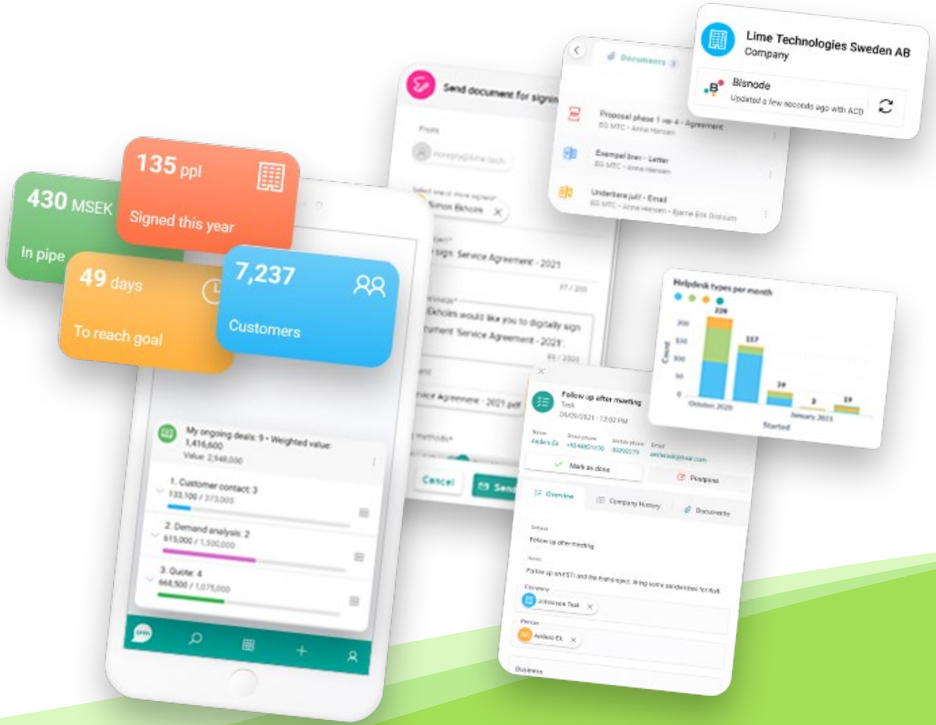
lime

Q1 update

April 26, 2022



Today’s presenters

Nils Olsson

CEO

Lime since 2006

Magnus Hansson

CFO

Lime since 2015

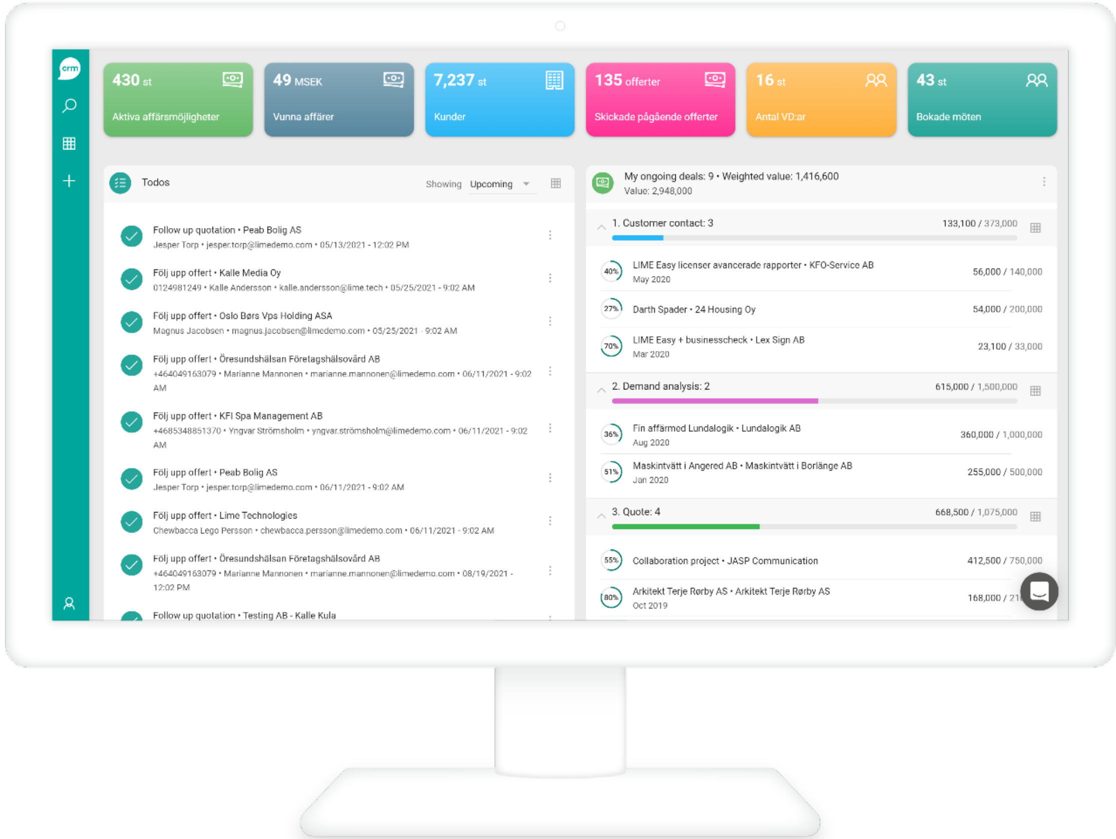
Exceeding customers’ expectations

CRM systems that help companies attract new and keep existing customers

We go all in to create a world where every **customer** experience exceeds expectations, making **customers’** lives easier through spot-on software and on-point expertise

Sum up Q1 2022

- Accelerated growth - strong inflow of recurring revenue
- Increased drive – doubling net sales in our European markets
- Investments for continued growth – new business area for future product innovation and a scalable organisation



Agenda

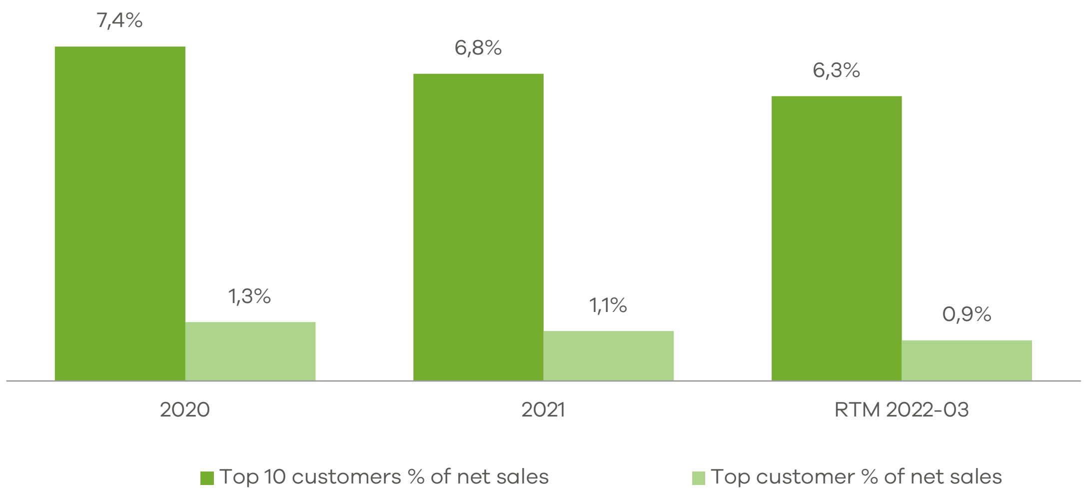
1. Order intake
2. Revenue
3. Profit
4. Summary

1. Order intake

Several deals in Europe

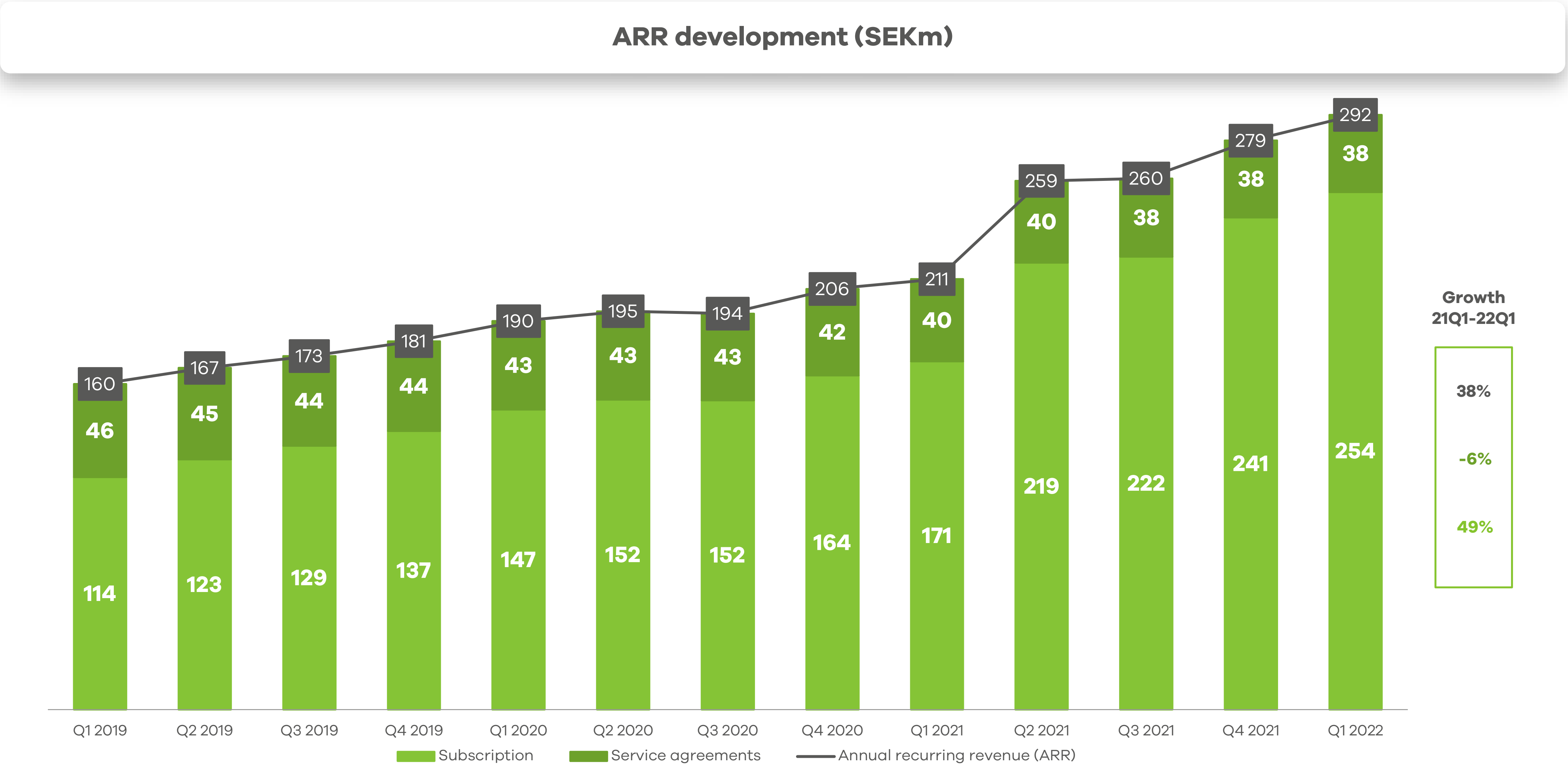
Good mixture of small, midsize and large enterprises

Customer concentration



2. Revenue

Increase in annual recurring revenue drives growth



1. Order intake

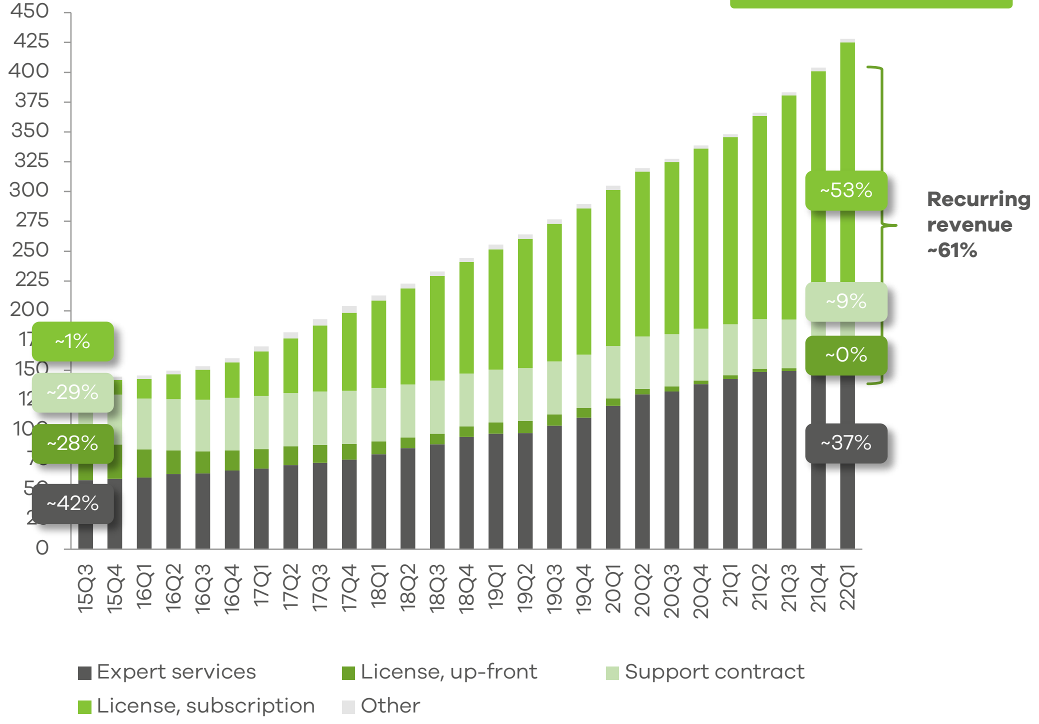
Recurring revenue is growing rapidly

Transition from up-front to subscription pricing model since 2015

Pricing model transformation over time

LTM net sales by revenue stream, SEKm

44 % growth in subscription LTM



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

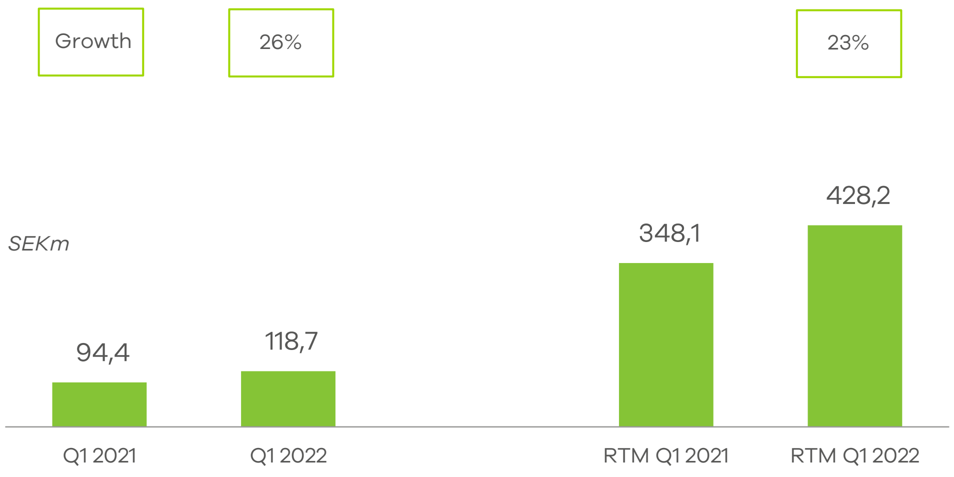
- ✓ Large part of sales derives from existing customers
- ✓ Customer base is growing, expected to drive expert services growth but decreases as part of total net sales

Source: Company information.

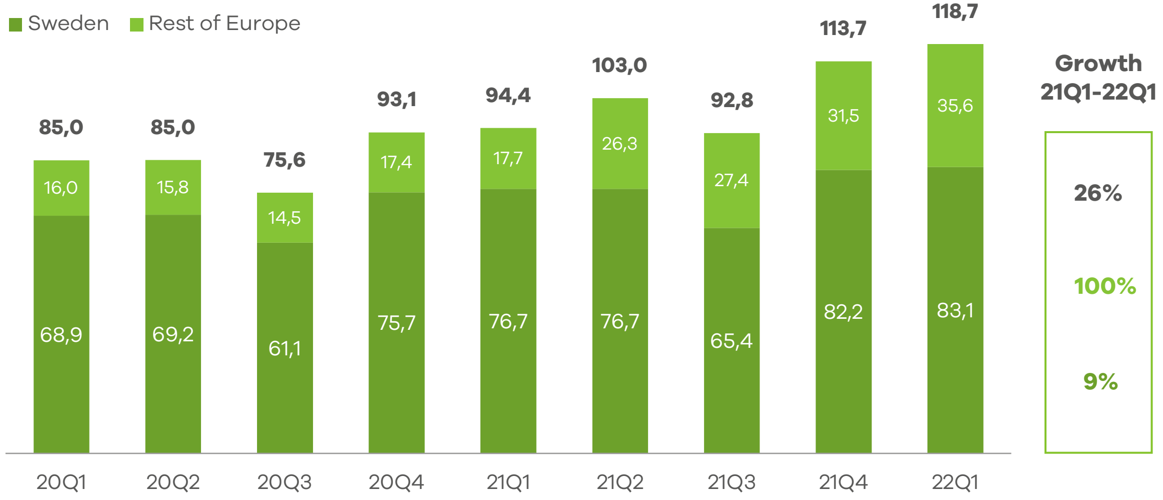
1. Order intake

Revenue

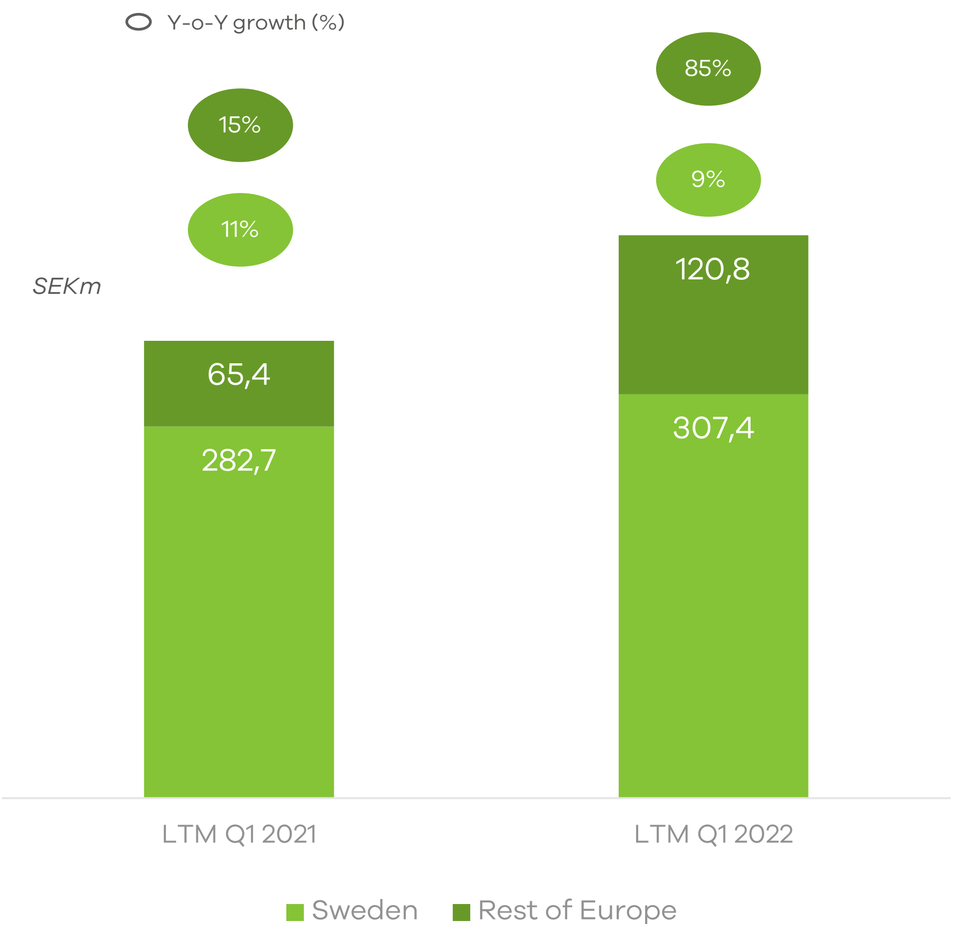
Net sales development



Split by geography



Traction across geographies



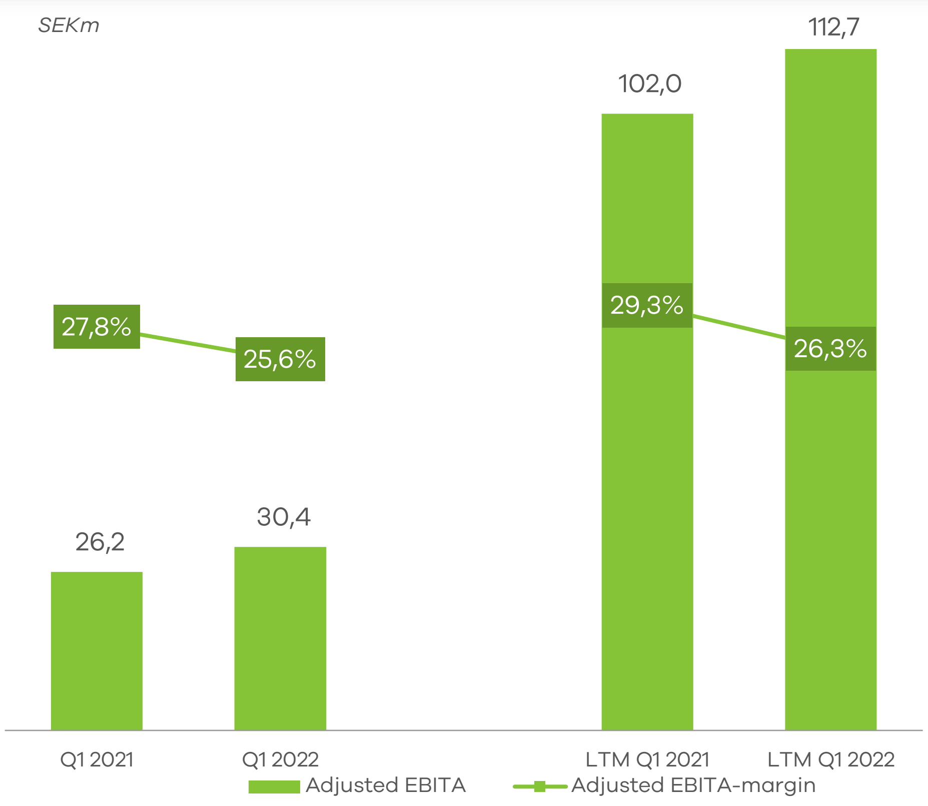
1. Order intake

3. Profit

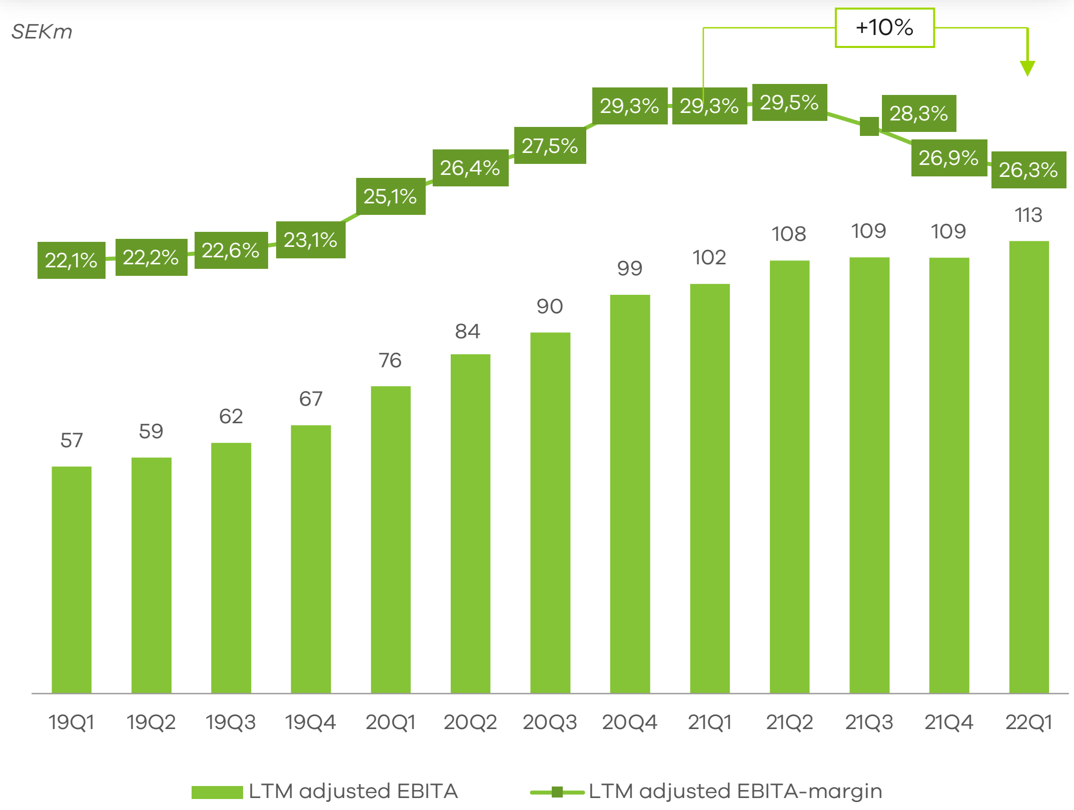
Profit

Reaching an adjusted EBITA margin of 26 % in Q1 2022

EBITA development[1)]



Rolling LTM EBITA and margin development[1)]

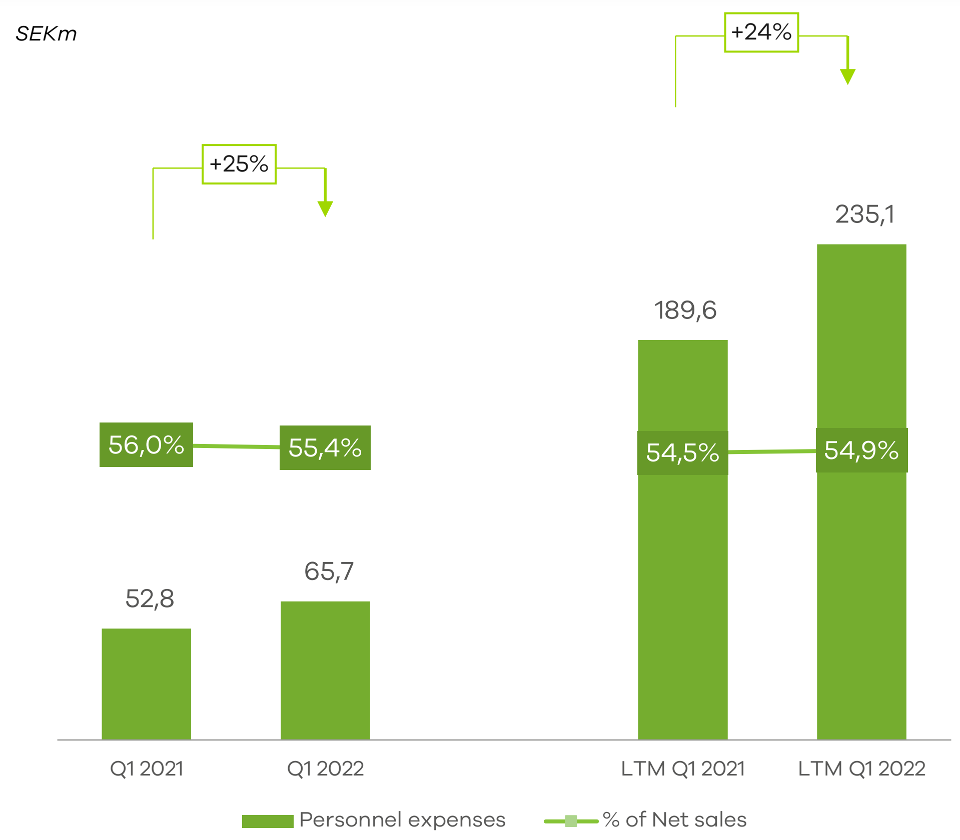


Note: 1) EBITA adjusted for IPO and acquisition related expenses.

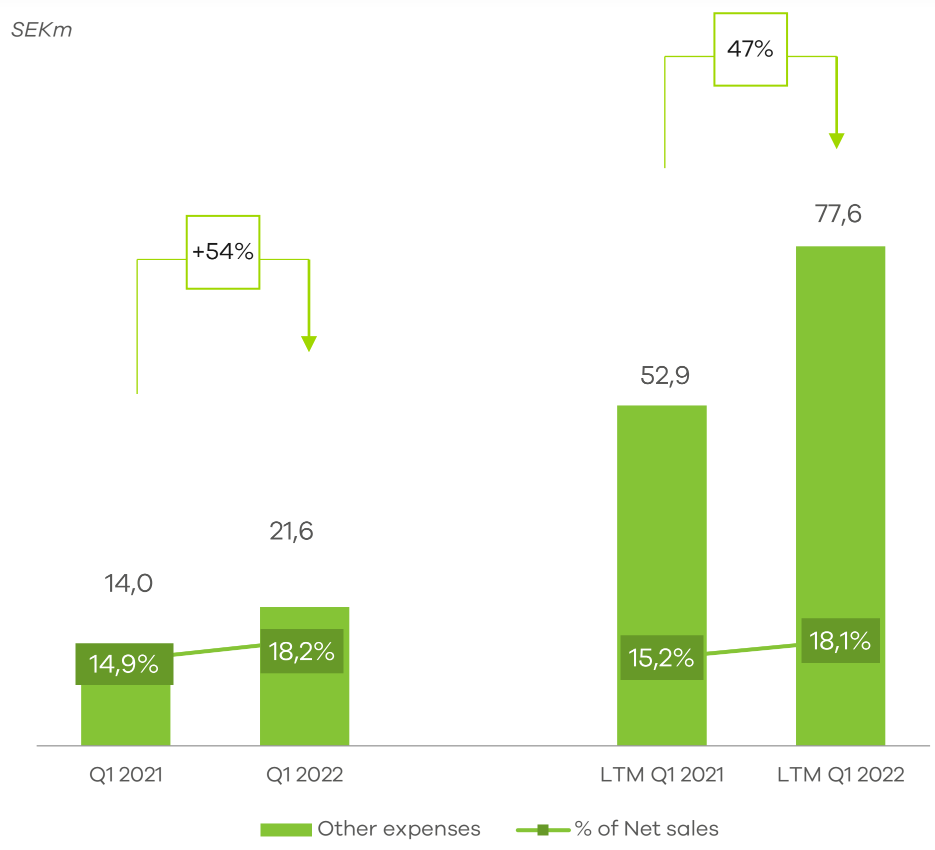
OPEX development

Large majority of operating expenses related to growth in FTEs

Personnel expenses development



Other operating expenses development (adj.)[1]



Note: 1) EBITA adjusted for acquisition related expenses.

4. Summary

Highlights, Q1 2022

SALES GROWTH
26%

EBITA MARGIN
26%

ARR GROWTH
38%

Financial targets

		LTM Q1 2022
Sales growth	"Lime's objective in the medium term is to achieve an annual net sales growth above 18%"	**23 %**
EBITA margin	"Lime's objective in the medium term is to achieve an annual EBITA margin above 25%"	**26 %**
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"	**1,4**
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."	**59 %** (2.60 SEK/share proposed)

Thank you for listening!

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