Interim Report

January–March 2024

The period in summary

January-March 2024

- Net sales increased 41.6% to MSEK 30.8 (21.7). Share of Net sales outside Sweden increased to 33% (28) with paying users in 39 countries.
- EBIT was MSEK -21.5 (-23.5), with an EBIT margin of -70% (-108).
- Net income for the period amounted to -21.3 (-22.8).
- Basic earnings per share amounted to SEK -0.84 (-0.91) and diluted to SEK -0.84 (-0.91).
- Total ARR YoY increased 41% to MSEK 140.6 (99.6). Net New ARR for the first quarter increased 25.4% to MSEK 11.2 (9.0).
- During the quarter cash-flow from current operations amounted to MSEK -7.6 (-9.4).
- Total cash and cash equivalents amounted to MSEK 78.1 (188.0).

Net sales
30.8
MSEK

Net sales
42%
growth

Total ARR
140.6
MSEK

Total ARR
41%
growth

(MSEK)	Q1 24	Q4 23	Q3 23	Q2 23	Q1 23	Q4 22	Q3 22	Q2 22	Q1 22	Q4 21	Q3 21	Q2 21
Net sales	30.8	28.4	25.6	23.9	21.7	20.4	17.8	16.5	14.5	12.8	11.6	10.3
Net sales growth (%)	41.6	39.5	44.0	45.5	49.5	58.8	53.4	59.2	64.5	60.3	74.9	65.7
Recurring revenues	30.3	27.2	24.8	23.1	20.8	19.1	17.1	15.9	13.8	12.5	11.1	9.9
Gross margin (%)	95.1	93.7	93.5	93.6	93.7	94.1	94.5	94.5	94.8	96.4	96.4	96.3
EBITDA	-13.1	-18.1	-15.2	-18.5	-17.3	-18.8	-11.8	-8.7	-6.7	-5.0	-3.2	-4.3
EBITDA margin (%)	-42.5	-63.6	-59.5	-77.2	-79.6	-92.2	-66.4	-52.7	-46.1	-39.2	-27.6	-41.8
EBIT	-21.5	-26.5	-22.7	-25.4	-23.5	-24.4	-17.0	-13.4	-11.0	-8.9	-6.7	-7.1
EBIT margin (%)	-69.8	-93.2	-88.9	-105.9	-108.2	-120.0	-95.6	-81.3	-75.4	-70.0	-57.6	-69.1
ARR, Annual Recurring Revenue	140.6	129.3	116.2	110.8	99.6	90.6	80.5	74.7	65.7	57.1	50.1	45.1
ARR growth (%)	40.6	42.7	44.4	48.4	51.6	58.7	60.6	65.6	72.5	74.0	80.5	78.3
NNARR, Net New ARR	11.2	13.2	5.4	11.3	9.0	10.1	5.8	9.0	8.6	7.0	5.0	7.0
NNARR growth (%)	25.4	29.7	-7.0	25.0	4.3	45.1	15.3	28.0	63.6	38.2	102.9	201.9

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

CEO's comments

Steering towards profitability

Oneflow reported a Net New ARR of MSEK 11.2 during the first quarter, up 25% from the same quarter last year. The total ARR ended at MSEK 140.6, representing a year-over-year growth of 41%. Oneflow continues to deliver strong sales numbers in a still somewhat challenging environment.

The EBIT margin for the first quarter of 2024 was -70%, a significant improvement compared to -93% in the previous quarter and -108% in the first quarter of the previous year. EBIT losses were MSEK 21.5 during the first quarter, down more than MSEK 5 from the previous quarter and in line with our internal projections. During 2024, we'll continue demonstrating significant improvements on EBIT, steering the company toward profitability.

Gross retention was 91% at the end of the first quarter, and this number has gradually increased since the beginning of 2023. We anticipate that gross retention will continue to rise and eventually stabilize at the 2021 levels of 94-95%. At Oneflow, gross retention calculations include downgrades, with a roughly even distribution between traditional churn and downgrades.

Net retention ended the first quarter at 110%, down from 113% a year earlier and from 119% two years ago. The recession significantly impacted our Expansion ARR. We expect net retention to stabilize at current levels and then gradually and slowly recover to pre-recession levels.

We launched several key features in the first quarter that will strengthen our unique positioning in the upmarket segment, e.g. suggestions, inline comments, to name a few. Our roadmap for the year is solid, including sophisticated releases that align with the expectations of more demanding customers. The team is enthusiastic about the release plan and opportunities ahead.

Another exciting update: during the second quarter, we began a significant expansion of our business strategy with the launch of the Oneflow AI platform. This AI-powered platform is revolutionizing how businesses handle contracts by eliminating costly routine tasks, minimizing risks, and unlocking insights at a speed unmatched by human capabilities. Since contracts are fundamental to any business, the efficiency of contract processing directly affects overall business velocity. Our platform ensures contracts are completed accurately and efficiently, critical for operational excellence. We believe this innovation will be a game-changer for customers committed to maintaining high standards in their workflows.

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.

Oneflow provides a critical product proven to reduce costs and increase productivity, offering exceptional value and rapid 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 customers focus on what matters to the business by automating workflows and manual tasks surrounding contract management. Stay up to date on our latest developments at our product updates page.

During the quarter

Enable smarter and safer contract processes

- We have brought our **electronic sealing services in-house**. Our independence from third-party sealing service, Trustweaver, means that we no longer have an additional cost per signature and won't be affected by any system outages on Trustweaver's side. This is also a fundamental build that will allow us to innovate further and possibly adopt QES (qualified electronic signature) which is a necessary function for securing enterprise companies with strict compliance needs.

- Oneflow's competitive differentiation in customizable user permissions just got stronger. This quarter we rolled out **new custom account roles, and a workspace level administrator role**. This allows users with complex organizational structures to become more efficient and delegate admin tasks to other users while ensuring sensitive data and processes are safeguarded.

- We transformed the way our users communicate in their contracts by launching **Inline comments**. This functionality allows for context-based communication and shortens average time to sign. This build was also the groundwork for **suggestions (redlining)** which we released internally for testing and demoing this quarter. The functionality allows customers to suggest edits directly in the contract.

Increase automation through integrations

- It's now possible to use our **Power Automate connector to automatically sync product data to CRM and ERP systems** supported by Power Automate, unlocking new potential. This way, Microsoft users can automatically populate contracts with product information such as description, quantity, pricing, and discount directly from their CRM or sync inventory data from their ERP to ensure accurate product information in contracts – without any of the manual hassle.

- Users using our **Upsales integration** can add more custom fields, add product specific information such as product codes and descriptions, and separate one-time vs recurring prices from Upsales to Oneflow. This gives sales reps a lot more flexibility to create accurate contracts, and makes it easier for counterparties to navigate proposals.

- We've enabled **stage mapping for Pipedrive users**. This way, as soon as a contract status is updated (e.g. created, sent, signed) the deal in Pipedrive will automatically be moved to the corresponding stage – ensuring an up-to-date pipeline and better reporting.

Events after the end of the period

Expand market reach with AI-powered platform

- We've launched **Oneflow AI**, an AI-powered platform consisting of a suite of pre-trained AI tools that help teams write, review, and analyze contracts at scale and with a speed where AI performance surpasses that of humans. The first package released is AI Review, which offers businesses an extra set of eyes to mitigate the risk of errors and speed up contract review times. More about Oneflow AI is available at oneflow.com/ai/

Minimize frictions in the contract process

- We've launched **Approval flows** internally for testing and will make it available for our customers later this quarter. This feature allows streamline their approval process to save time, mitigate risk and stay compliant.

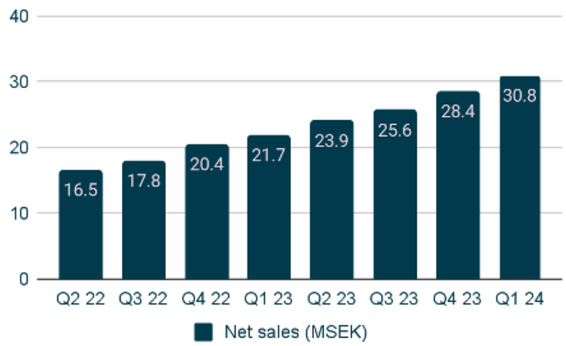
- We've launched **Contract workflows inside HubSpot** to enable Sales and Marketing Hub users to automatically generate or send a contract if a deal stage changes, a form submission takes place or trigger contract creation from a custom object. This way, users can achieve a lot more flexibility in our integration, continuing to remove manual admin and simplify their contract process inside HubSpot.

Oneflow in summary

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

Net sales

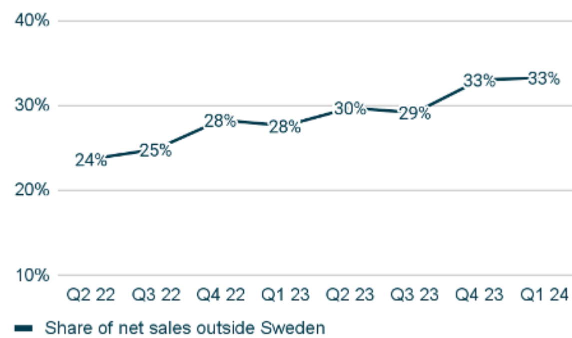
Net sales in the first quarter of the year was MSEK 30.8 (21.7), representing a growth of 42% (50) compared to the first quarter last year.



Software related recurring revenues represented 98% (96) of Net sales during the first quarter. Other revenues are professional services.

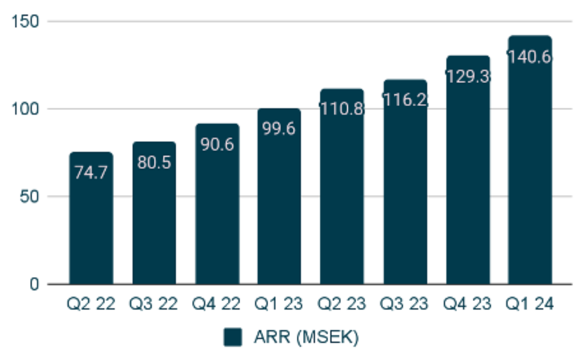
Oneflow prioritizes the "ARR first" approach, and we only offer one-off professional services when we believe they will enhance customer onboarding and adoption without affecting the ARR negatively. The ARR/Net sales ratio stood at a robust and substantial 129% (131) during the first quarter. This indicates 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.

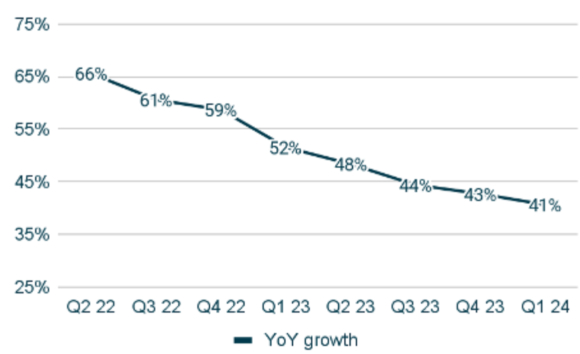
The share of Net sales outside of Sweden continued to grow during the first quarter, ending at 33% (28). We currently have paying users in 39 (32) countries.



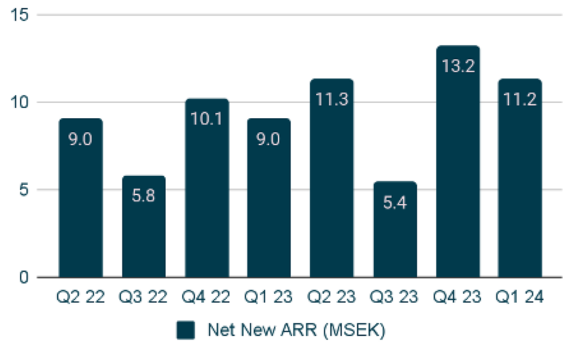
ARR

Total ARR (Annual Recurring Revenue) ended the first quarter of the year at MSEK 140.6 (99.6), a growth of 41% compared to the first quarter last year.

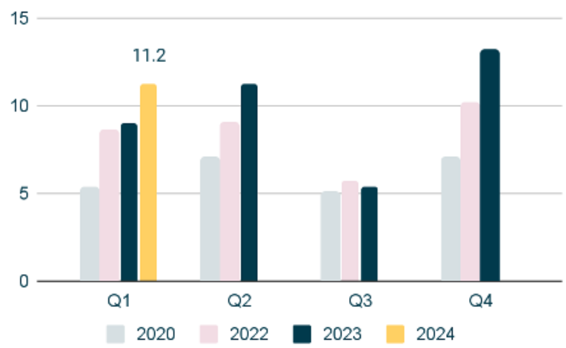




Net New ARR closed at MSEK 11.2 (9.0) for the first quarter, up 25% since the same quarter last year.

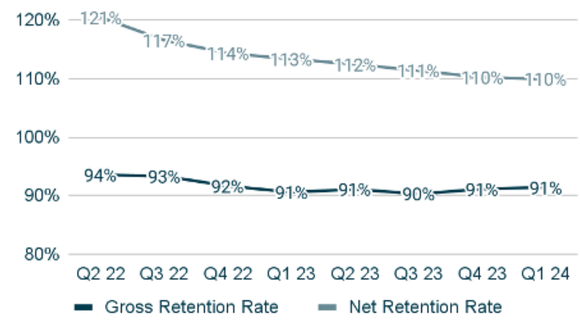


Due to seasonal variations, the second and fourth quarters are usually the strongest in software, with the third quarter being the weakest, and the first quarter somewhere "in between".



Revenue retention

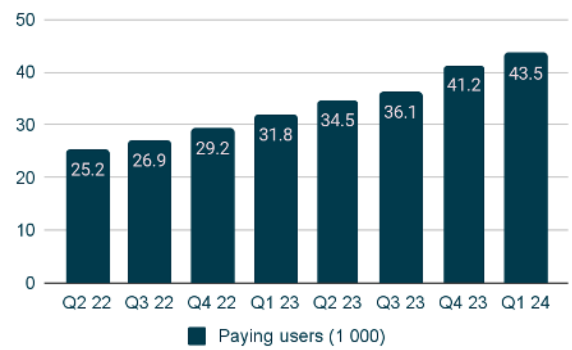
Gross Retention Rate was 91% (91) for the first quarter of 2024. Gross Retention Rate includes churn and downgrades, but not expansion sales.



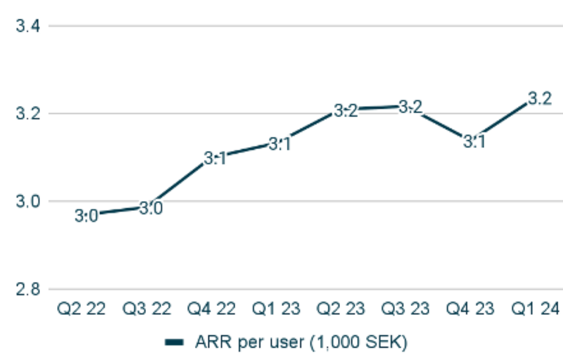
Net Retention Rate ended the first quarter at 110% (113). Net Retention Rate includes churn, downgrades and expansion sales.

Users

Number of paying users was 43.5k (31.8k) at the end of the first quarter, up 37% since the same quarter last year.

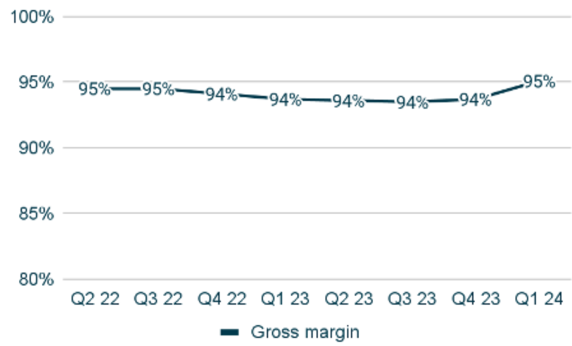


Average ARR per (paying) user was TSEK 3.2 (3.1) by the end of the quarter.



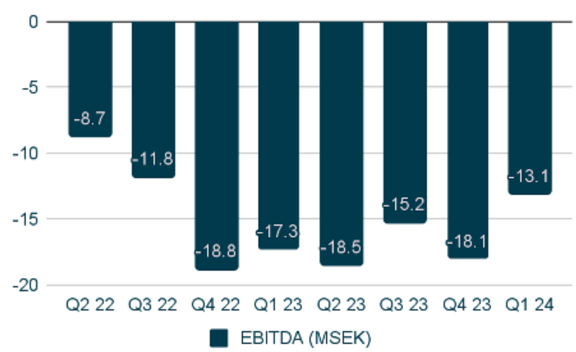
Gross margin

Gross margin was 95% (94) for the first quarter of 2024. 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 first quarter EBITDA amounted to MSEK -13.1 (-17.3), corresponding to an EBITDA margin of -43% (-80).



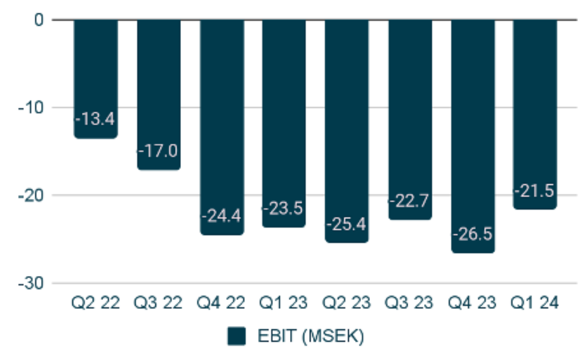
The company has a heavy focus on product development, with a goal to take a position as global thought leader of digital contract handling.

The increased EBITDA during 2023 is largely explained by the company's investments in growth in the new markets UK, France and the Netherlands. The largest part of the investments derives from increased employee costs.

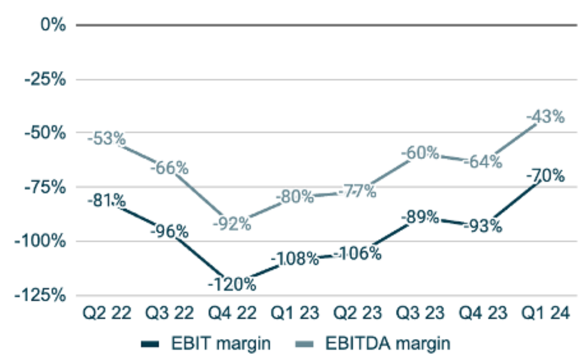
As a result of a more stabilized cost base and continuous growth in revenue, we see an improvement in EBITDA compared to the same period last year.

EBIT

Operating income during the first quarter, EBIT, amounted to MSEK -21.5 (-23.5), corresponding to an EBIT margin of -70% (-108).



Our expectation is that EBIT margin will improve going forward as a result of a more stabilized cost base and continuous growth in revenue.



Cash flow and investments

During the first quarter cash flow from current operations amounted to MSEK -7,6 (-9.4).

First quarter investments in tangible non-current assets amounted to MSEK -0,1 (-0.5), excluding right-to-use assets.

Investments in intangible non-current assets amounted to MSEK -13,3 (-12.1) and consisted of capitalization of development costs relating to the technical platform.

Investments in financial non-current assets amounted to MSEK 0 (-0,1).

In the first quarter, depreciation of capitalized development costs amounted to MSEK -6.7 (-4.4) and amortization of right-to-use assets amounted to MSEK -1.4 (-1.4).

Equity and liabilities

The Group's equity amounted to MSEK 116.0 (208.2) by the end of the first quarter of 2024.

During the first quarter cash flow from financing activities amounted to MSEK -1,6 (-1.5).

Cash and cash equivalents amounted to MSEK 78.1 (188.0) at the end of the period. Group's net debt amounted to MSEK 68.9 (182.1).

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 165 employees (170) at the end of the first quarter of 2024. The average number of employees was 167 (161) during the quarter.

On top of that the company had a team of 25 (25) developers in Sri Lanka by the end of the quarter. 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 Mars 2024, Oneflow AB owns 100% of the shares in all subsidiaries.

Operating income in the parent company during the first quarter of 2024 amounted to MSEK -22.1 (-24.1).

Cash and cash equivalents amounted to MSEK 76.4 (185.9).

As of 31 mars 2024, restricted equity includes funds for development expenditure of MSEK 94.1 (66.8).

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

- 16 August 2024: Interim report Q2 2024
- 8 November 2024: Interim report Q3 2024
- 14 February 2025: Year-end report 2024
- 9 May 2025: Interim Report Q1 2025

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, 8 May 2024

Anders Hamnes
CEO & Founder

Additional information can be obtained from:

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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

	Q1 2024	Q1 2023	2023
Financial key ratios defined according to IFRS			
Net sales (MSEK)	30.8	21.7	99.7
EBIT (MSEK)	-21.5	-23.5	-98.1
EBIT margin (%)	-69.8	-108.2	-98.4
Earnings per share, non-diluted (SEK)	-0.84	-0.91	-3.80
Earnings per share, diluted (SEK)	-0.84	-0.91	-3.80
Alternative financial key ratios			
Net sales growth (%)	41.6	49.5	44.2
Recurring revenues	30.3	20.8	95.9
Gross profit (MSEK)	29.3	20.4	93.3
Gross margin (%)	95.1	93.7	93.6
EBITDA (MSEK)	-13.1	-17.3	-69.1
EBITDA margin (%)	-42.5	-79.6	-69.3
Average number of employees (RTM)	167	161	161
Number of employees, end of period	165	170	171
Alternative operational key ratios			
ARR, Annual Recurring Revenue (MSEK)	140.6	99.6	129.3
ARR growth (%)	40.6	51.6	42.7
ARR / Net sales (%)	129.4	130.5	130.0
NNARR, Net New ARR (MSEK)	11.2	9.0	38.7
NNARR growth (%)	25.4	4.3	15.6
Paying users (in thousands)	43.5	31.8	41.2
ARPU, Annual Revenue Per User (TSEK)	3.2	3.1	3.2
GRR, Gross Retention Rate (%) (1)	91.4	90.6	90.8
NRR, Net Retention Rate (%) (1)	109.9	113.3	111.9

(1) Average for the period 2023

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

Consolidated income statement in summary

(TSEK)	Note	Q1 2024	Q1 2023	2023
Net sales	4	30,802	21,749	99,666
Capitalized development work by own employees	7	10,288	9,037	36,147
Other revenues		21	97	835
Gross income		**41,111**	**30,883**	**136,648**
Operating expenses				
Compensation to employees		-40,824	-38,054	-152,778
Depreciation	7	-8,425	-6,229	-29,050
Other expenses		-13,366	-10,139	-52,937
Total operating expenses		**-62,615**	**-54,422**	**-234,765**
Operating income		**-21,504**	**-23,539**	**-98,117**
Financial expenses		344	876	3,022
Income after financial net		**-21,160**	**-22,663**	**-95,095**
Taxes		-101	-96	-416
Net income		**-21,261**	**-22,759**	**-95,511**
Net income attributed to:				
Shareholders of the Parent Company		-21,261	-22,759	-95,511
		-21,261	**-22,759**	**-95,511**
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		-0.84	-0.91	-3.80
Earnings per share, diluted		-0.84	-0.91	-3.80

Consolidated statement of other comprehensive income

(TSEK)	Note	Q1 2024	Q1 2023	2023
Net income		**-21,261**	**-22,759**	**-95,511**
Items that may be reclassified to the income statement:				
Translation adjustments		30	15	-88
Other comprehensive income for the period, net of tax		30	15	-88
Comprehensive income for the period		**-21,231**	**-22,744**	**-95,599**
Comprehensive income for the period attributed to:				
The shareholders of the Parent Company		-21,231	-22,744	-95,599

Consolidated balance sheet in summary

(TSEK)	Note	Q1 2024	Q1 2023	2023
ASSETS				
Capitalized development cost	7	94,057	66,567	87,382
Other intangible non-current assets	7	44	279	103
Right-of-use assets		12,892	8,722	14,267
Tangible non-current assets		2,861	2,979	3,100
Other financial non-current assets		3,063	2,015	3,009
Total non-current assets		**112,917**	**80,562**	**107,861**
Trade receivables		25,505	13,059	24,771
Current contract assets		391	355	904
Current tax assets		480	262	663
Other current receivables		1,814	2,092	2,229
Prepaid expenses and accrued income		9,727	9,461	8,594
Cash and cash equivalents		78,074	188,035	100,603
Total current assets		**115,991**	**213,264**	**137,764**
Total assets		**228,908**	**293,826**	**245,625**
EQUITY AND LIABILITIES				
Net income attributed to Shareholders of the Parent Company		115,974	208 192	136,923
Total equity		**115,974**	**208 192**	**136,923**
LIABILITIES				
Non-current liabilities				
Non-current leasing liabilities		6,705	2 356	8,135
Deferred tax liabilities		207	167	192
Total non-current liabilities		**6,912**	**2 523**	**8,327**

(TSEK)	Note	Q1 2024	Q1 2023	2023
Current liabilities				
Current leasing liabilities		5,576	5,559	5,480
Trade payables		8,688	5,257	8,174
Current contract liabilities		66,410	50,063	61,667
Other current liabilities		10,056	9,371	10,914
Accrued expenses and deferred income		15,292	12,861	14,140
Total current liabilities		**106,022**	**83,111**	**100,375**
Total equity and liabilities		**228,908**	**293,826**	**245,625**

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, 2024		**756**	**351,817**	**-215,650**	**136,923**
Net income for the period				-21,261	-21,261
Other comprehensive income for the period				30	30
Total comprehensive income		**756**	**351,817**	**-236,881**	**115,692**
Transactions with owners					
Share-based payment		-	282	-	282
Exercised warrants		-	-	-	-
Warrants	5	-	-	-	-
Total transactions with owners		**-**	**282**	**-**	**282**
Closing balance Mars 31, 2024		**756**	**352,099**	**-236,881**	**115,974**
Opening balance January 1, 2023		**754**	**349,904**	**-120,051**	**230,607**
Net income for the period				-22,759	-22,759
Other comprehensive income for the period				-54	-54
Total comprehensive income		**754**	**349,904**	**-142,864**	**207,794**
Transactions with owners					
Share-based payment		-	398	-	398
Exercised warrants		-	-	-	-
Warrants	5	-	-	-	-
Total transactions with owners		**-**	**398**	**-**	**398**
Closing balance Mars 31, 2023		**754**	**350,302**	**-142,864**	**208,192**

(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**

Consolidated cash flow analysis

(TSEK)	Note	Q1 2024	Q1 2023	2023
Cash flow from current operations				
Operating income		-21,504	-23,539	-98,117
Adjustments for non-cash items		8,708	6,627	30,445
Interest received		486	91	4,274
Interest paid		-22	-3	-28
Taxes paid		-754	-433	-1,062
Cash flow from operating activities before changes in working capital		**-13,086**	**-17,257**	**-64,488**
Cash flow from changes in working capital		**5,527**	**7,906**	**11,759**
Cash flow from current operations		**-7,559**	**-9,351**	**-52,729**
Cash flow from investing activities				
Investment in intangible non-current assets		-13,277	-12,090	-49,491
Investment in tangible non-current assets		-125	-484	-1,730
Investment in financial non-current assets		-	-101	-1,095
Cash flow from investing activities		**-13,402**	**-12,675**	**-52,316**
Cash flow from financing activities				
Premium for stock options		-	-	520
Amortization of leasing liabilities		-1,572	-1,545	-6,474
Cash flow from financing activities		**-1,572**	**-1,545**	**-5,954**
Net cash flow		**-22,533**	**-23,571**	**-110,999**
Net change in cash flow				
Cash and cash equivalents, beginning of the period		100,603	211,651	211,651
Exchange rate changes on cash		4	-45	-49
Cash and cash equivalents, end of period		**78,074**	**188,035**	**100,603**

Parent company income statement in summary

(TSEK)	Note	Q1 2024	Q1 2023	2023
Net sales	4	30,790	21,665	99,502
Capitalized development work by own employees	7	10,288	9,037	36,147
Other income		12	97	486
Gross income		**41,090**	**30,799**	**136,135**
Operating expenses				
Compensation to employees		-33,288	-30,097	-121,142
Depreciation		-6,994	-4,759	-22,545
Other expenses		-22,914	-20,023	-92,731
Total operating expenses		**-63,196**	**-54,879**	**-236,418**
Operating income		**-22,106**	**-24,080**	**-100,283**
Financial expenses		587	996	3,706
Income after financial net		**-21,519**	**-23,084**	**-96,577**
Income before taxes		**-21,519**	**-23,084**	**-96,577**
Taxes		-19	-12	-53
Net income for the period		**-21,538**	**-23,096**	**-96,630**

Parent company statement of other comprehensive income

(TSEK)	Not	Q1 2024	Q1 2023	2023
Net income		**-21,538**	**-23,096**	**-96,630**
Other comprehensive income				
Other comprehensive income for the period, net of tax				
Comprehensive income for the period		**-21,538**	**-23,096**	**-96,630**
Comprehensive income for the period attributed to:				
The shareholders of the Parent Company		**-21,538**	**-23,096**	**-96,630**

Parent company balance sheet in summary

(TSEK)	Note	Q1 2024	Q1 2023	2023
ASSETS				
Non-current assets				
Intangible non-current assets	7	94,057	66,567	87,382
Other intangible non-current assets	7	44	279	102
Tangible non-current assets		2,299	2,628	2,499
Shares in subsidiaries		45	45	45
Other financial non-current assets		1,170	1,166	1,164
Total non-current assets		**97,615**	**70 685**	**91,192**
Current assets				
Trade receivables		25,505	13,059	24,771
Receivables group companies		249	-	463
Current tax assets		691	452	893
Other current assets		236	1,594	877
Prepaid expenses and accrued income		9,672	9,643	8,973
Cash and cash equivalent		76,407	185,910	99,609
Total current assets		**112,760**	**210 658**	**135,586**
Total assets		**210,375**	**281 343**	**226,778**
EQUITY AND LIABILITIES				
Equity		114,234	207,500	135,491
Total equity		**114,234**	**207 500**	**135,491**
LIABILITIES				
Current liabilities				
Account payables		8,216	4,468	7,667
Other current liabilities		8,999	8,623	10,186
Accrued expenses and deferred income		78,926	60,752	73,434
Total current liabilities		**96,141**	**73 843**	**91,287**
Total equity and liabilities		**210,375**	**281 343**	**226,778**

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 Mars 2024. The Group applies the same accounting policies as those in the annual report as of 31 December 2023.

The Parent Company prepares its report in according 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 2023.

The company is in a growth phase, and loss for the quarter was TSEK -21.3 (-22.8). 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)	Q1 2024	Q1 2023	2023
Group			
Subscription revenue	30,305	20,793	95,915
Other	497	956	3,751
Total net sales	**30,802**	**21,749**	**99,666**
Parent company			
Subscription revenue	30,305	20,793	95,915
Other	485	872	3,587
Total net sales	**30,790**	**21,665**	**99,502**

Revenue Sweden and other countries

(TSEK)	Q1 2024	Q1 2023	2023
Group			
Sweden	20,570	15,756	69,670
Norway	3,700	2,927	13,044
Other countries	6,532	3,066	16,952
Total net sales	**30,802**	**21,749**	**99,666**
Parent company			
Sweden	20,570	15,756	69,670
Norway	3,688	2,843	12,888
Other countries	6,532	3,066	16,944
Total net sales	**30,790**	**21,665**	**99,502**

Current contract balances

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

(TSEK)	Q1 2024	Q1 2023	2023
Group			
Current contract assets	391	355	904
Current contract liabilities	66,410	50,063	61,667
Parent company			
Current contract assets	391	355	904
Current contract liabilities	66,410	50,063	61,667

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 Mars 2024. 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 50,063 reported as contractual debt at the beginning of the period have been recognized as revenue in 2024, and the TSEK 66,410 reported as contractual debt by the end of 31 Mars refers to revenue that will be reported over a 12-month period starting on April 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	Q1 2024	Q1 2023	2023
Net income attributed to Shareholders of the Parent Company, TSEK	-21,231	-22,759	-95,599
Weighted average number of ordinary shares outstanding, pcs	25,217,528	25,142,528	25,180,953
Earnings per share, non-diluted, SEK	**-0.84**	**-0.91**	**-3.80**

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	Q1 2024	Q1 2023	2023
Net income attributed to Shareholders of the Parent Company, TSEK	-21,231	-22,759	-95,599
Weighted average number of ordinary shares outstanding, pcs	25,217,528	25,142,528	25,180,953
Earnings per share, diluted, SEK	**-0.84**	**-0.91**	**-3.80**

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, all described in the company's Annual Report for 2023.

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 Mars 2024 amounted to MSEK 94.1 (66.8). 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)	Q1 2024	Q1 2023	2023
The Group Company 1)			
Balance			
Investments	161,442	110,764	148,165
Accumulated Depreciation	-67,341	-43,918	-60,680
Closing Balance	**94,101**	**66,846**	**87,485**
Opening balance	87,485	59,220	59 220
Investments	13,277	12,090	49,491
Depreciation	-6,661	-4,464	-21,226
Closing Balance	**94,101**	**66,846**	**87,485**

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 4-5.

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)	Q1 2024	Q1 2023	2023
Net sales, same period previous year	21,749	14,545	69,126
Net sales, period	30,802	21,749	99,666
Organic growth in net sales (%)	**41.6**	**49.5**	**44.2**

Reconciliation gross profit and gross margin (TSEK)	Q1 2024	Q1 2023	2023
Net sales, period	30,802	21,749	99,666
Cost of services	-1,507	-1,374	-6,344
Gross profit	**29,295**	**20,375**	**93,322**
Gross margin (%)	**95.1**	**93.7**	**93.6**

Reconciliation EBITDA and EBITDA margin (TSEK)	Q1 2024	Q1 2023	2023
Net sales, period	30,802	21,749	99,666
Operating income	-21,504	-23,539	-98,117
Depreciation	8,425	6,229	29,050
EBITDA	**-13,079**	**-17,310**	**-69,067**
EBITDA margin (%)	**-42.5**	**-79.6**	**-69.3**

Definitions of alternative operational key ratios

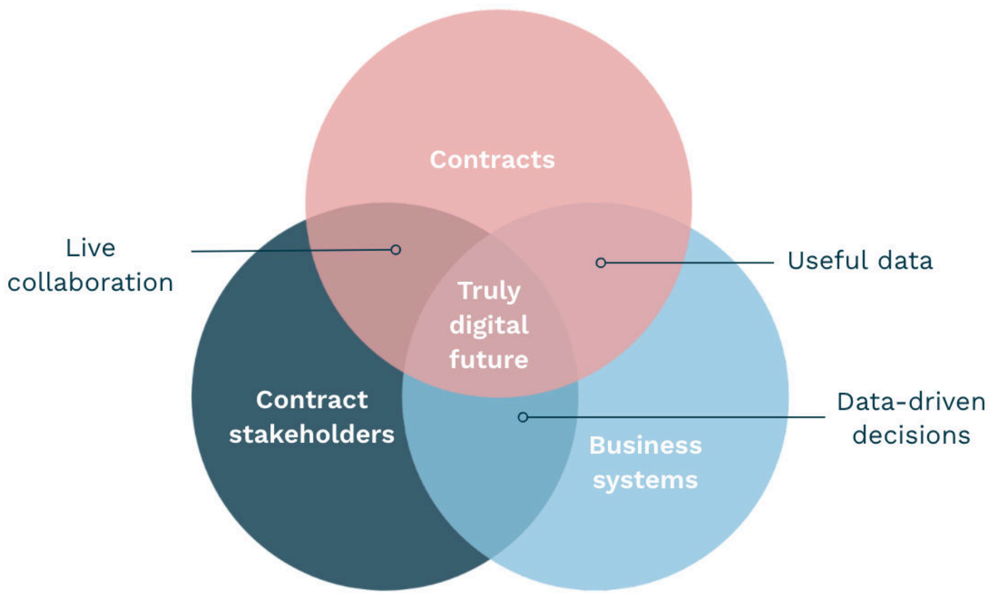
Key ratio	Definition	Purpose
Annualized recurring revenue (ARR)	ARR is defined as the 12-months value of contractual recurring revenue. These revenue streams are invoiced and distributed across 12 months, for which reason the ARR may be higher than the figure for net sales.	ARR is a measurement of the 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 earlier. NRR takes into account expansion revenue, which entails cross sales and added sales to existing customers, and loss of revenue from existing customers.	Shows the company's capacity for retaining and expanding revenue from existing customers between periods.
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.



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

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.

16 August 2024	**Interim report Q2 2024**
8 November 2024	**Interim report Q3 2024**
14 February 2025	**Year-end report 2024**
9 May 2025	**Interim Report Q1 2025**

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