

Q1 2025 update



Today's presenters



Anders Hamnes

CEO & Founder



Natalie Jelveh

CFO



We have updated our ARR formula

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

To improve transparency and provide a clearer picture of growth and retention trends, we have decided to restate historical figures according to the new ARR methodology.



The period in summary

ARR keeps growing

MSEK
166.2
Apr '25

MSEK **164.6**

ARR Q1 '25

Strong ARR growth

23%

ARR growth YoY Q1 '25

Currency headwind of MSEK 3.4

MSEK **5.6**

Net New ARR Q1 '25

ARR / FTE up 28%

TSEK **905**

ARR / FTE Q1 '25

Retention rates under pressure

101% / 89%

Net / Gross Retention Rate Q1 '25

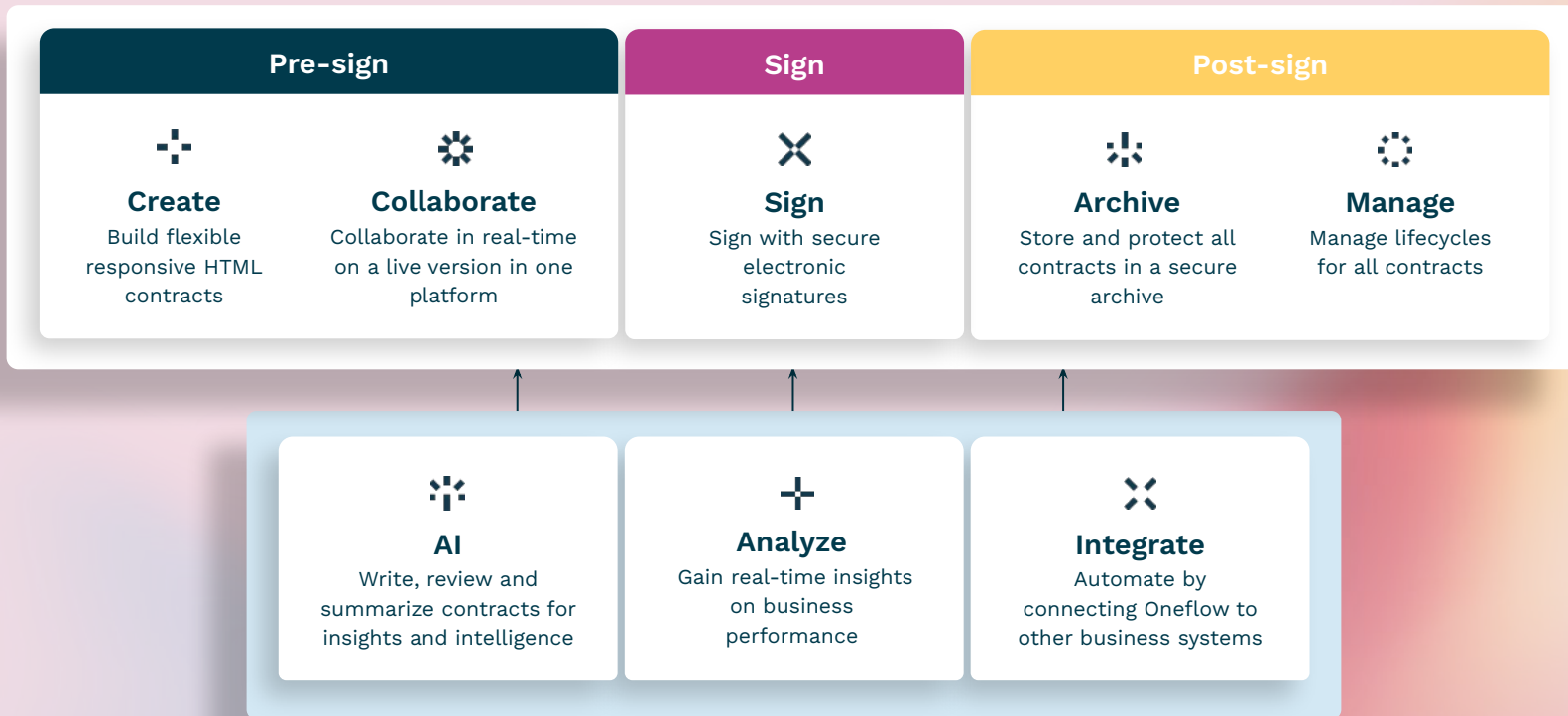
Paying customers up 17% YoY

4.3k

Paying customers Q1 '25

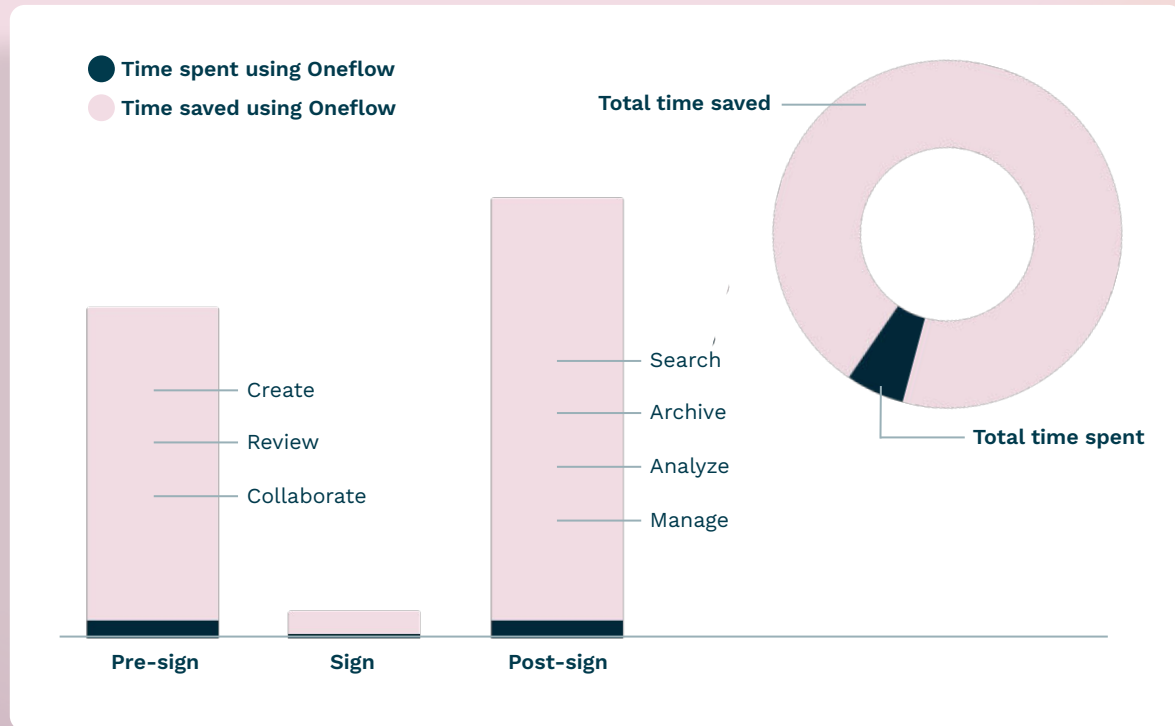


All your contract needs in one workspace



Spend less time on contract handling

E-signing vendors only solve a very small problem



Increase intelligence in contracts



Q1 2025

- Deeper integrations with Hubspot, Upsales and HiBob
- New integration with Talentech ReachMe
- External approvers in signing order
- Bulk actions to organize, move and delete contracts
- Redirect after sign

Q2 2025

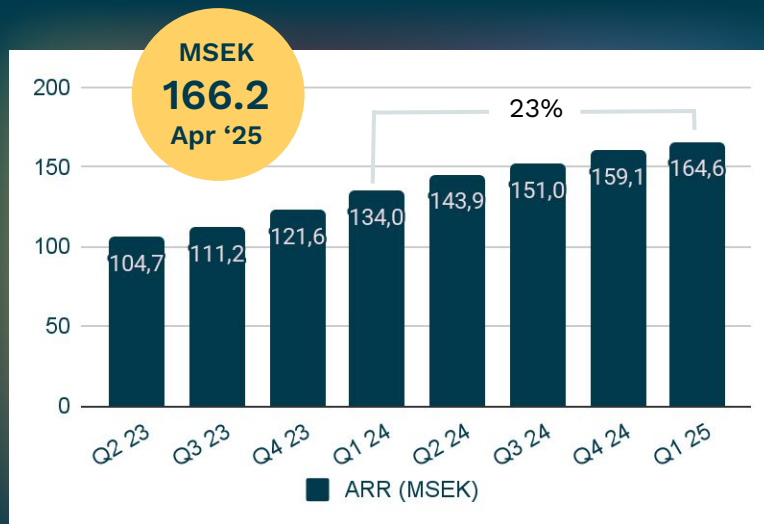
- AI Extract
- More concepts within AI Review and AI Insights
- Deeper integrations with Hubspot



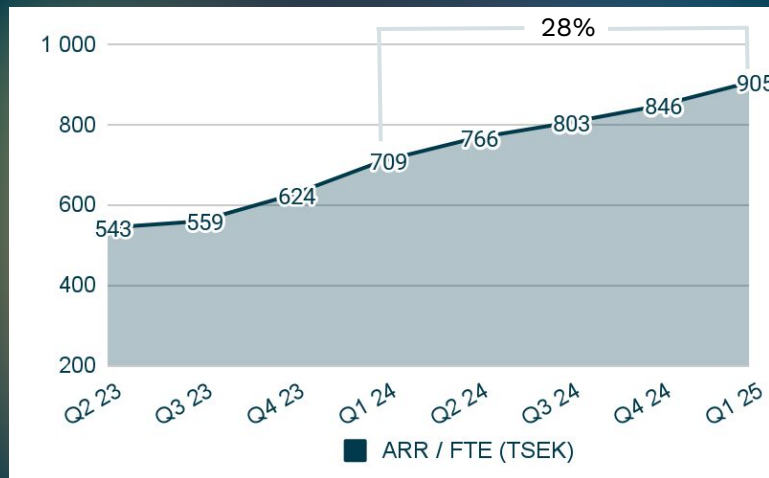
Net New ARR impacted by MSEK 3.4 currency headwind and weak market sentiment



ARR of MSEK 165, strong 23% YoY growth in a challenging market



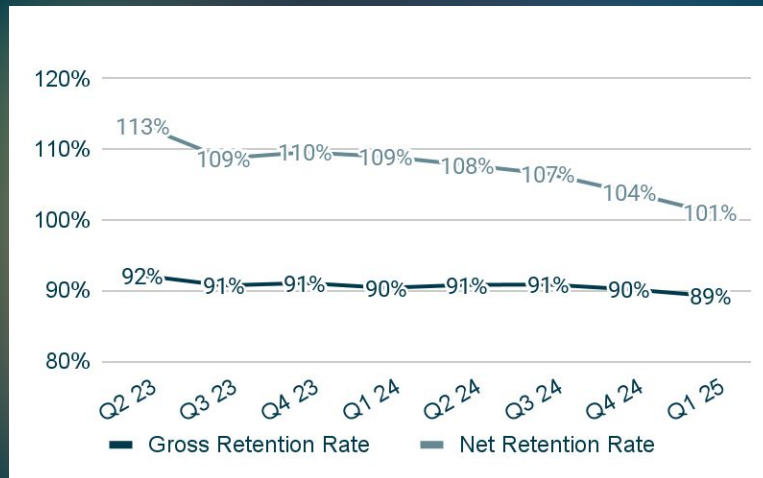
ARR / FTE up **28%** YoY



including team Sri Lanka



Retention rates under pressure, with stabilisation and improvement expected ahead



101%

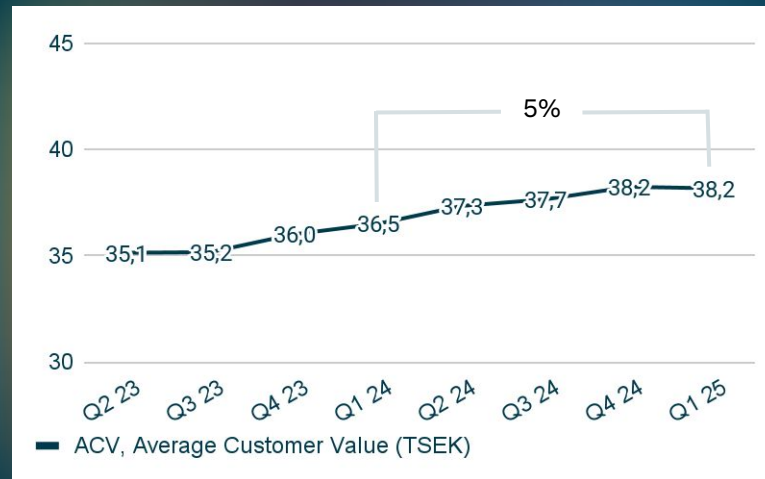
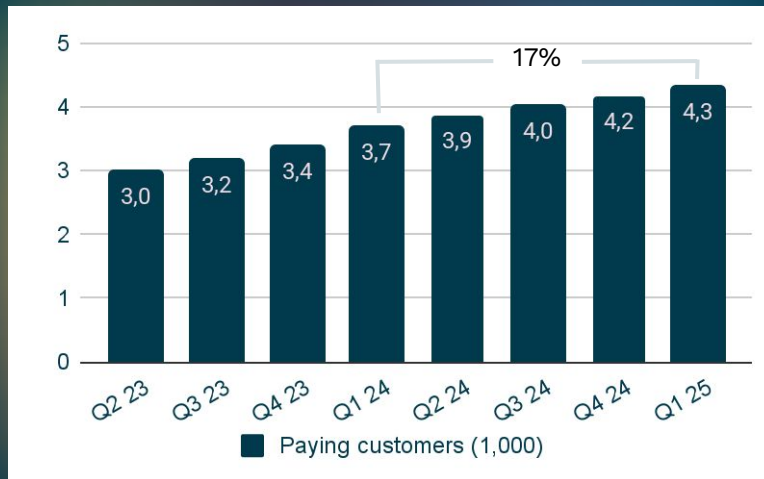
Net Retention Rate Q1 '25

89%

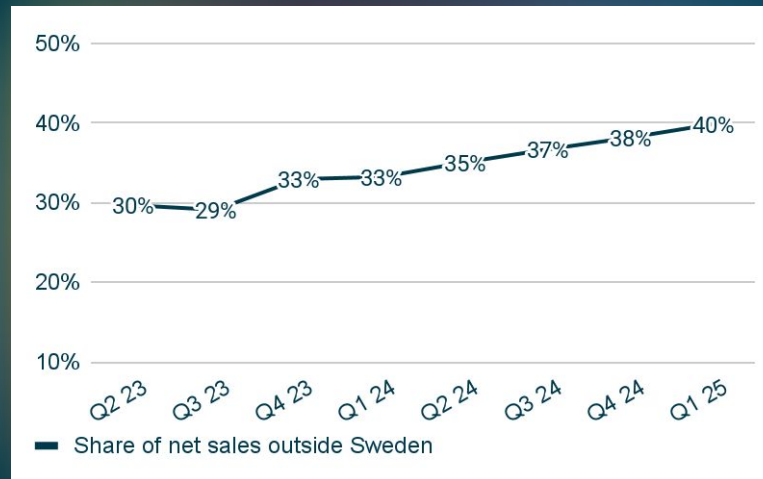
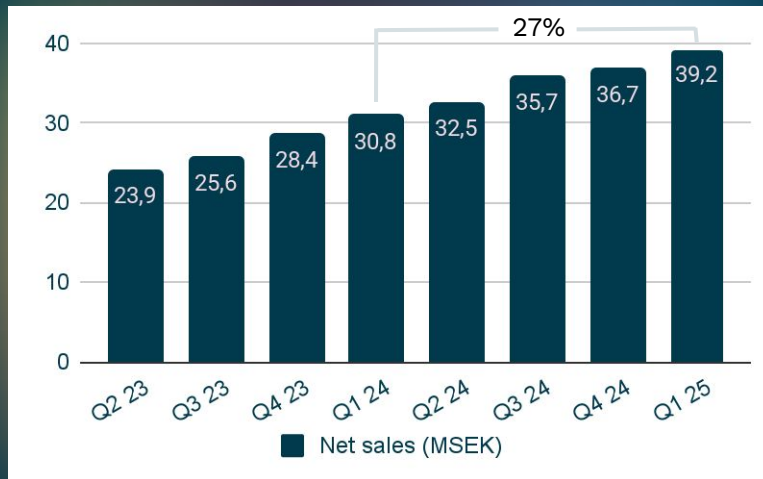
Gross Retention Rate Q1 '25



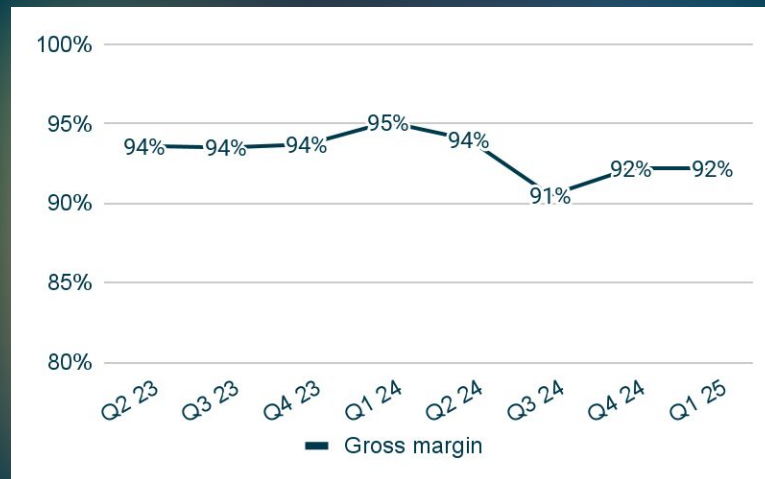
Paying customers increased 17% YoY and ACV reached TSEK 38



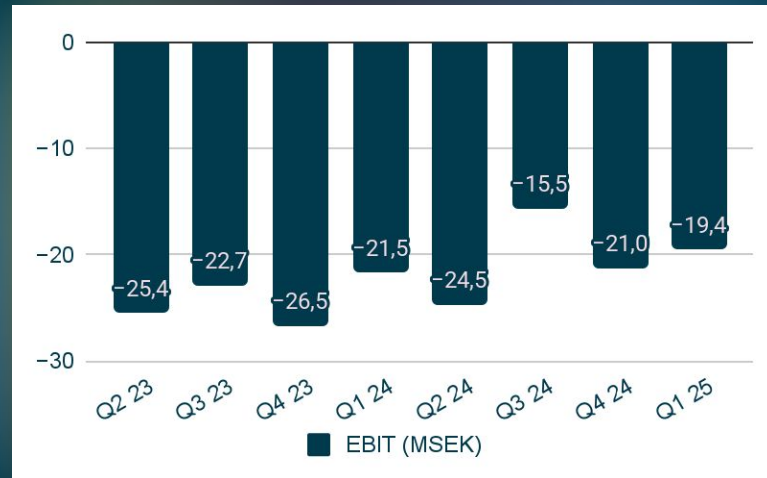
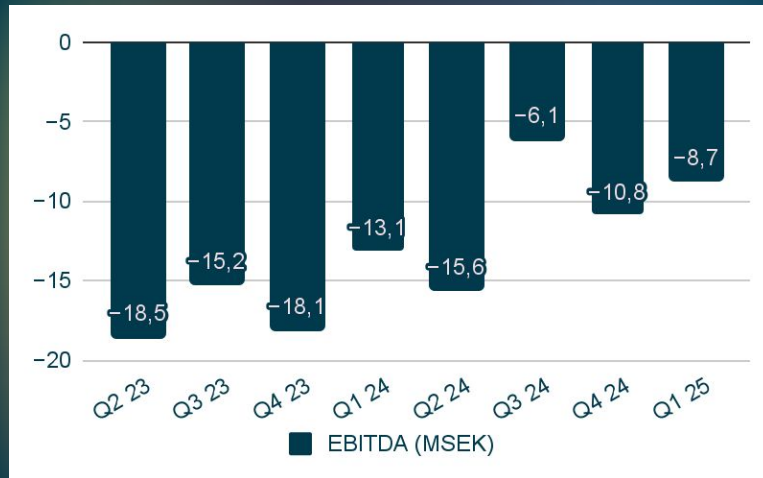
Net sales of MSEK 39 in Q1, up 27%



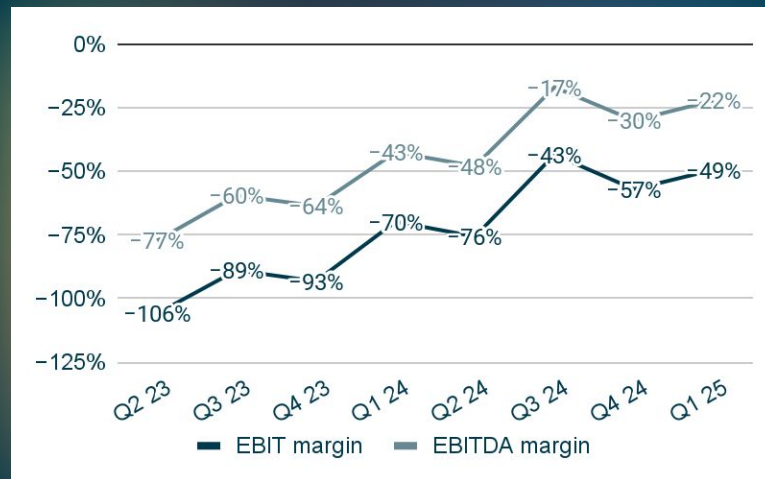
Gross margin relatively stable at **92%**
—enables a high scalability potential



Steering the company toward profitability



Positive trajectory on our margins



Reiterate our financial goals

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

In the short term, we will not reach the 30% growth mark in the current market environment. Our immediate priority is to become profitable. Once we achieve this milestone, we will shift our focus back to accelerating growth, while remaining profitable. Our long-term goal of surpassing 30% ARR growth remains unchanged.



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

