

Q2 2026 update



Today's presenters



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CEO & Founder



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The period in summary

Crossing MSEK 200 in ARR

MSEK **200.6**

ARR Q2 '26

Continue capturing market share

17%

ARR growth YoY Q2 '26

1H '26 Net New ARR up 44%

MSEK **6.5**

Net New ARR Q2 '26

ARR / FTE up 51% YoY

TSEK **1,413**

ARR / FTE Q2 '26

Retention rates trending upwards

99% / 88%

Net / Gross Retention Rate Q2 '26

Strong margin expansion

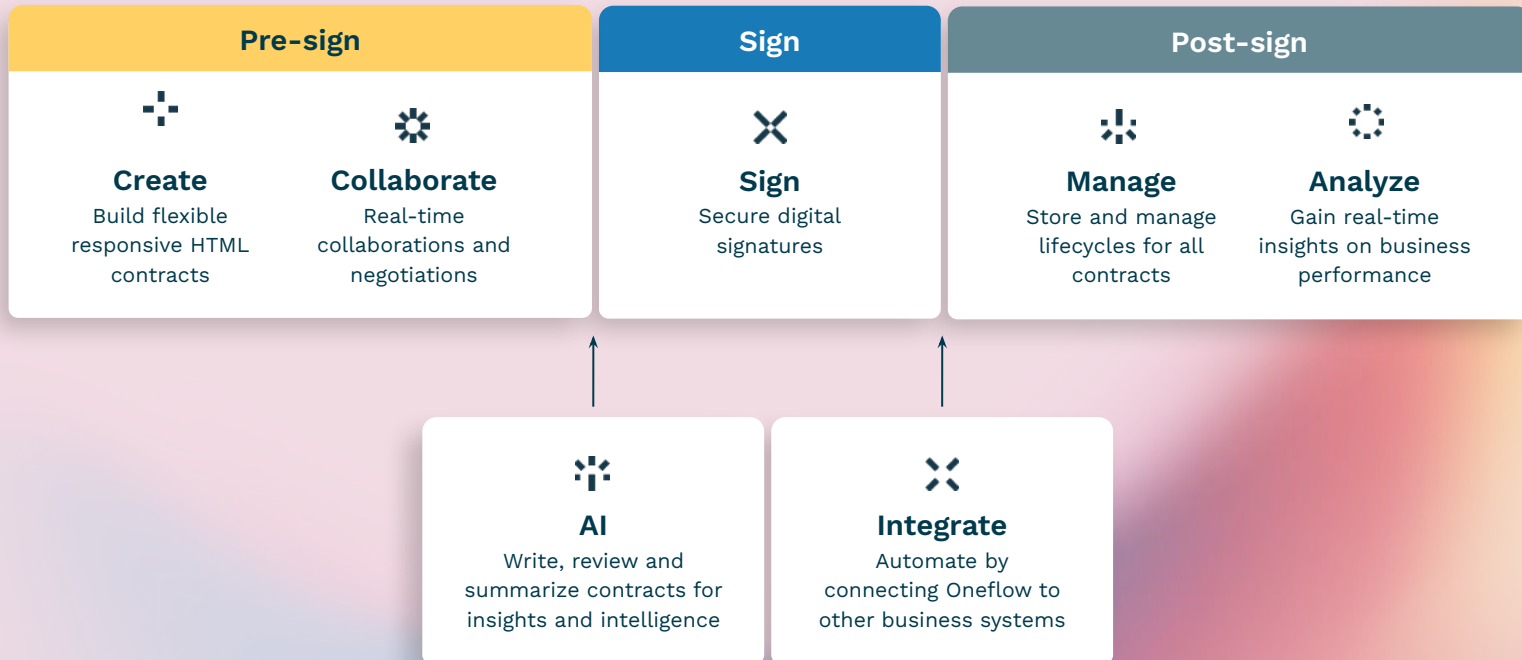
21% / -7%

EBITDA / EBIT margin Q2 '26



Contract lifecycle management

End-to-end solution for contracts



A selection of the product improvements during the quarter

- Several improvements to **AI Summary**
- Comprehensive redesign of the **documents overview**
- Launched **Organizational units** for more structure and control
- Improved tax handling and clearer pricing summaries in **product tables**.
- Several **integration improvements** for Hubspot, Salesforce, Slack, Dynamics, Pipedrive, Zapier and more.



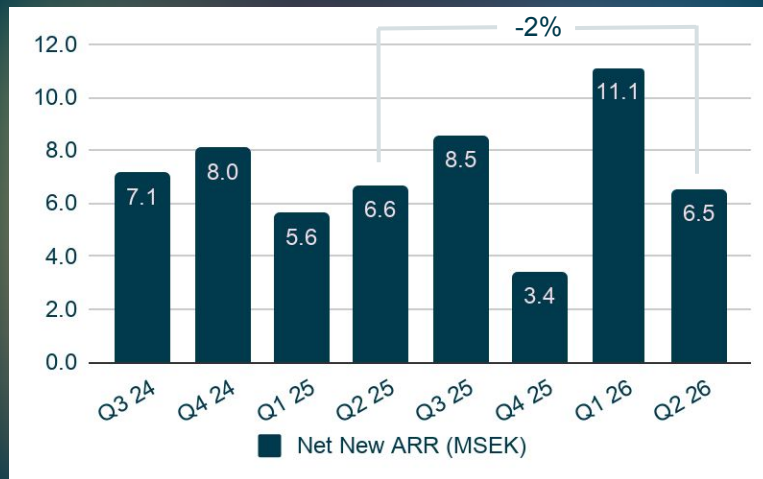
Oneflow completes SOC 1 Type 1 and SOC 2 Type 1 examinations

This achievement builds on Oneflow's existing ISO 27001, ISO 9001, and ISO 14001 certifications and reflects the company's continued investment in meeting the security, compliance, and governance expectations of customers with rigorous security and governance requirements.



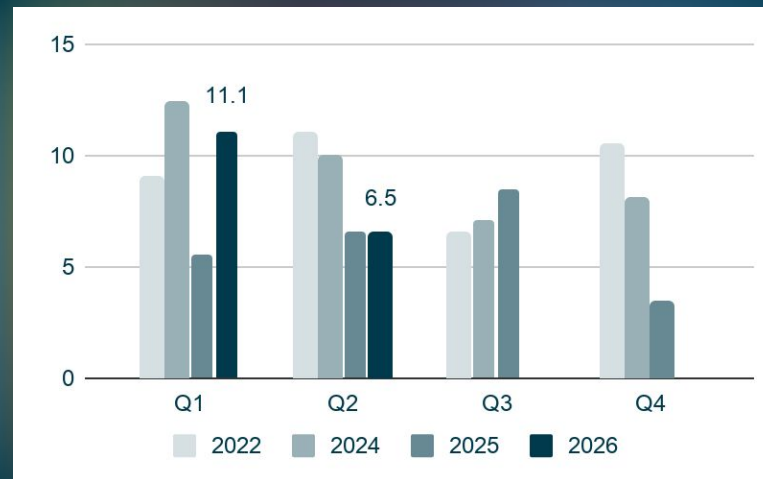
Strong H1 performance

– Net New ARR **up 44%**



MSEK 17.5 YTD

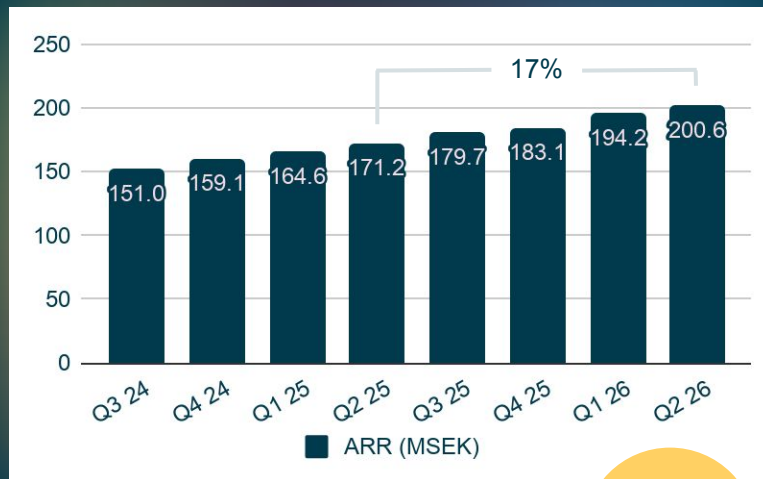
Up 44% from MSEK 12.2 last year



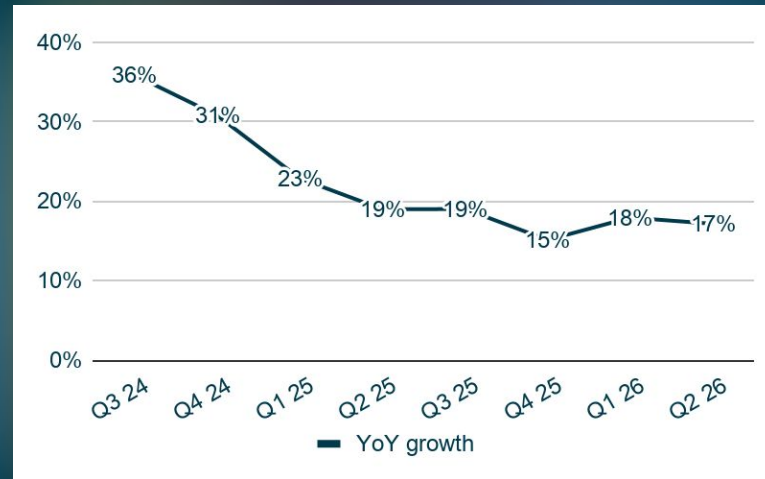
In addition, contracts corresponding to MSEK 5.6 have been signed and will be recognized as ARR in coming periods.



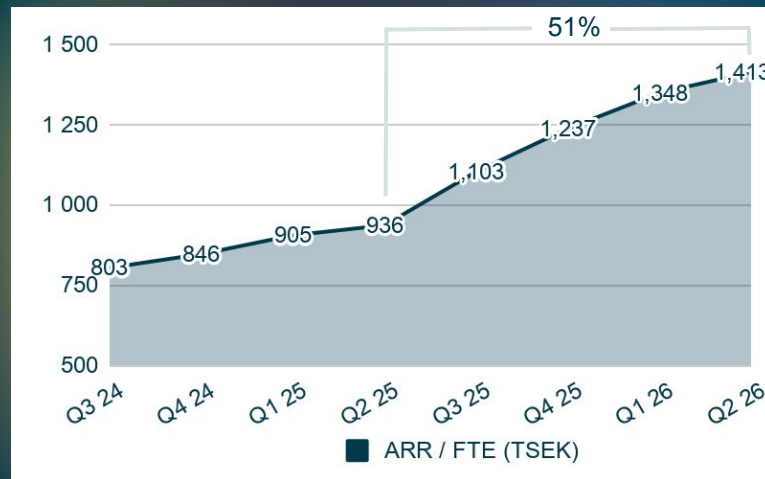
Continue capturing market share with **17% ARR growth**



MSEK
201.8
July '26



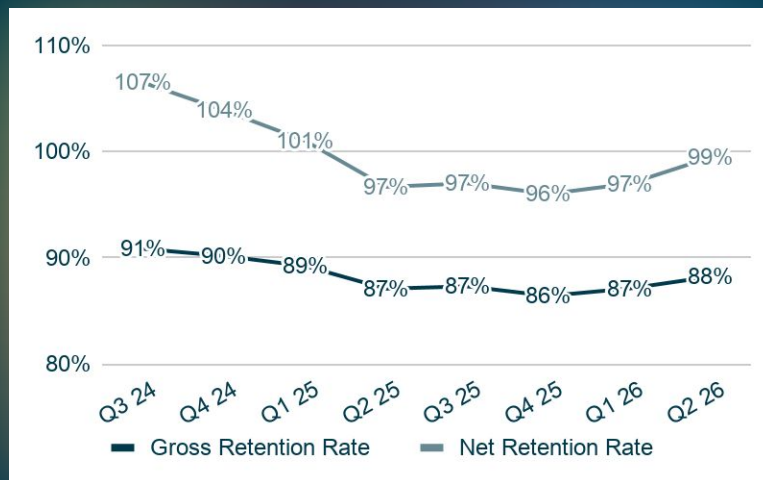
Continue improving our operational efficiency with ARR per FTE **up 51%**



Reflects a structurally leaner organization with materially higher productivity per employee.



Customer retention rates trending upwards



99%

Net Retention Rate Q2 '26

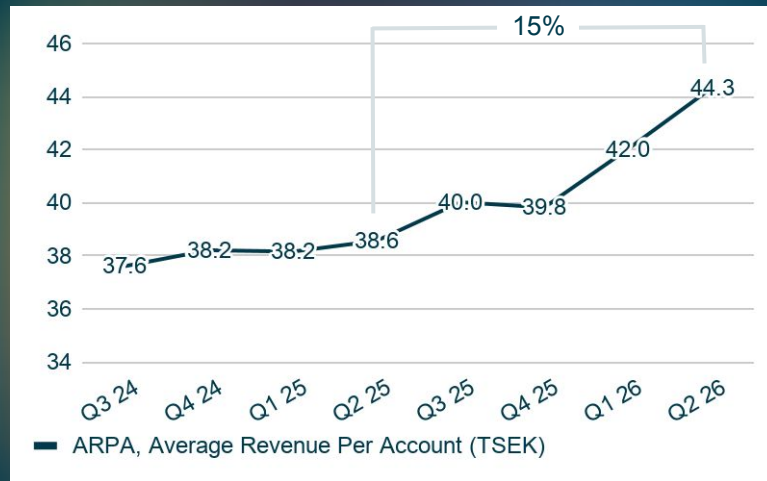
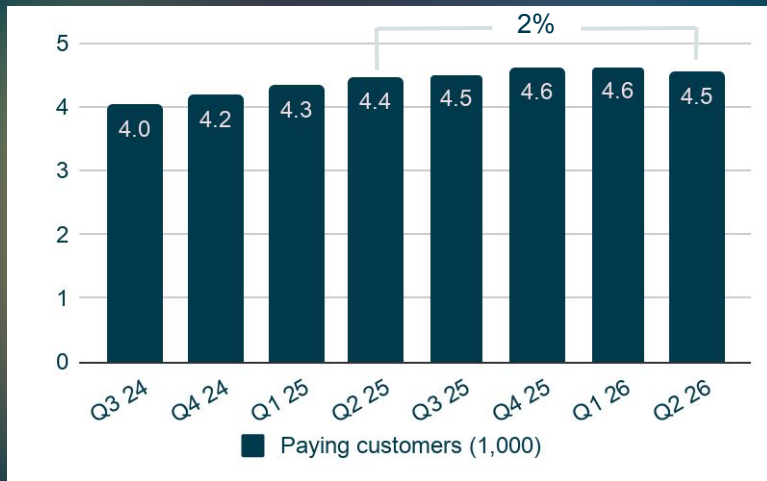
88%

Gross Retention Rate Q2 '26

Actions taken are starting to show results, and we expect this positive trend to continue gradually over the coming quarters.



Customer value continues to increase, with ARPA up 15%



Healthier customer mix and upmarket movement
contribute to higher ARPA.

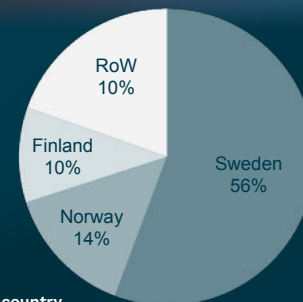
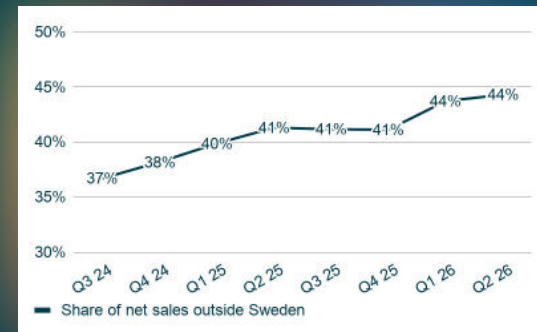


Net sales of MSEK 49 in Q2, up 18%



MSEK 96.8 YTD

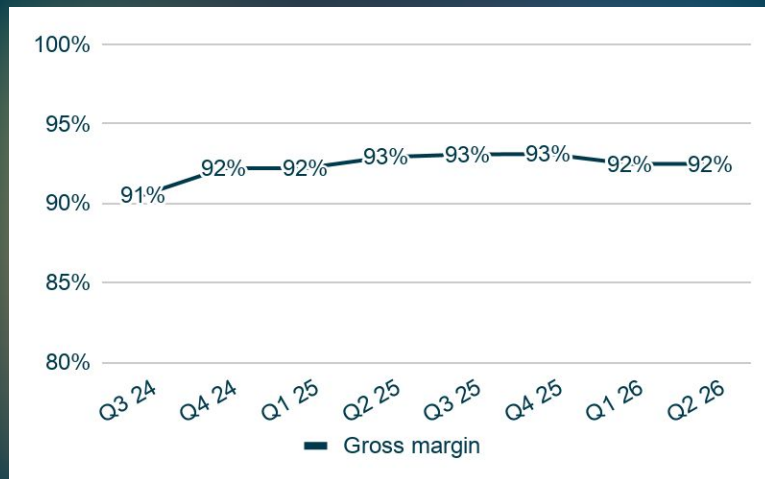
Up 20% from MSEK 80.7 last year



Net sales by country
Q2 2026



92% gross margin underpins scalable growth model



EBIT loss narrowed while EBITDA continues to improve



MSEK 17.9 YTD

Improved from MSEK -17.1 last year

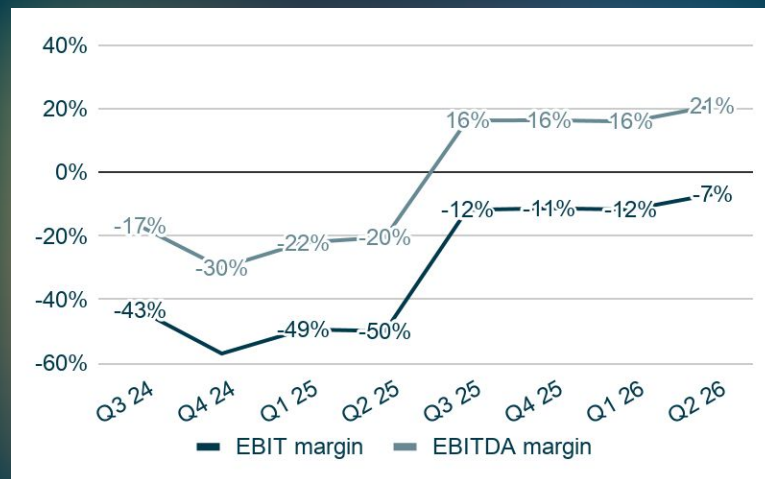


MSEK -9.0 YTD

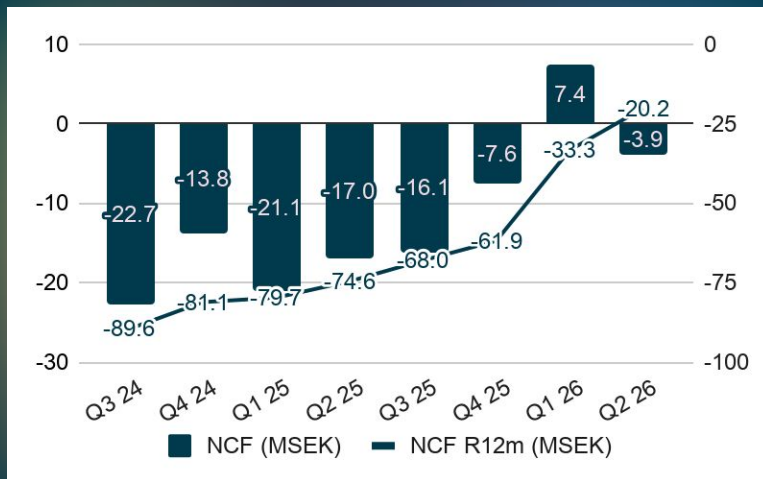
Improved from MSEK -40.1 last year



Continued margin expansion through operational excellence



Net Cash Flow (R12m) continued to improve



- Improved EBIT → Stronger operating cash flow
- Customer Growth → Increased cash inflows
- Lower DSO → Faster cash conversion



Closing in on 'Rule of 40'



Reiterate our financial goals

- **Growth**

YoY ARR **growth rate above 30%**

- **Profitability**

Reach **profitability** with the current funding

Our long-term ambition remains unchanged: to surpass 30% ARR growth while achieving profitability within our existing funding. In the short term, our main priority is to reach sustainable profitability. Once achieved, we will gradually re-accelerate growth, while continuing to improve profitability and maintaining strong financial discipline.



Summary

- 17% ARR growth YoY
- 51% higher productivity per employee YoY
- Net and gross retention sequentially improving
- ARPA up 15%
- EBITDA of MSEK 10.2, increased with MSEK 18.6 YoY



From milestone to milestone...

- Q3 '25 Positive EBITDA for the first time
- Q1 '26 Positive net cash flow for the first time
- Q2 '26 Crossing MSEK 200 in ARR
- Q2 '26 Strong margin expansion, with an EBIT margin of -7%, up from -50% in Q2 '25 and -76% in Q2 '24, while at the same time growing net sales around 20% this year



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