

# Q2 2025 update



# Today's presenters



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CEO & Founder



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CFO



# The period in summary

ARR keeps growing

MSEK  
**173.2**  
July '25

MSEK **171.2**  
ARR Q2 '25

ARR growth slightly down

**19%**

ARR growth YoY Q2 '25

Net New ARR down 33% YoY

MSEK **6.6**  
Net New ARR Q2 '25

ARR / FTE up 22%

TSEK **936**

ARR / FTE Q2 '25

Retention rates under pressure

**97% / 87%**

Net / Gross Retention Rate Q2 '25

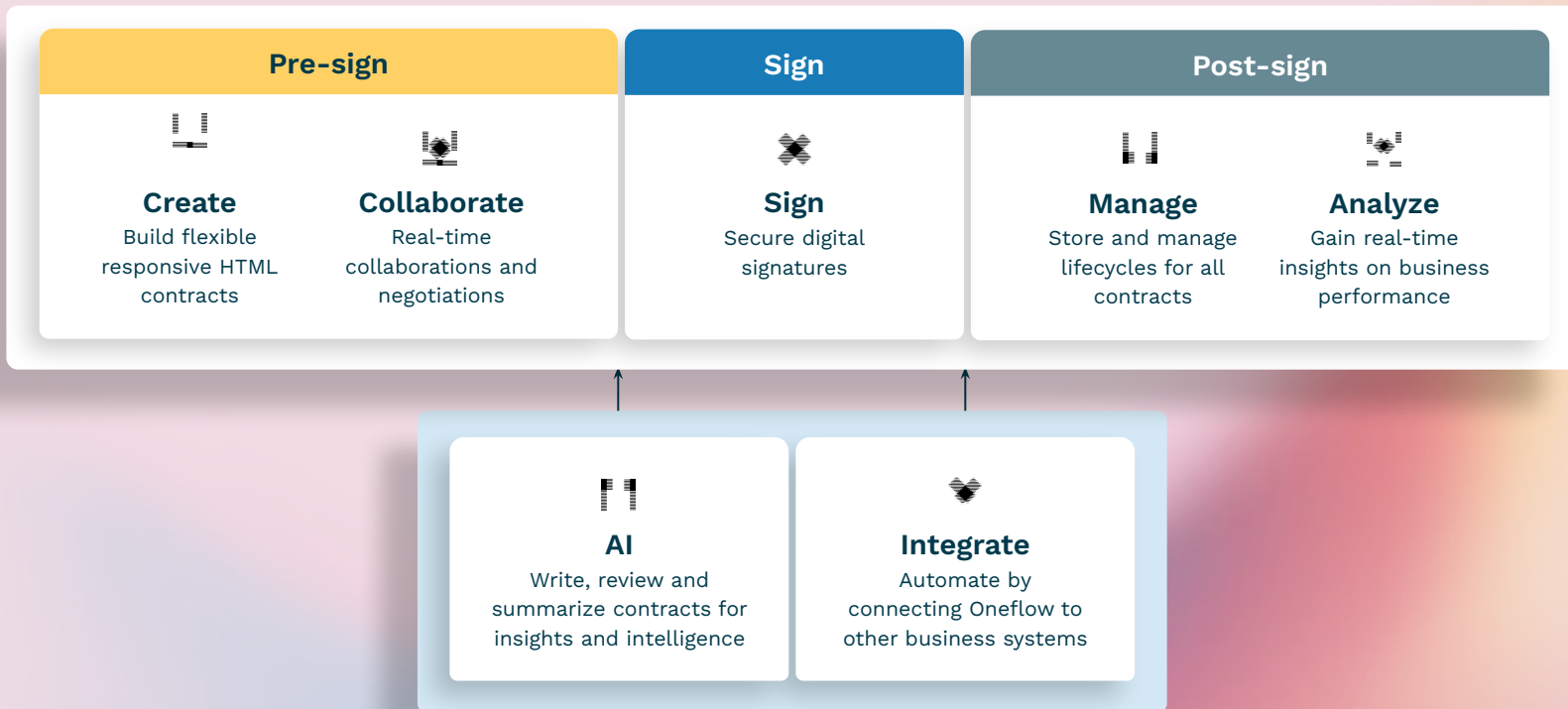
Paying customers up 15% YoY

**4.4k**

Paying customers Q2 '25

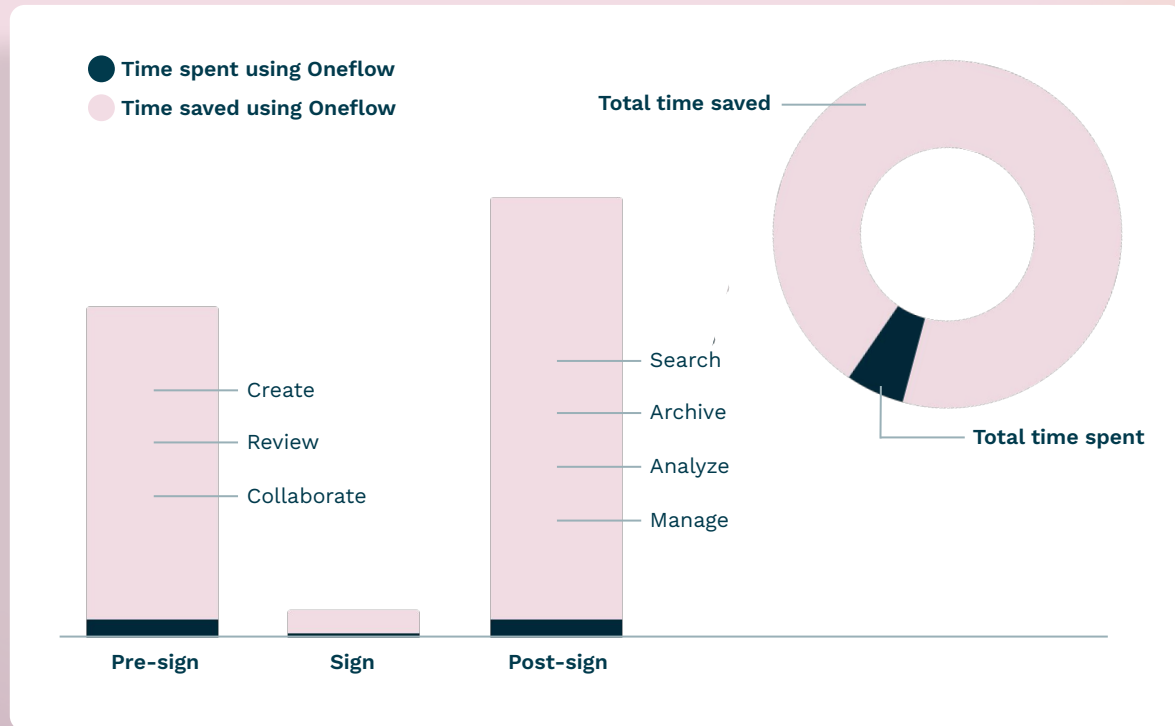


# End-to-end solution for contract management



# Spend less time on contract handling

*E-signing vendors only solve a very small problem*



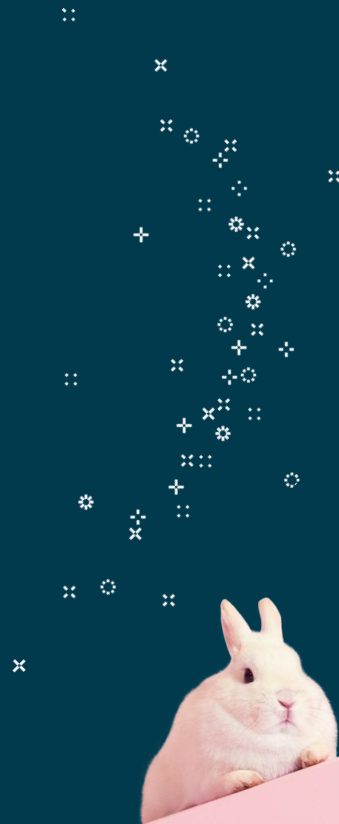
# Increase intelligence in contracts

## Q2 2025

- Signature fields on imported PDFs
- New content tab
- Oneflow Marketplace for all users
- More eIDs added, enable QES from Marketplace
- Several language setting improvements
- New integrations with Heartpace HR and SwedeTime
- Several improvements to the Hubspot, Power Automate and SuperOffice integrations

## Q3 2025

- Several improvement to the Hubspot integration
- New integrations with Lime CRM and Tellent Recrutee
- Notes to documents
- Custom concepts in AI Review
- More powerful folders



## New office in North America

- Oneflow North America up and running from 1 September
- Located in Chicago
- Currently 1 employee, soon more
- The country manager has experience from building up Pagero's entire North America operations.



# Net New ARR impacted by MSEK 2.6 currency headwind YTD



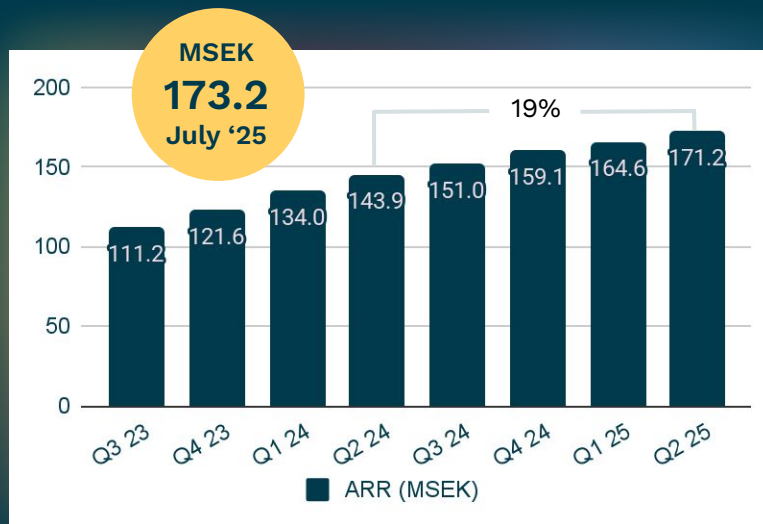
MSEK 12.2 YTD

Down 45% from MSEK 23.3 last year

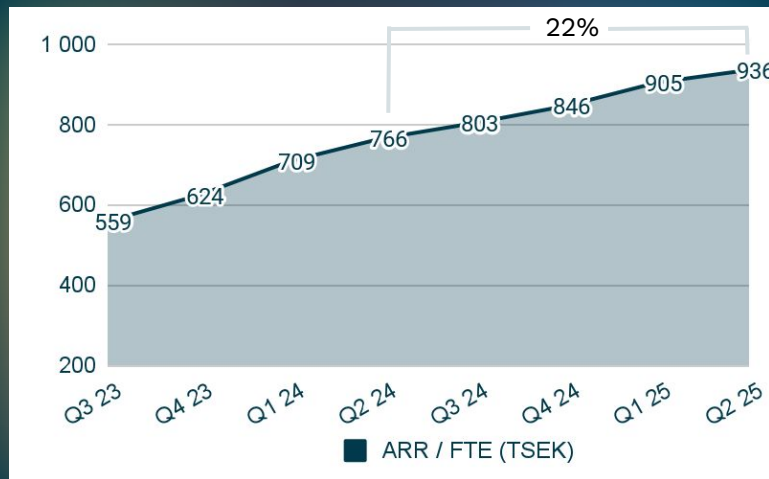




# ARR of MSEK 171, 19% YoY growth in a challenging market



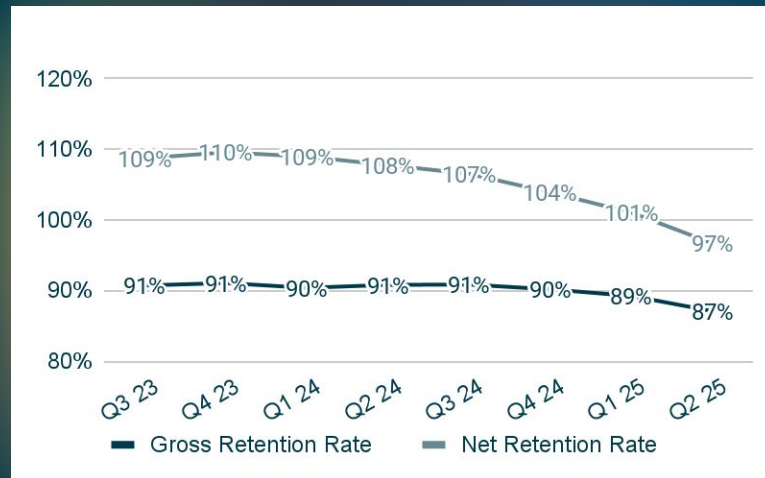
# ARR / FTE up **22%** YoY



including team Sri Lanka



# Retention rates still under pressure



97%

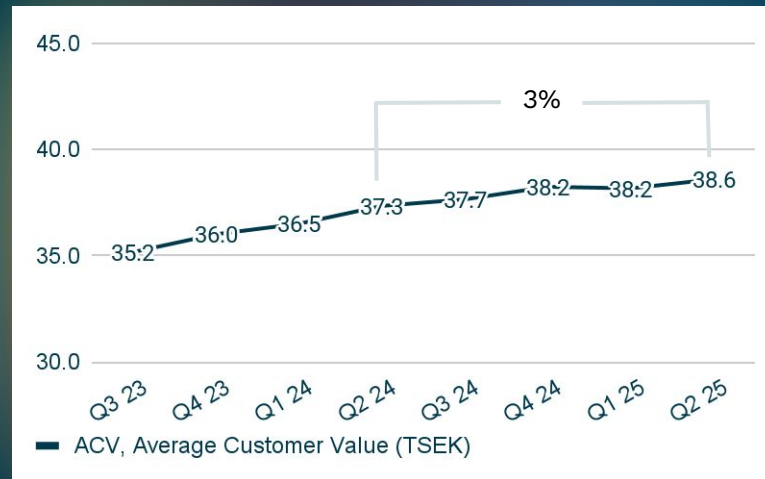
Net Retention Rate Q2 '25

87%

Gross Retention Rate Q2 '25



# Paying customers increased 15% YoY and ACV reached TSEK 39

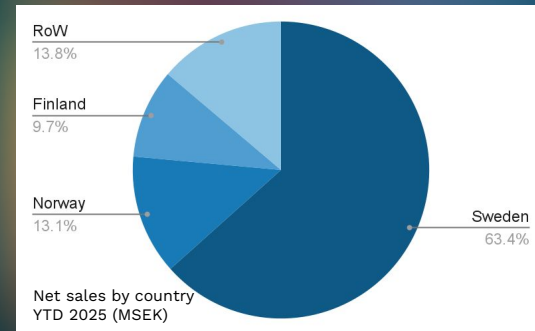
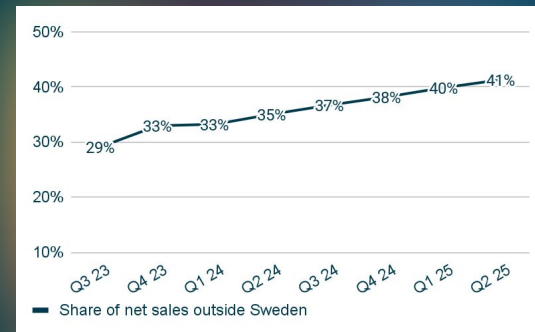


# Net sales of MSEK 42 in Q2, up 28%

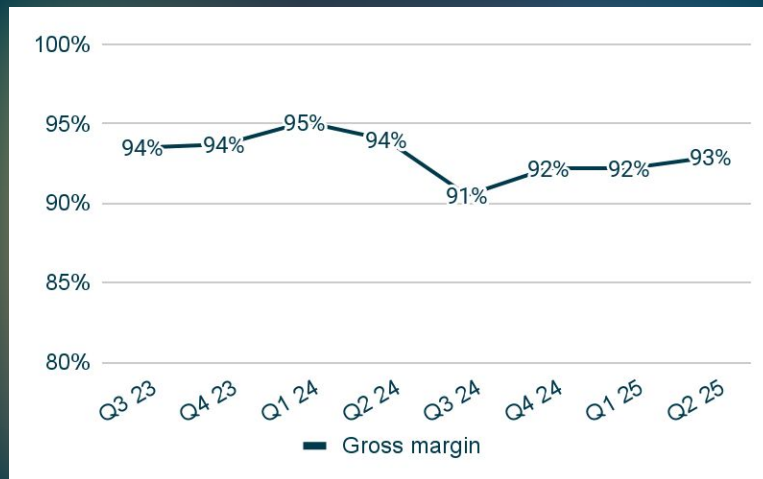


MSEK 80.7 YTD

Up 28% from MSEK 63.3 last year

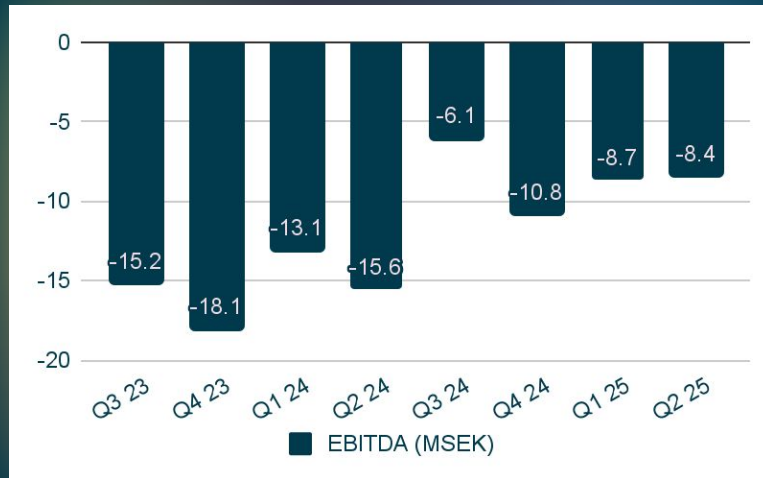


# Strong **93%** gross margin enables scalable growth



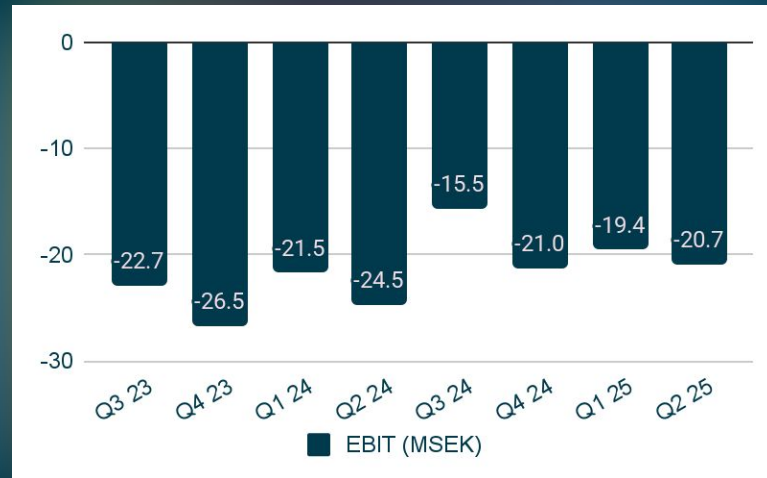
# Progressing towards profitability

A one-off cost of MSEK 3.6 impacted the quarterly result due to organizational restructuring and workforce reductions.



**MSEK -17.1 YTD**

Improved by 40% from MSEK -28.7 last year

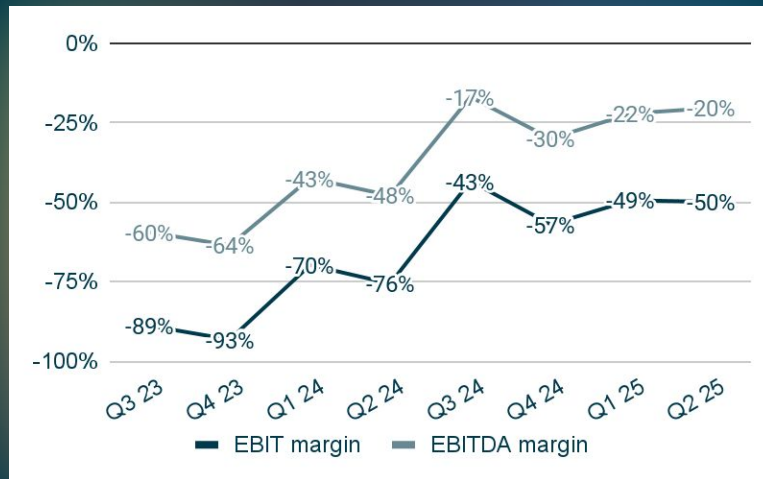


**MSEK -40.1 YTD**

Improved by 13% from MSEK -46.0 last year



# Continued margin improvement



EBIT margin of -41% when adjusted for the one-time cost of MSEK 3.6.



# 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.



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# Q&A

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