

Year-end 2024 update



Today's presenters



Anders Hamnes

CEO & Founder



Natalie Jelveh

CFO



The period in summary

ARR keeps growing

MSEK
168.0
Jan '25

MSEK **166.8**

ARR Q4 '24

Strong ARR growth

29%

ARR growth YoY Q4 '24

Q4 Net New ARR down 16%

MSEK **11.0**

Net New ARR Q4 '24

ARR / FTE up 33%

TSEK **882**

ARR / FTE Q4 '24

Retention rates under pressure

101%

Net Retention Rate Q4 '24

89%

Gross Retention Rate Q4 '24

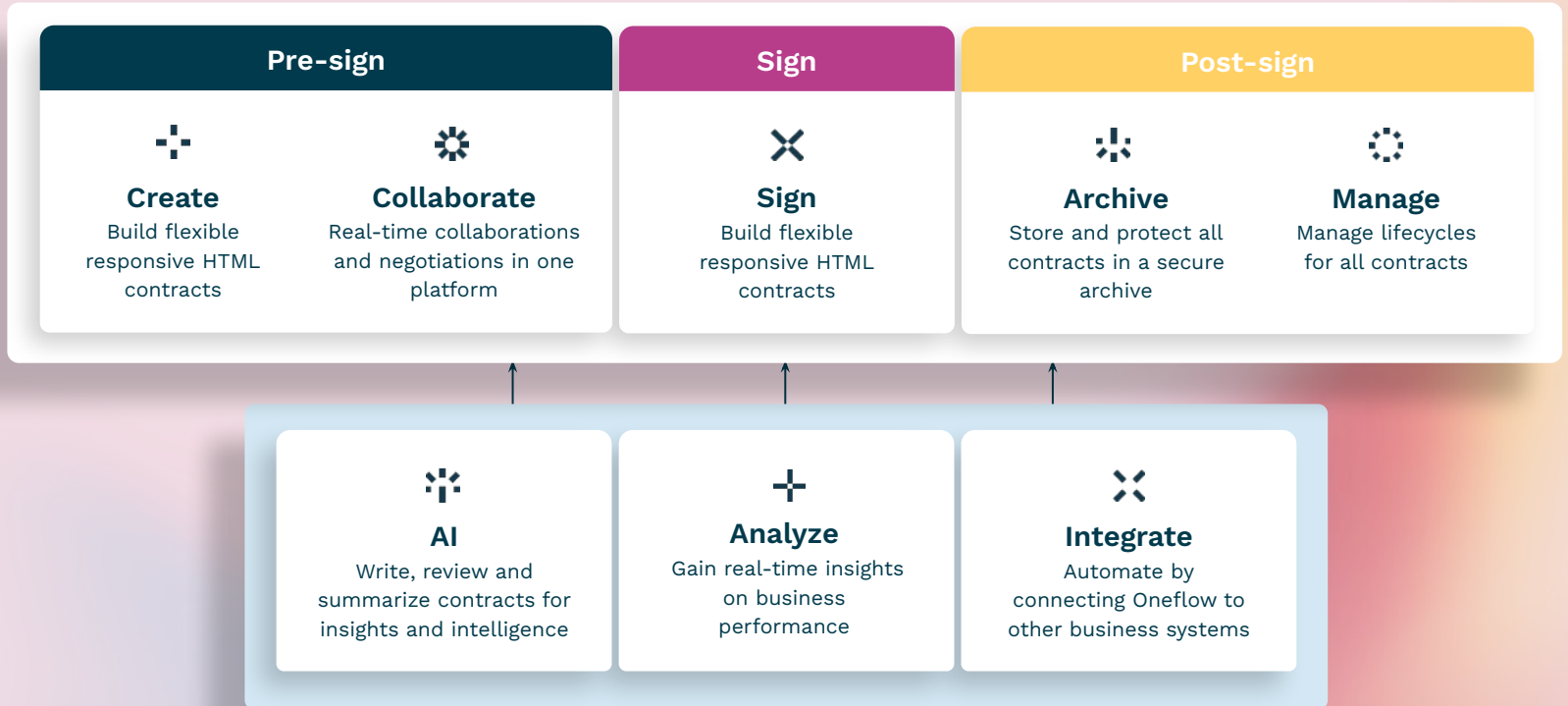
Paying customers up 21% YoY

4.1'

Paying customers Q4 '24

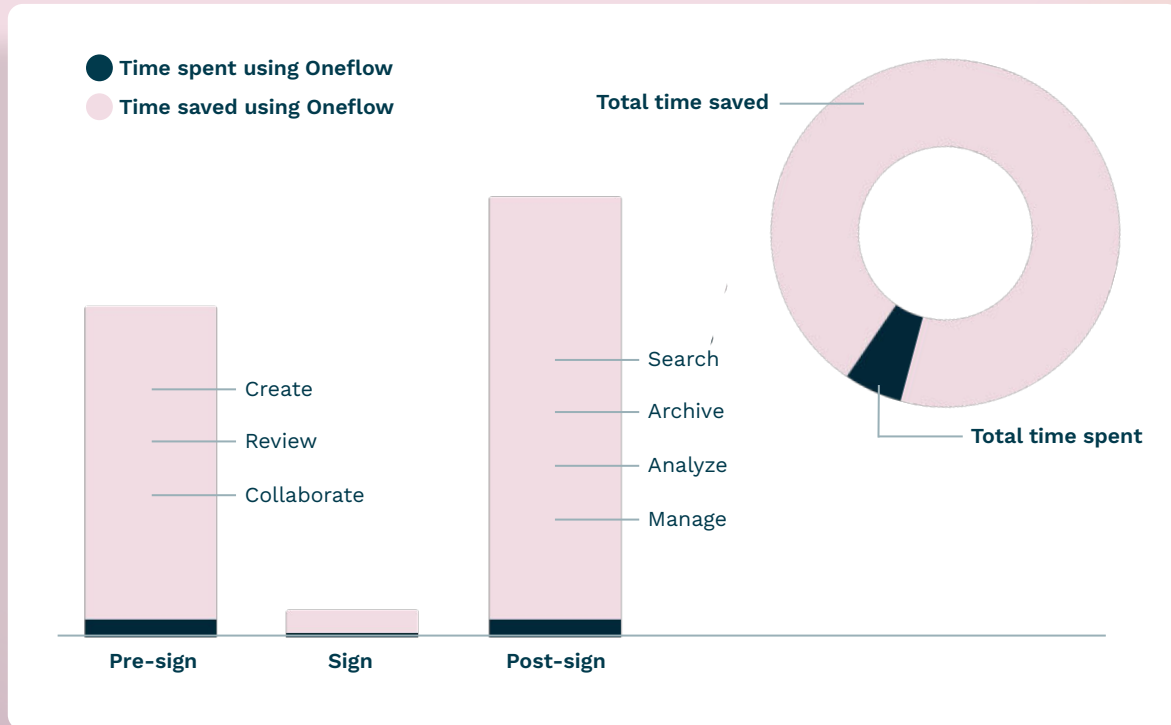


All your contract needs in one workspace



Spend less time on contract handling

E-signing vendors only solve a very small problem



Product highlights for 2024

- AI Review and AI Insight (beta)
- Lot's of AI Assist improvements
- Approval flow
- Inline comments
- Suggestions/redlining
- Fields on PDF
- Contract preview
- Redesigned the contract editor and guest view
- Lots and lots of integration improvements
- and much more...



We're updating our ARR formula from January 2025

When do we register a churn?

BEFORE: On the customer notice date

NOW: On the contract termination date

When do we register New ARR?

BEFORE: On the contract sign date

NOW: On the contract start date



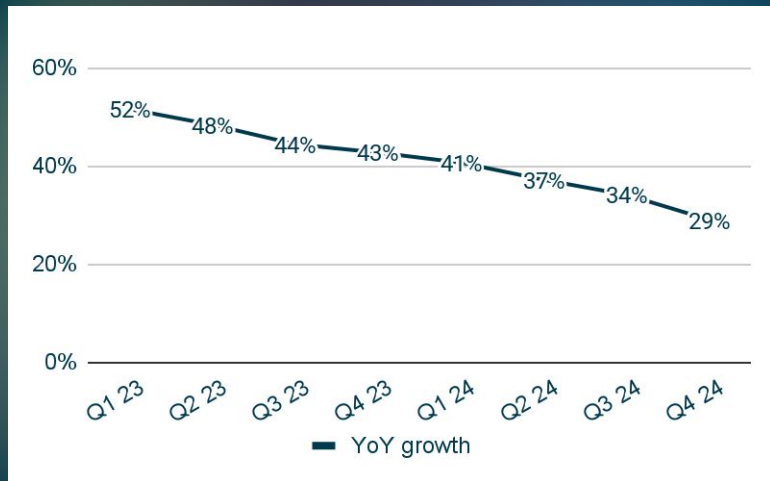
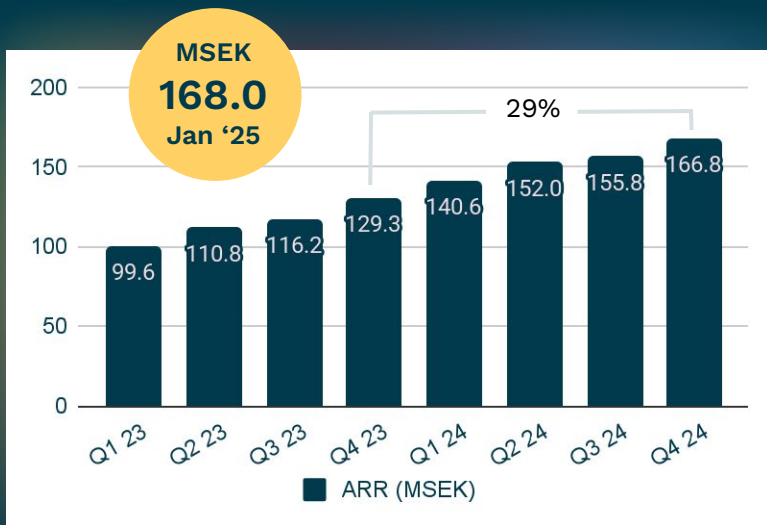
Net New ARR down 16% mainly due slow expansion sales and higher churn



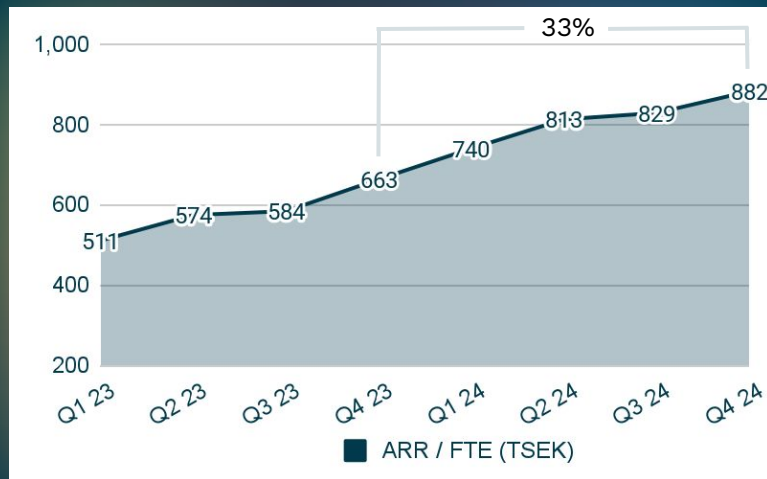
Net New ARR reached 37.4 MSEK for 2024, a 3% decline YoY



ARR of MSEK 167, strong 29% YoY growth in a challenging market



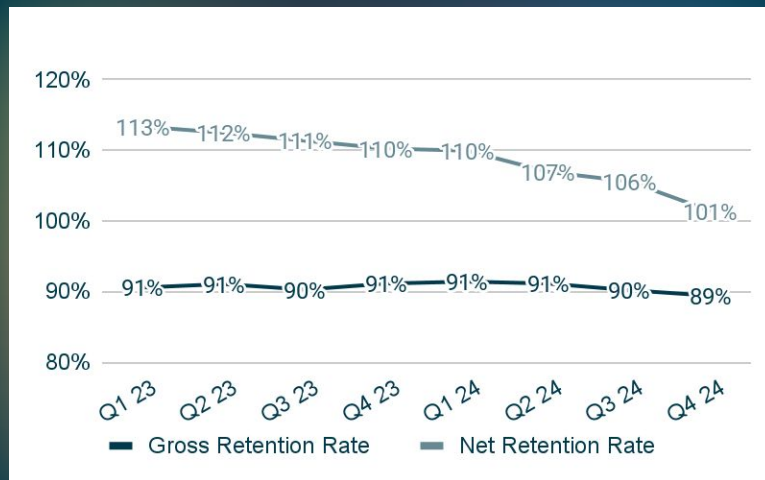
ARR / FTE up **33%** YoY



Leading team Sri Lanka



We anticipate a steady increase in retention rates over the coming years



101%

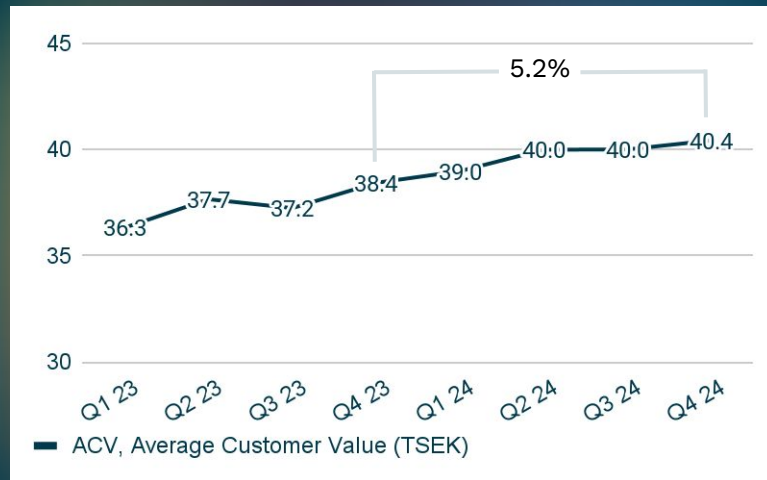
Net Retention Rate Q4 '24

89%

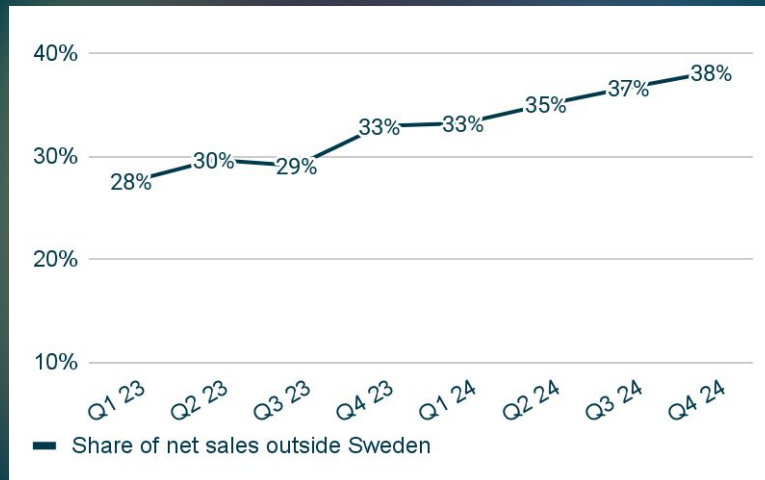
Gross Retention Rate Q4 '24



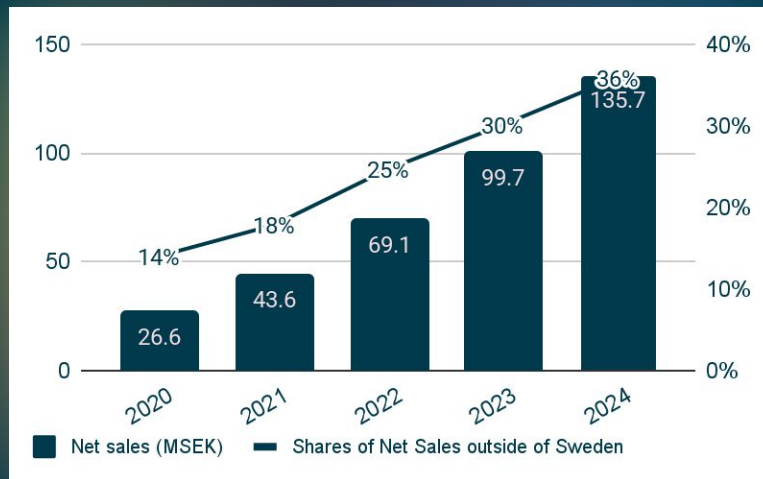
Paying customers increased 21% YoY and ACV reached TSEK 40



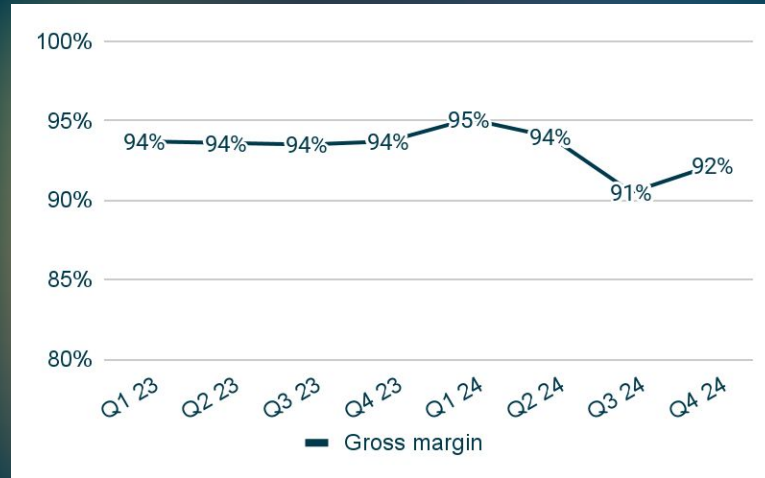
Net sales of MSEK 37 in Q4, up 29%



Net sales of MSEK 136 in 2024, up 36%



High gross margin at **92%**



Gross margin relatively stable enables a high scalability potential.

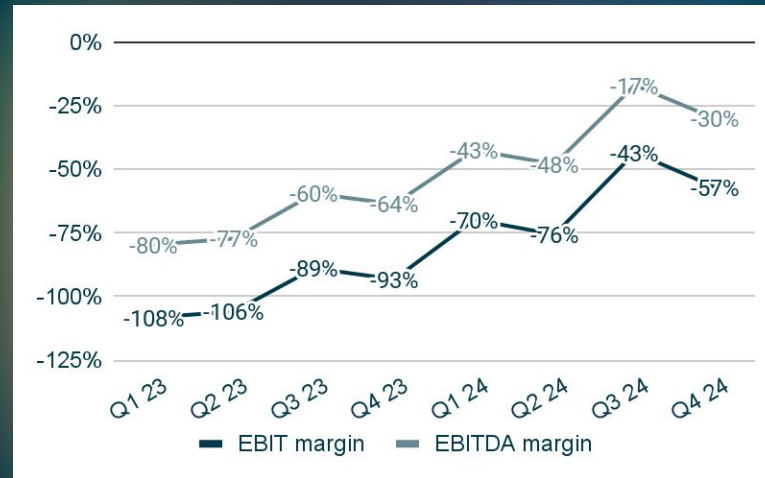
We expect a gross margin of ~92% going forward.



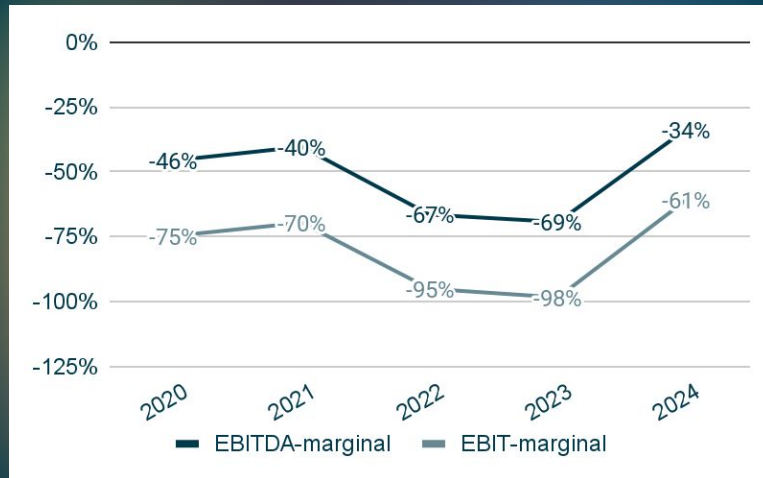
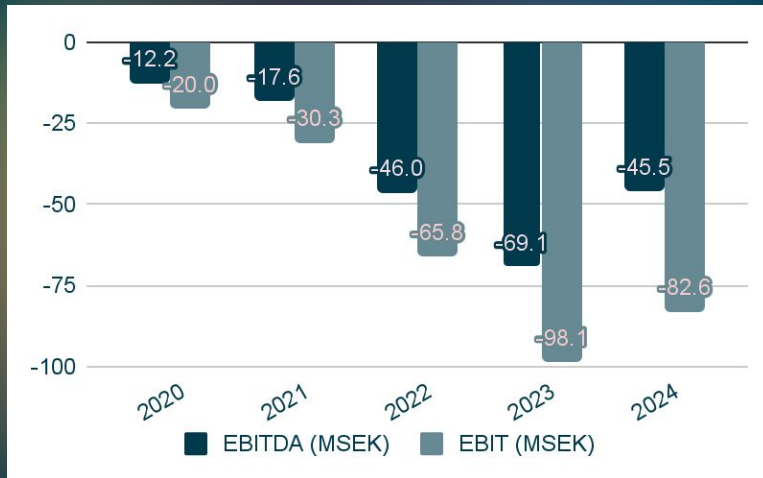
Steering the company toward profitability



Positive trajectory on our margins



We remain committed to our financial goals, achieving an EBIT margin **increase of 38%**



Reiterate our financial goals

- **Growth**
YoY ARR **growth rate above 30%**
- **Profitability**
Reach **profitability** with the current funding



oneflow.com

Anders Hamnes
CEO & Founder

Email
anders.hamnes@oneflow.com

Phone
+46(0)76-788 50 76

Q&A

For more information:
oneflow.com/ir

oneflow³

