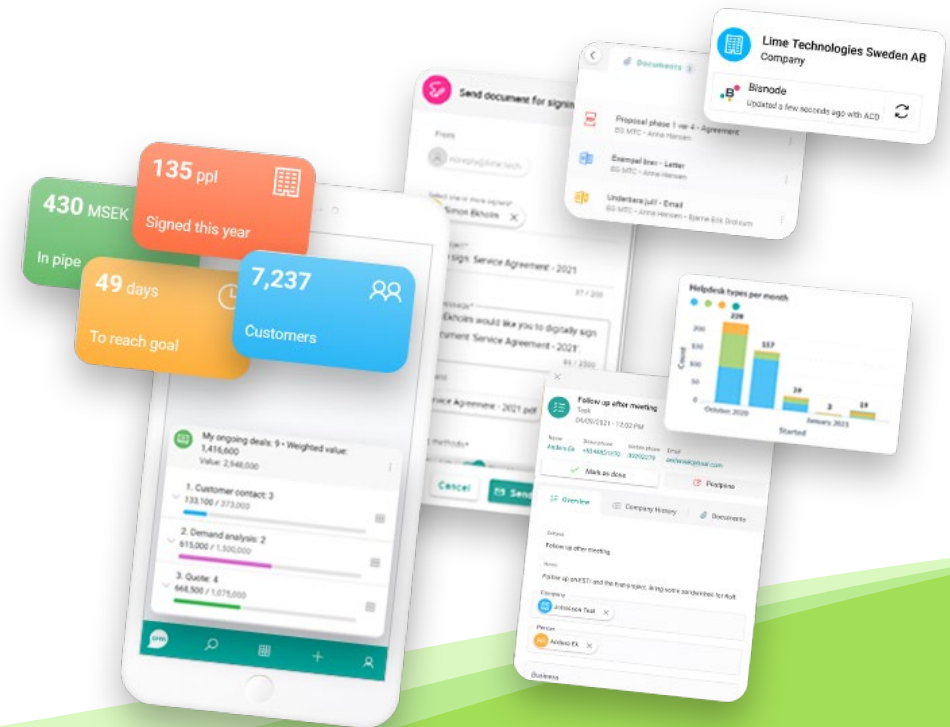




Q2 update

16 July, 2021





Today's presenters



Nils Olsson

CEO

Lime since 2006



Magnus Hansson

CFO

Lime since 2015



Sum up Q2 2021

- 50+ new team members
- Improving market situation
- Good order intake, 39 % growth in Q2
- Focus on growth markets
- New management team in place



Dedicated management team



Nils Olsson
CEO

Lime since 2006



Martin Hansson
CFO

Lime since 2015



Martin Nilsson
Head of
Development

Lime since 2017



Tommas Davoust
Head of Expert
services

Lime since 2017



Vishal Ganatra
Head of Sales
& Marketing

Lime since 2006



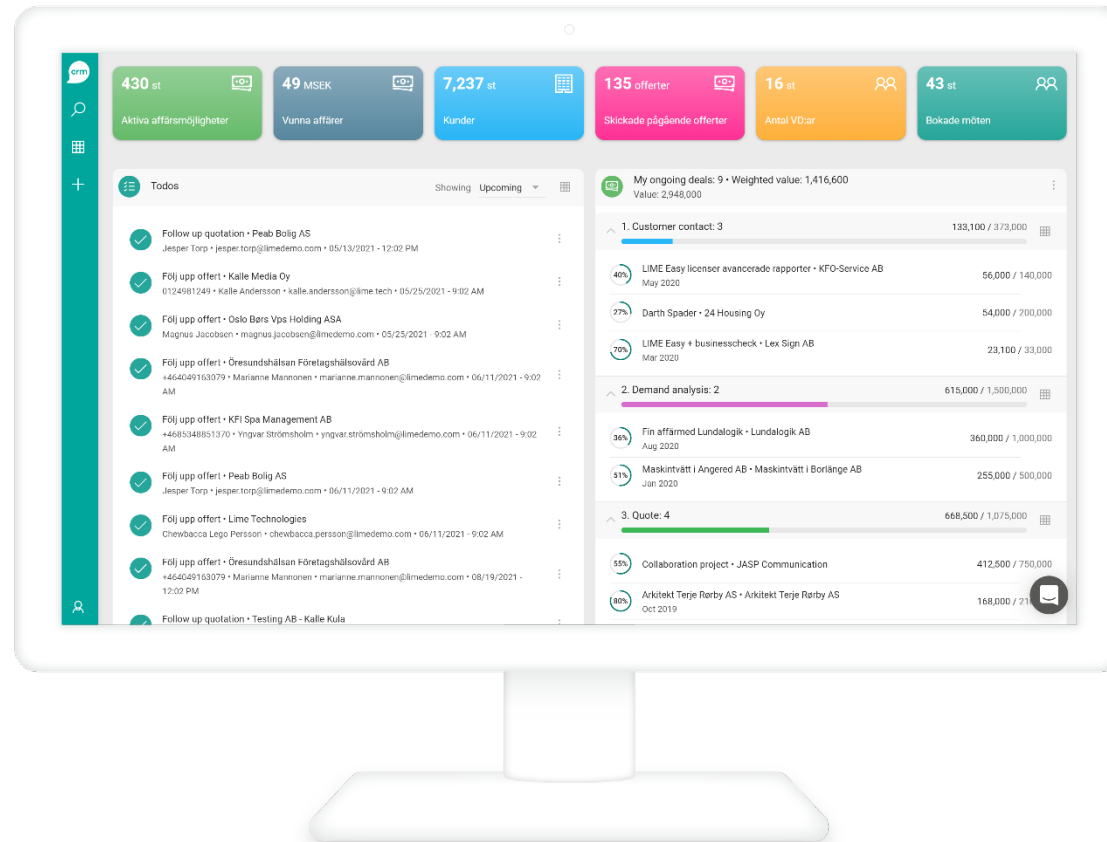
Anna Hansen
Head of
Loyalty &
Expansion

Lime since 2008



Filip Arenbo
CPO

Lime since 2011



Agenda

1. Order intake
2. Revenue
3. Profit
4. Summary



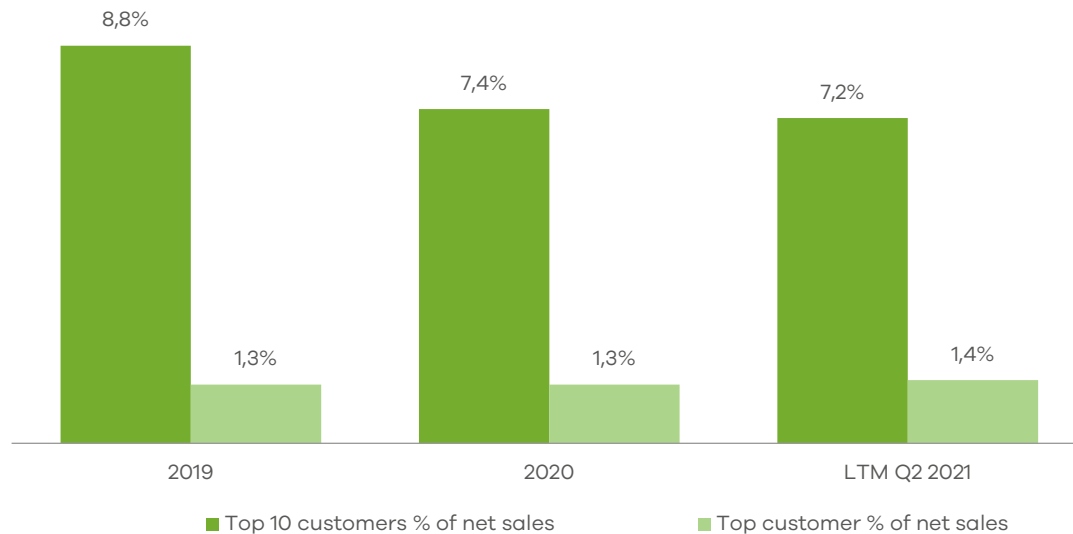
1. Order intake



Several deals in Europe

Good mixture of small, midsize and large enterprises

Customer concentration



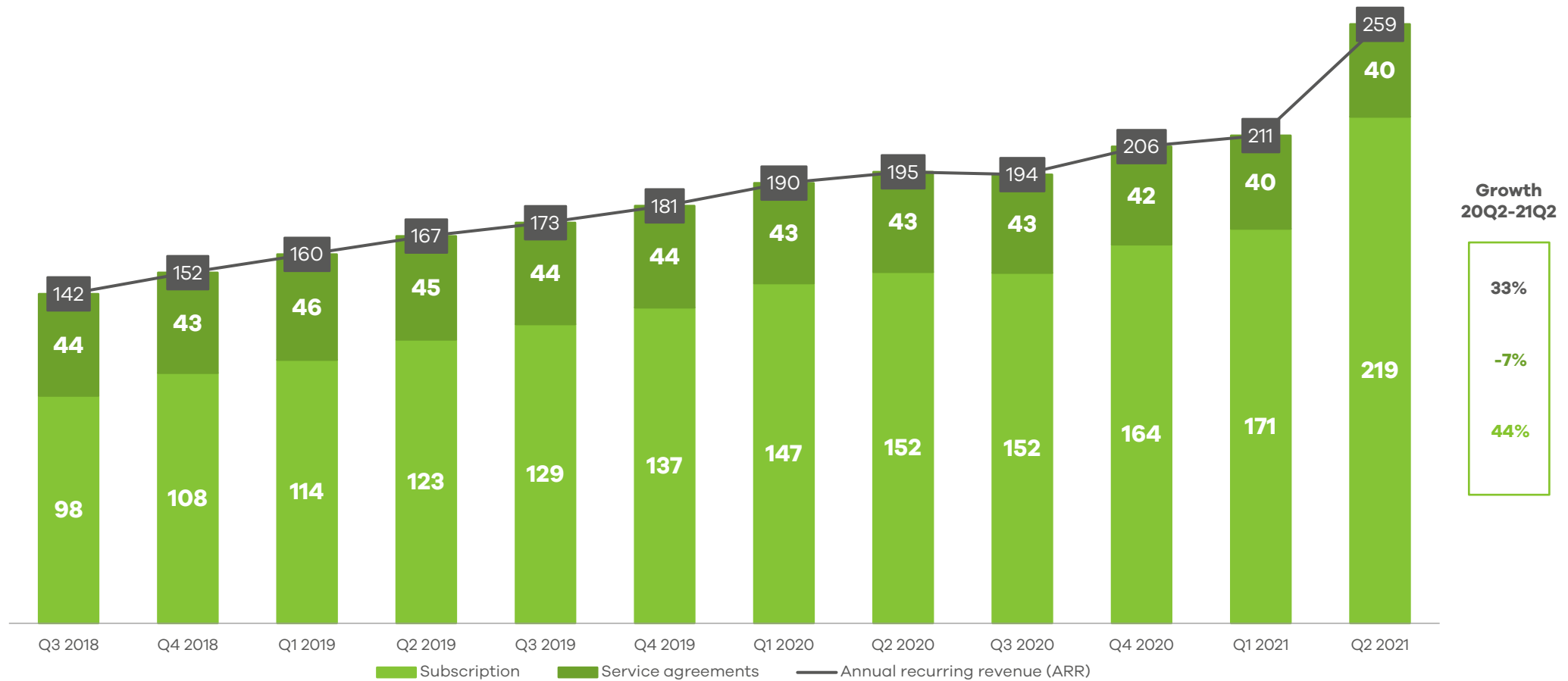


2. Revenue



Increase in annual recurring revenue drives growth

ARR development (SEKm)



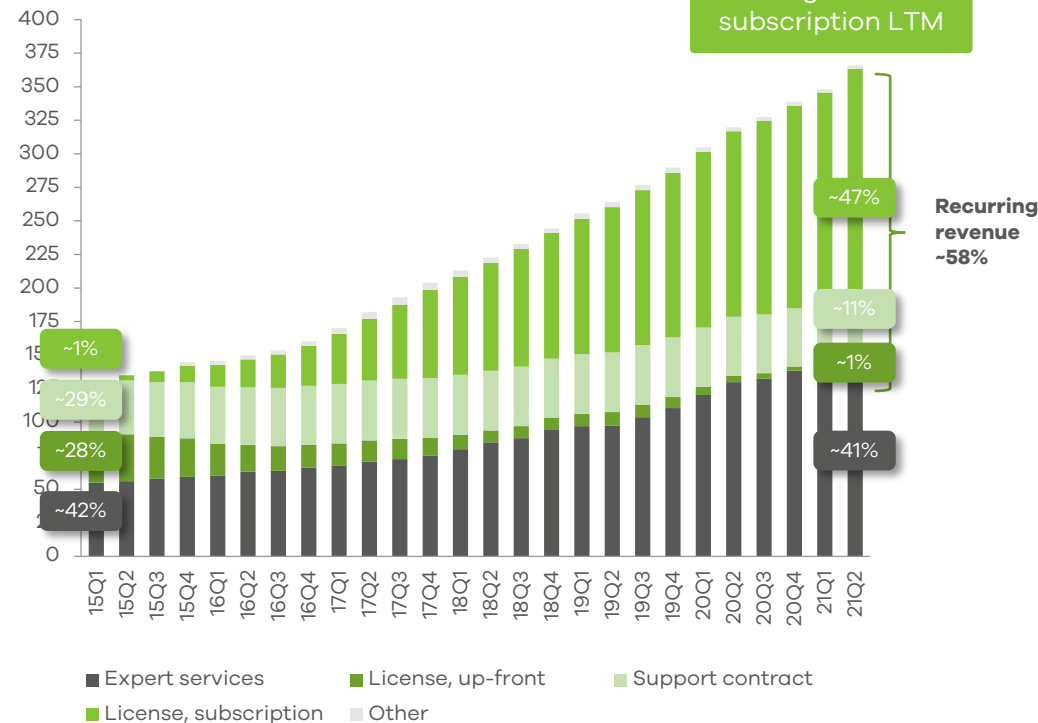


Recurring revenue is growing rapidly

Transition from up-front to subscription pricing model since 2015

Pricing model transformation over time

LTM net sales by revenue stream, SEKm



Revenue guidance

License, subscription



- ✓ CRM system mainly as subscription
- ✓ Increased sales teams to drive further ARR for subscriptions

Support contract



- ✓ Support contract sold together with up-front licenses
- ✓ No addition to support contracts as a result of nearly no up-front sales
- ✓ Support contracts for existing up-front clients still generate revenue

License, up-front



- ✓ Revenue stream in decline as the products are sold as SaaS
- ✓ Some existing clients still buy more licenses up-front

Expert services

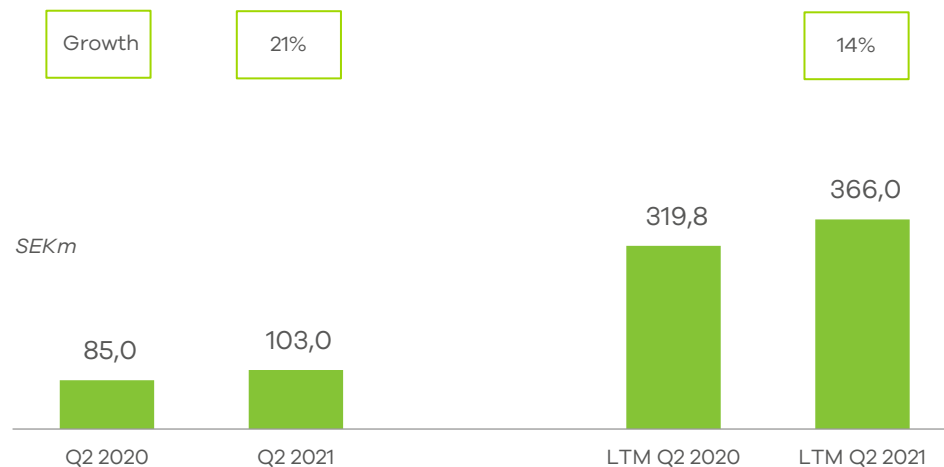


- ✓ Large part of sales derives from existing customers
- ✓ Customer base is growing, expected to drive expert services growth but decreases as part of total net sales

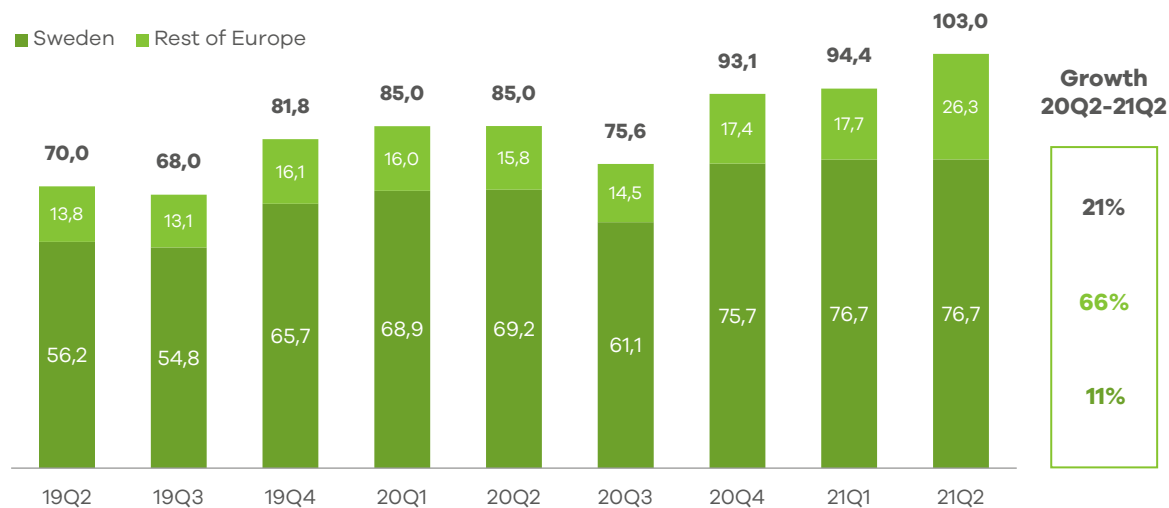


Revenue

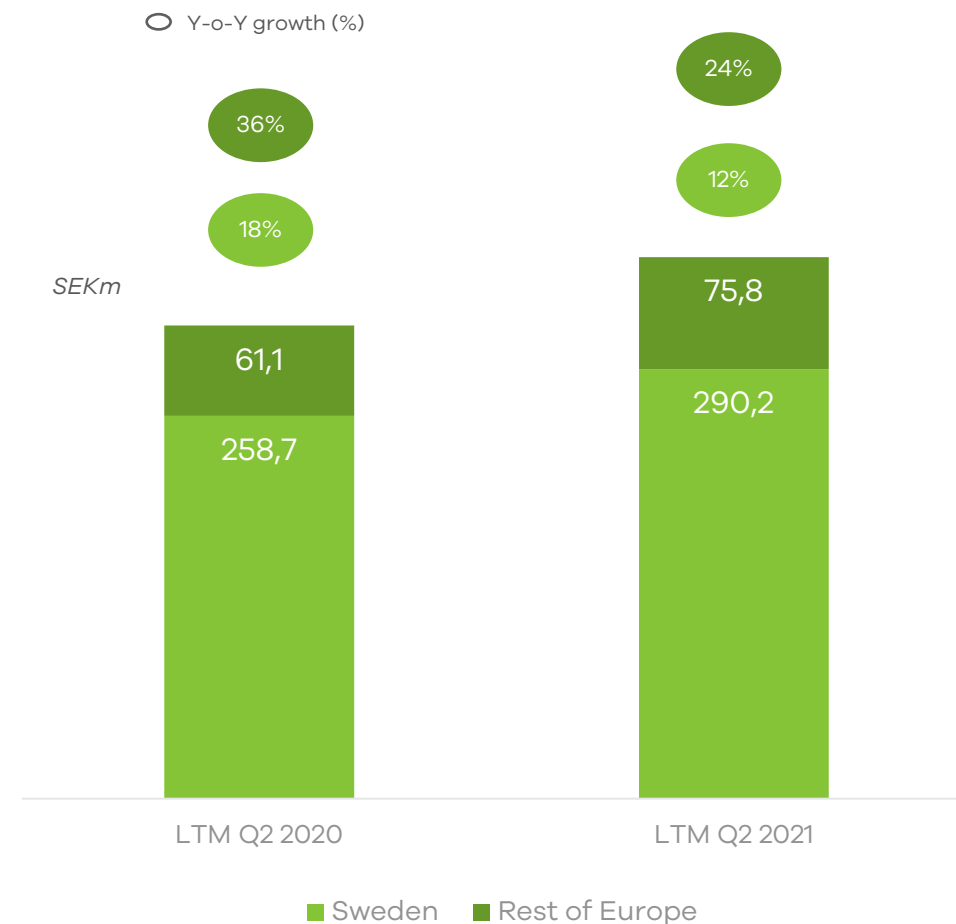
Net sales development



Split by geography



Traction across geographies





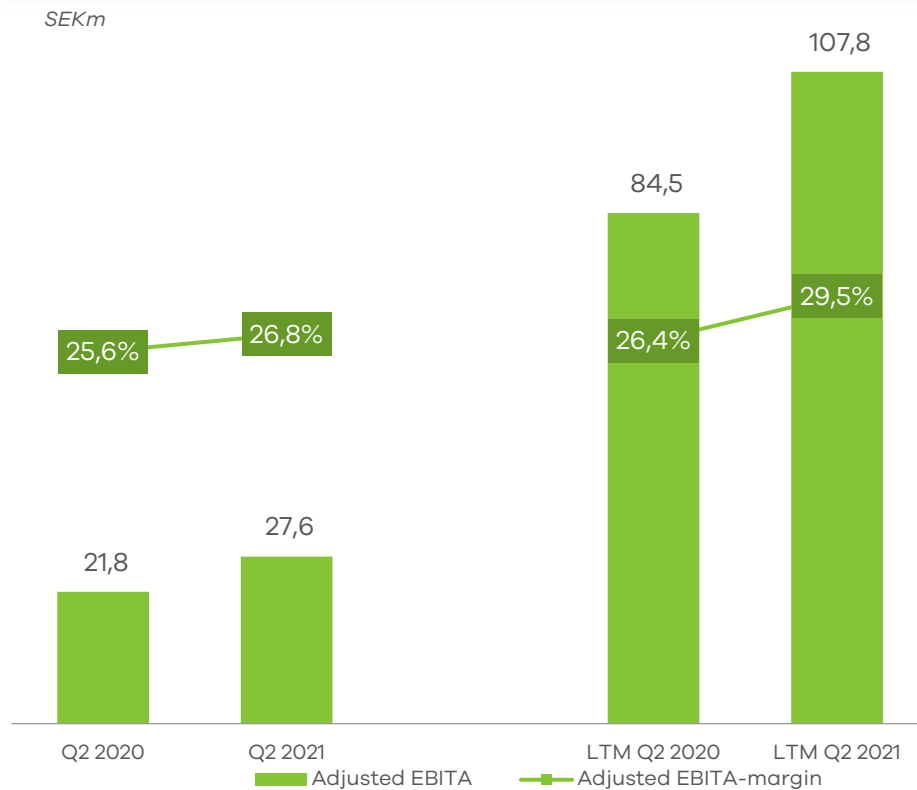
3. Profit



Profit

Reaching an adjusted EBITA margin of 27 % in Q2 2021

EBITA development¹⁾



Rolling LTM EBITA and margin development¹⁾

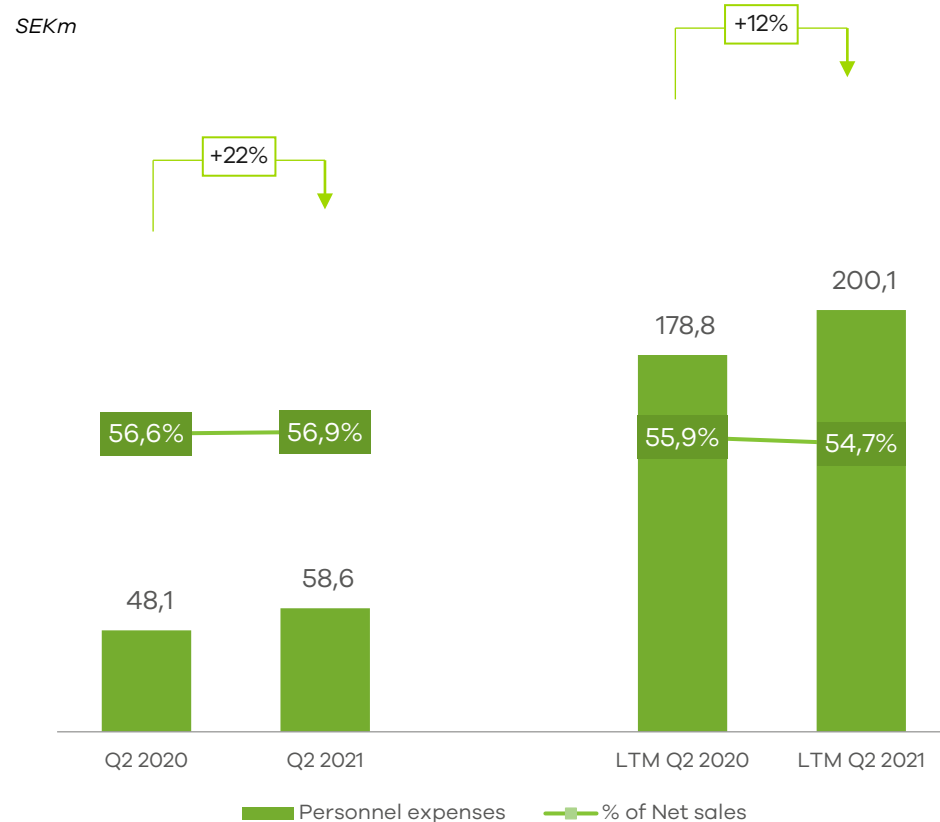




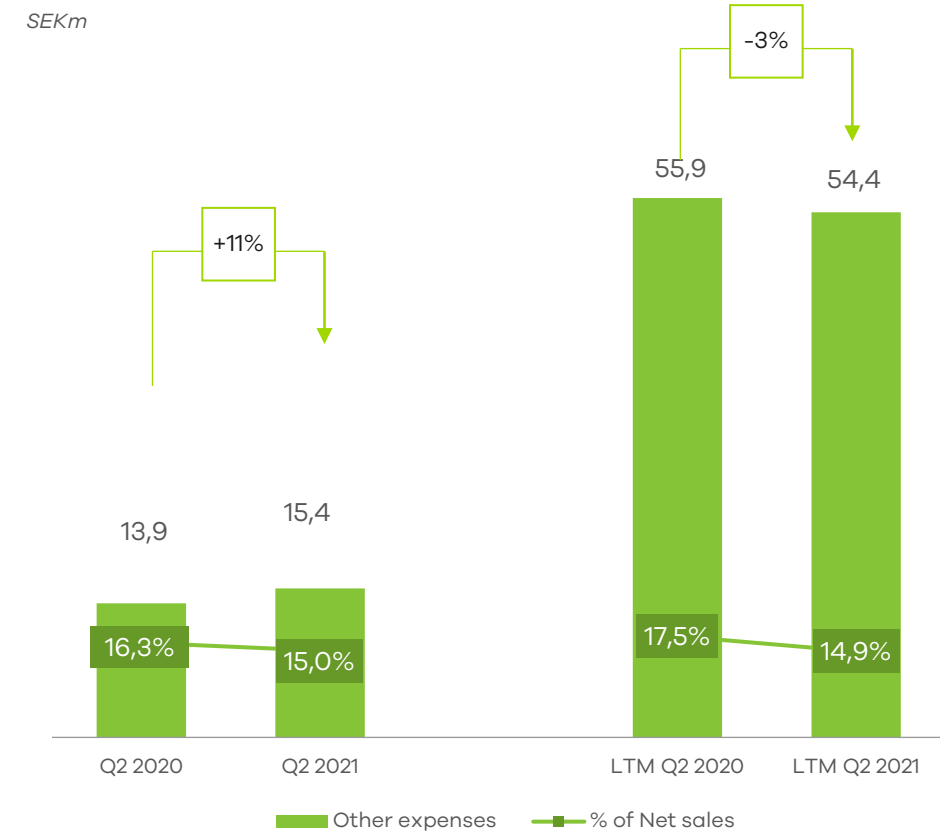
OPEX development

Large majority of operating expenses related to growth in FTEs

Personnel expenses development



Other operating expenses development (adj.)¹⁾





4. Summary



Q2 2021 summary

Order intake

Good growth in our order intake with a good mixture between our focus verticals and markets

Growth

21 % total growth in Q2 and 14 % LTM
33 % in ARR growth

Profitability

Adjusted EBITA-margin 27 % Q2 and 29,5 % LTM

Investments

Hired +50 new team members, majority starts in August
Increased marketing spend



Financial targets

LTM Q2 2021

Sales growth

"Lime's objective in the medium term is to achieve an annual net sales growth above 18%"

14 %

EBITA margin

"Lime's objective in the medium term is to achieve an annual EBITA margin above 25%"

29,5 %

Capital structure

"The objective in respect of the capital structure is that the net debt in relation to EBITDA should be less than 2.5"

1,8

Dividend policy

"Lime intends to distribute available cash flow, after taking into account the Company's indebtedness as well as future growth opportunities, including acquisitions. Dividend is expected to correspond to at least 50% of net profit."

53 %
(2.50 SEK/share)

Thank you for listening!

Have a nice summer 😊

investors.lime-technologies.com

