783	-183	285,988
Closing balance December 31, 2022		754	349,904	-120,051	230,607



Consolidated cash flow analysis

(TSEK)	Note	Q4 2023	Q4 2022	2023	2022
Cash flow from current operations					
Operating income		-26,485	-24,422	-98,117	-65,750
Adjustments for non-cash items		8,725	6,326	30,445	22,358
Interest received		3,677	604	4,274	742
Interest paid		-17	-4	-28	-1,480
Taxes paid		-242	-151	-1,062	-307
Cash flow from operating activities before changes in working capital		-14,342	-17,647	-64,488	-44,437
Cash flow from changes in working capital		5,787	6,558	11,759	15,544
Cash flow from current operations		-8,555	-11,089	-52,729	-28,893
Cash flow from investing activities					
Investment in intangible non-current assets		-11,937	-10,685	-49,491	-36,664
Investment in tangible non-current assets		-80	-250	-1,730	-1,893
Investment in financial non-current assets		26	-331	-1,095	-914
Cash flow from investing activities		-11,991	-11,266	-52,316	-39,471
Cash flow from financing activities					
Share issue		-	-	-	307,376
Costs for Share issue		-	-	-	-23,950
Premium for stock options		-	-	520	-
Amortization of leasing liabilities		-1,656	-1,592	-6,474	-5,946
Amortization of borrowings		-	-	-	-32,695
Cash flow from financing activities		-1,656	-1,592	-5,954	244,785
Net cash flow		-22,202	-23,947	-110,999	176,421
Net change in cash flow					
Cash and cash equivalents, beginning of the period		122,941	235,617	211,651	35,212
Exchange rate changes on cash		-135	-19	-49	18
Cash and cash equivalents, end of period		100,603	211,651	100,603	211,651



Parent company income statement in summary

(TSEK)	Note	Q4 2023	Q4 2022	2023	2022
Net sales	4	28,398	20,281	99,502	68,810
Capitalized development work by own employees	7	9,123	7,663	36,147	27,526
Other income		121	33	486	53
Gross income		37,642	27,977	136,135	96,389
<i>Operating expenses</i>					
Compensation to employees		-33,331	-27,085	-121,142	-92,474
Depreciation		-6,506	-4,187	-22,545	-14,263
Other expenses		-24,671	-20,547	-92,731	-56,734
Total operating expenses		-64,508	-51,819	-236,418	-163,471
Operating income		-26,866	-23,842	-100,283	-67,082
Financial expenses		552	598	3,706	-737
Income after financial net		-26,314	-23,244	-96,577	-67,819
Income before taxes		-26,314	-23,244	-96,577	-67,819
Taxes		-15	-11	-53	-37
Net income for the period		-26,329	-23,255	-96,630	-67,856



Parent company statement of other comprehensive income

(TSEK)	Note	Q4 2023	Q4 2022	2023	2022
Net income		-26,329	-23,255	-96,630	-67,856
Other comprehensive income					
Other comprehensive income for the period, net of tax		-	-	-	-
Comprehensive income for the period		-26,329	-23,255	-96,630	-67,856
Comprehensive income for the period attributed to:					
The shareholders of the Parent Company		-26,329	-23,255	-96,630	-67,856



Parent company balance sheet in summary

(TSEK)	Note	2023	2022
ASSETS			
Non-current assets			
Intangible non-current assets	7	87,382	58,882
Other intangible non-current assets	7	102	338
Tangible non-current assets		2,499	2,547
Shares in subsidiaries		45	45
Other financial non-current assets		1,164	1,164
Total non-current assets		91,192	62,976
Current assets			
Trade receivables		24,771	15,385
Receivables group companies		463	-
Current tax assets		893	615
Other current assets		877	551
Prepaid expenses and accrued income		8,973	7,473
Cash and cash equivalent		99,609	210,072
Total current assets		135,586	234,096
Total assets		226,778	297,072
EQUITY AND LIABILITIES			
Equity		135,491	230,193
Total equity		135,491	230,193
LIABILITIES			
Current liabilities			
Account payables		7,667	4,881
Current liabilities group companies		-	388
Other current liabilities		10,186	9,073
Accrued expenses and deferred income		73,434	52,537
Total current liabilities		91,287	66,879
Total equity and liabilities		226,778	297,072



Notes

1. General information

Oneflow AB (publ) (the “Parent Company”) and its subsidiaries (together the “Group”) are a software company that develops, sells and implements user-friendly digital systems for contract management.

The Group had offices in Sweden, Norway, Finland, the UK, the Netherlands and France where Oneflow AB, through its wholly-owned subsidiaries and branches, constitutes the primary operating activities.

The Parent Company is a limited company registered in Sweden, corporate registration number 556903-2989, with its head office in Stockholm. The address of the main office is Gävlegatan 12 A, SE 113-30 Stockholm, Sweden.

2. Accounting policies

Oneflow prepares its consolidated financial statements in accordance with the International Financial Reporting Standards (IFRS). The interim report has been prepared in accordance with IAS 34 Interim Financial Reporting. New items in reporting standards that entered force on 1 January 2023 have not had any material impact on the consolidated report as of 31 December 2023. The Group applies the same accounting policies as those in the annual report as of 31 December 2022.

The Parent Company prepares its report in accordance to RFR 2 Accounting for Legal Entities as well as the Swedish Annual Accounts Act, and applies the same accounting policies and measurement methods as in the latest annual report.

Estimates and assessments

Preparing reports according to IFRS requires the use of a number of key estimates for reporting purposes. Moreover, it requires management to make certain assessments in conjunction with the application of the Group’s accounting policies. Estimates and assumptions are based on historical experience and are reviewed regularly. The actual outcome may deviate from these estimates and assessments.

3. Financial risk management

3.1 Financial risk factors

Through its activities, the Group is exposed to both business-related and financial risks. These risks have been described in detail in the company’s Annual Report for 2022.

The company is in a growth phase, and loss for the year was TSEK -95.5 (-67.3). Historically, the company has not been able to finance its business operations solely from its own cash flow and has therefore been dependent on external financing. During 2022, Oneflow was successfully listed on First North, and raised a total of MSEK 290 including the over-allotment.

Considering the financial climate the conditions for Oneflow’s further development and expansion look promising for the years ahead, and currently no further financing is deemed necessary.

If the company has insufficient capital to fund the operations according to the company’s growth plans, the company might be forced to halt or delay planned development work, conduct restructuring of



all or part of the operations or be forced to conduct its business at a slower pace than desired, which might lead to delayed or lost sales revenue, and the time it takes for the company to be profitable is postponed. If the company cannot fund its operations without external funding, or if the company requires external funding but it is not available or is only available on terms and conditions that are unfavorable for the company, it might have a significant adverse effect on the company's profit, financial position and growth opportunities.

If share issues cannot be carried out to a sufficient degree, the operations might need to regulate the cost and development level.

The outbreak of war in Ukraine and Israel has drastically changed the external environment. Oneflow's operations have very limited exposure to Ukraine, Russia and Israel but are exposed to the effects of the war in the

form of a deteriorating macroeconomic situation with rising inflation and interest rates and reduced economic growth. As Oneflow has no collateral, the company is not directly affected by rising interest rates, but can be indirectly affected if customers or suppliers suffer. Apart from the risk that the Group could be affected with higher costs, there is a risk that the demand for the company's products will decline which may have a negative impact on the company's operations and growth opportunities.

In troubled times, it is natural for smaller currencies, such as the Swedish krona (SEK), to weaken against the US dollar and euro. The board and management follow the development of events in Ukraine and Israel and the changed security policy situation in other parts of the world to evaluate and proactively manage potential risks and opportunities.

4. Revenue

(TSEK)	Q4 2023	Q4 2022	2023	2022
Group				
Subscription revenue	27,213	19,126	95,915	65,865
Other	1,191	1,234	3,751	3,261
Total net sales	28,404	20,360	99,666	69,126
Parent company				
Subscription revenue	27,213	19,126	95,915	65,865
Other	1,185	1,155	3,587	2,945
Total net sales	28,398	20,281	99,502	68,810



Revenue Sweden and other countries

(TSEK)	Q4 2023	Q4 2022	2023	2022
Group				
Sweden	18,939	14,615	69,670	51,818
Norway	3,612	2,709	13,044	9,362
Other countries	5,853	3,036	16,952	7,946
Total net sales	28,404	20,360	99,666	69,126
Parent company				
Sweden	18,939	14,615	69,670	51,818
Norway	3,612	2,709	12,888	9,362
Other countries	5,847	2,957	16,944	7,630
Total net sales	28,398	20,281	99,502	68,810



Current contract balances

Information on receivables, contractual assets and contractual liabilities from contracts with customers is summarized below.

(TSEK)	2023	2022
Group		
Current contract assets	904	363
Current contract liabilities	61,667	44,260
Parent company		
Current contract assets	904	363
Current contract liabilities	61,667	44,260

Contract assets primarily relate to the group's right to compensation for work performed but not invoiced at the balance sheet date. There are no write-downs in contract assets as of 31 December 2023. Contract assets are transferred to receivables when the rights become unconditional. This usually happens when the group issues an invoice. Contractual liabilities mainly refer to the advanced payments received from customers, prepaid income in the form of already sold right of use, for which income is recognized over time. The TSEK 44,260 reported as contractual debt at the beginning of the period have been recognized as revenue in 2023, and the TSEK 61,667 reported as contractual debt by the end of 31 December refers to revenue that will be reported over a 12-month period starting on January 1, 2024.

5. Earnings per share

Non-diluted

Earnings per share before dilution is calculated by dividing the earnings attributable to the Parent Company's shareholders by the weighted average number of ordinary shares outstanding.

Non-diluted	Q4 2023	Q4 2022	2023	2022
Net income attributed to Shareholders of the Parent Company, TSEK	-26,420	-24,005	-95,599	-67,246
Weighted average number of ordinary shares outstanding, pcs	25,217,528	25,142,528	25,180,953	23,298,299
Earnings per share, non-diluted, SEK	-1.05	-0.95	-3.80	-2.89

- 1) For comparative purposes, the number of shares has been recalculated with the effect of the completed bonus issue in February 2022



Diluted

For calculation of earnings per share after dilution, the weighted average number of shares outstanding is adjusted for the dilution effect of all potential ordinary shares. Since the Group has posted negative earnings, potential ordinary shares do not give rise to dilution.

Diluted	Q4 2023	Q4 2022	2023	2022
Net income attributed to Shareholders of the Parent Company, TSEK	-26,420	-24,005	-95,599	-67,246
Weighted average number of ordinary shares outstanding, pcs	25,217,528	25,142,528	25,180,953	23,298,299
Earnings per share, diluted, SEK	-1.05	-0.95	-3.80	-2.89

- 1) For comparative purposes, the number of shares has been recalculated with the effect of the completed bonus issue in February 2022

The Group has four employee stock option programmes, whereof three described in the company's Annual Report for 2022. During the second quarter of 2023, the company's Board, with the authorization from the annual general meeting, was given the opportunity to issue 250,000 subscription options, Stock option program 2023/2026. A total of 57,000 subscription options have been allocated to employees of the company.

Stock option program 2023/2026

On 15 May 2023, the board of directors of the company, with the authorization from the annual general meeting on 12 May 2023, decided to issue 250,000 subscription options. Each subscription option entitles the holder to subscribe for one share at a price of SEK 65.30 during the period from 1 June 2026 to 31 July 2026. The options are valued at SEK 9.09. The valuation has been made based on Black & Scholes, taking into account the exercise price, time to expiration, valuation of the underlying share on the allocation date, risk-free interest rate, and estimated future volatility. The subscription price for the shares through the exercise of the subscription options is SEK 65.30. A total of 57,000 subscription options have been allocated to employees of the company. Assuming all subscribed options are exercised for subscription of shares, the maximum dilutive effect of the incentive program can amount to a maximum of approximately 1.0% of the total number of shares and votes in the Company as of the closing date.

During the year of 2023, 75,000 options from previous incentive programs have been exercised for shares. Total number of shares issued was 25,217,528 at the end of the period

Assuming that all options for all outstanding incentive programs are exercised to subscribe for shares, this will result in an increase in the number of shares by a total of 810,450, representing a potential dilution of 3.2% of shares and voting rights.



6. Related-party transactions

In addition to the customary remuneration (salary, fees, and other benefits) to the CEO, senior executives and the Board of Directors, no material transactions with related parties took place that have materially impacted the Group's earnings or financial position.

Where applicable, transactions with related parties have been on market terms.



7. Intangible non-current assets

Intangible non-current assets consist of capitalized development costs and a newly developed website. Capitalized development costs per 31 December 2023 amounted to MSEK 87.5 (59.2). Intangible assets are amortized over five years. Depreciation has been initiated for all capitalizations. The value is tested annually for impairment. Management evaluates the performance of the business based on the group's overall operating results, which is linked to the technical platform. Consequently, the management's assessment is that there is only one cash-generating unit/operating segment linked to the technical platform.

Impairment testing is based on calculations of the value in use. These calculations proceed from estimated future cash flows before tax, based on financial budgets and forecasts approved by company management.

Critical variables, and the method used for estimating these values, for the seven-year period described below. All significant assumptions are based on management's historical experience.

Forecast period and long-term growth

The forecast period is 7 years. During the forecast period, net sales growth is estimated on average to be 43%. Cash flows beyond this seven-year period have been attributed an annual net sales growth rate of 2%. The rate of growth does not exceed the long-term rate of growth for the market in which the Group is active. The forecasted operating margin in year 7 amounts to 20%.

Oneflow has used a seven-year cash flow forecast motivated by the fact that the business is still in a growth phase with forecasted sales revenue and operating results expected to be beyond the nearest forecast years.

Growth and margin

The growth rate of net sales and the cost for development in the first five years are based on historical experience and assessment of the Group's position in the market, with consideration of forward-looking factors.

Discount rate

The discount rate is calculated as the Group's weighted average cost of capital, including risk premium. The forecast cash flows have been discounted using a pre-tax interest rate of 22.0%.

Sensitivity analysis

For the cash generating unit, the recoverable amount exceeds its carrying value. Management makes the assessment that a reasonable and possible in the above critical variables would not have such a great effect that they individually would reduce the recoverable amount to a value lower than the carrying amount

Any need for impairment is tested yearly. The impairment testing carried out at the end of 2023 showed no need for impairment.



(TSEK)	Q4 2023	Q4 2022	2023	2022
The Group Company 1)				
Balance				
Investments	148,165	98,674	148,165	98,674
Accumulated Depreciation	-60,680	-39,454	-60,680	-39,454
Closing Balance	87,485	59,220	87,485	59,220
Opening balance	81,698	52,432	59,220	35,859
Investments	11,937	10,685	49,491	36,664
Depreciation	-6,150	-3,897	-21,226	-13,303
Closing Balance	87,485	59,220	87,485	59,220

1) The Group Company and the Parent Company are the same

Oneflow continued to invest in product development to help our customers focus on what really matters to the business by automating workflows and manual tasks surrounding contract management. For more information, see Product Highlights, page 3-4.



Definitions of key ratios

Definitions of alternative financial key ratios

Key ratio	Definition	Purpose
Net sales growth, %	The periods net sales calculated in relation to the corresponding period last year, expressed as a percentage.	The company believes that this key ratio is relevant since it permits comparisons of growth rates between different periods.
Recurring revenues	Contractually tied subscription revenue that is renewed automatically.	Revenue that will renew automatically without any cost of acquisition.
Gross profit ¹⁾	Net sales less cost of services sold.	Net profit is used for purposes such as demonstrating the company's efficiency in production and calculating the gross margin.
Gross margin, %	Gross profit as a percentage of net sales.	A key ratio that shows the relationship between the cost of the products and revenue from sales.
EBIT margin, %	Operating income as a percentage of net sales.	The EBIT margin provides a picture of the earnings that were generated by operating activities.
EBITDA	EBITDA (earnings before interest, taxes, depreciation and amortization) is operating income before depreciation, amortization and impairment.	EBITDA provides an overall view of profit that is generated by operations, which is useful for showing the underlying earning capacity of the business.
EBITDA margin, %	EBITDA as a percentage of net sales.	A measure of profitability used by investors, analysts and company management to evaluate the company's profitability.

¹⁾ Direct variable costs that arise in the delivery of services are recognized in Cost of services sold. These costs consist of factors such as storage in server rooms, variable costs for signing agreements and commissions for partners who supply the company's services. The item does not include depreciations, amortizations or personnel costs.



Reconciliation tables for alternative financial key ratios

Reconciliation growth in net sales (TSEK)	Q4 2023	Q4 2022	2023	2022
Net sales, same period previous year	20,360	12,822	69,126	43,583
Net sales, period	28,404	20,360	99,666	69,126
Organic growth in net sales (%)	39.5	58.8	44.2	58.6

Reconciliation gross profit and gross margin (TSEK)	Q4 2023	Q4 2022	2023	2022
Net sales, period	28,404	20,360	99,666	69,126
Cost of services	-1,781	-1,209	-6,344	-3,850
Gross profit	26,623	19,151	93,322	65,276
Gross margin (%)	93.7	94.1	93.6	94.4

Reconciliation EBITDA and EBITDA margin (TSEK)	Q4 2023	Q4 2022	2023	2022
Net sales, period	28,404	20,360	99,666	69,126
Operating income	-26,485	-24,422	-98,117	-65,750
Depreciation	8,426	5,645	29,050	19,796
EBITDA	-18,059	-18,777	-69,067	-45,954
EBITDA margin (%)	-63.6	-92.2	-69.3	-66.5



Definitions of alternative operational key ratios

Key ratio	Definition	Purpose
Annualized recurring revenue (ARR)	ARR is defined as the 12-months value of contractual recurring revenue. These revenue streams are invoiced and distributed across 12 months, for which reason the ARR may be higher than the figure for net sales.	ARR is a measurement of the revenue that is expected to be repetitive over the coming 12 months, and facilitates comparison with other companies in the industry.
Growth in ARR, %	Annual growth in ARR calculated in relation to the preceding year, expressed as a percentage.	The company believes that this performance measure is relevant since it permits comparisons of growth rates between different periods.
ARR/Net sales, %	ARR on the last date of a twelve-month period as a percentage of net sales during the corresponding period.	This measure indicates how large a share of the company's net sales are recurrent at the end of the period, expressed as a percentage.
Net New ARR (NNARR)	The net change in ARR between two periods.	NNARR shows the growth in ARR between different periods.
Growth in NNARR, %	The change, as a percentage, in NNARR during one period in relation to the preceding period.	The company believes that this performance measure is relevant since it permits comparisons of growth rates between different periods.
Paying users	Defined as all paying users among Oneflow's existing customers.	A measure for assessing the growth in the number of users employing Oneflow's services.
Average Revenue Per User (ARPU)	ARR per user. Defined as ARR divided by the number of paying users.	Indicates average price performance for the company's products per user.
Churn	Churn is the ARR value of the subscriptions that are canceled, not renewed or downgraded during a given period of time.	Shows the company's capacity for retaining revenue from existing customers between periods.
Gross retention rate (GRR), %	GRR shows the proportion of customer loss, and is defined as the ARR of existing customers at a specific point in time that were customers 12 months earlier, excluding expansion revenue, divided by the total ARR from 12 months earlier. GRR therefore does not take into account cross sales and added sales (expansion revenue), only loss of revenue from existing customers.	Shows the company's capacity for retaining revenue from existing customers between periods.
Net retention rate (NRR), %	NRR is defined as the ARR of existing customers at a specific point in time that were customers 12 months earlier divided by the total ARR from 12 months	Shows the company's capacity for retaining and expanding revenue from existing customers between periods.



earlier. NRR takes into account expansion revenue, which entails cross sales and added sales to existing customers, and loss of revenue from existing customers.

LTV:CAC ratio, x

The lifetime value of the customer is calculated by dividing ARR for the period by the number of customers, multiplying the result by the estimated length of the customer relationship as calculated from the customer loss for the period, and then multiplying that result by the gross margin for the period. The cost of acquiring customers is calculated by dividing the cost of acquiring new customers in sales and marketing by the number of new customers that were added for the period. The calculation of customer lifetime value does not include future expansion sales.

Indicates the company's inherent profitability for a new customer over time, and whether it is economically justifiable to make investments related to the acquisition of new customers.

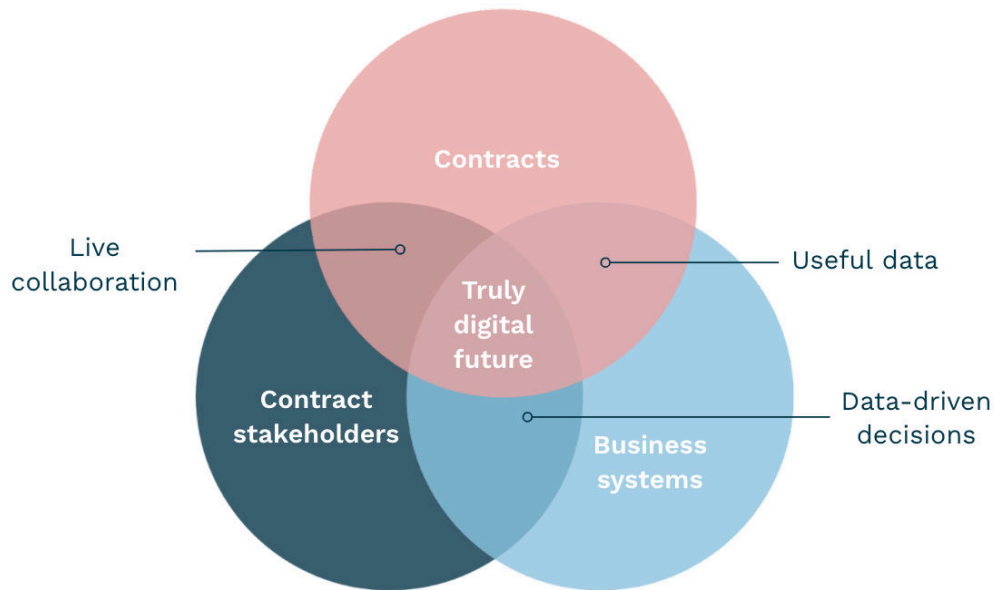


Oneflow in brief

Contract experts

Oneflow is one of the leading SaaS contract automation providers in the Nordic market. We help organizations grow faster with less risks, better workflows, smarter decisions that lead to quicker deals.

savings, Oneflow users have experienced more creative freedom at work, leading to more happiness in life.



Oneflow develops, sells, and implements an end-to-end platform for all contracts with a simple, easy-to-use tool with broad data usage capabilities. The platform is equally loved and trusted by enterprise teams and startups for its ability to keep work flowing, overcoming everyday’s friction and the complexity of a contract process.

Everything that Oneflow does hinges on its value proposition: Oneflow saves time and money by tearing down the silos in communication, manual processes, and between systems.

We aspire to take the pain out of working with contracts - and make it secure and delightful. In addition to making significant

Our sustainable business model

Oneflow offers a SaaS application with a subscription-based pricing model without any big investments upfront. Pricing plans are based on the features included in the plan, the number of users, and value-added services.

Oneflow’s go-to-market strategy is a combination of direct sales, inbound sales, partner sales, self-service sales and viral sales (product led growth). A large chunk of revenue comes from upselling and cross-selling because Oneflow can be used in all departments. The platform has features that help businesses to structure their



contracts and workspaces according to their departments, entities, and so on.

This means that for every new customer, we have the potential to increase user volume. Our customers often find additional use cases for Oneflow once they start using the platform.

Our mission and vision

Oneflow’s mission is to “move business from friction to flow, creating a world where people can be their best”. Our vision is to become synonymous with contracts, hence “Say contract, think Oneflow”.

Go-to-market strategies

Continued innovation and self-service growth

Since inception, Oneflow set out to transform the way that contracts are written, signed, and managed by reinventing the workflow rather than simply recreating the analog process in a digital space. It was never our intention to create an e-signing tool. E-signing is a commodity.

We believe that contracts contain information that defines a business. Contracts are assets, liabilities and obligations. Our goal is to build a superior end-to-end product that leads the innovation to define the future of contracts.

Self-service product led growth is a key aspect to our organic growth plan. Contracts are at the heart of any business and we believe that anyone across the globe should be able to easily buy Oneflow within a few steps on their own.

Marketing and network sales

Say contract, think Oneflow! Oneflow believes that brand drives demand. We believe in creating positive experiences with contracts for the users to increase the word-of-mouth and generating referrals for our brand and product.

We constantly improve the counterparty experience, enabling counterparties to instantly sign up to Oneflow and showcasing our unique value proposition to guests during their brief visit. Both strategies have high virality potential contributing to what we call “network sales”.

While we increase growth from our organic channels, we will continue to scale growth through performance marketing and paid media as long it returns a positive ROI.

Sales and partnerships

Our sales strategy is to land, expand and extend. Oneflow is not only a sales or HR tool. It’s designed for contracts, for the entire organization. Our primary strategy is to “get in early”, then expand usage in volume and in other departments or entities.

With partnerships, our goal is to increase partner sales. Our strategy is to focus and penetrate into our strategic commercial and technical partners’ organization as well as ecosystems while building a strong and highly engaged partner community.

New market expansion

In order to meet the increasing global demand for cloud-based applications that support automation of essential tasks such as the contracting process, Oneflow will enter into new markets through a mix of partnerships and marketing strategies. Offices will be set up with local sales teams combined with Nordic staff to help establish the Oneflow culture.



The magic of flow

Our world is undergoing a huge digital transformation. But contracts are stuck in the dark ages: a frustrating mess of legacy systems, paper, and PDFs.

We imagined a better contract workflow. One free from friction that flows seamlessly. Where contracts are effortless, free from admin, and progress made at the tap of a button. So we built just that, making contracts smarter and an experience so delightful, it feels like magic.

From friction to flow...

From friction to flow is the core organizing thought that positions Oneflow as the brand that helps move businesses from a world of legacy systems, frustration and distraction, to one full of focus, energy, freedom and control.

In Oneflow's world of flow, contracts are effortless, admin is non-existent, and progress is made at the tap of a button. Processes are faster, decisions are smarter, and deals are quicker. It's where everything is smooth and surprisingly delightful. An experience so good, it feels like magic.

... and a truly digital future

Move from printed papers, handwritten signatures and physical archives to truly digital contracts that are secure and data-driven — breaking down the silos of communications, processes and systems — ultimately giving you the freedom to focus on what matters most and be your best.

Trusted and loved by the most demanding customers

Our customers range from the largest global enterprises to sole proprietorships, across industries, around the world. They include

DHL, Bravida, Tele2, ManpowerGroup, Instabee, Systembolaget and more on our website.





Follow Oneflow!

All reports, annual reports and, where applicable, presentations are published at oneflow.com/ir, where it's also possible to subscribe to financial information.

8 May 2024	Annual General Meeting
10 April 2024	Annual Report 2023
8 May 2024	Interim Report Q1 2024
8 May 2024	Annual General Meeting
16 August 2024	Interim report Q2 2024
8 November 2024	Interim report Q3 2024
14 February 2024	Year-end report 2024

Oneflow AB
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