

# Q1 update

April 25, 2024



# Today's presenters



**Nils Olsson**

CEO

Lime since 2006



**Maria Wester**

CFO

Lime since 2022



# Exceeding customers' expectations

Software and know-how that helps 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

Over  
**>1,000,000** users

Over  
**7,500** customers

**11**

offices in  
7 countries

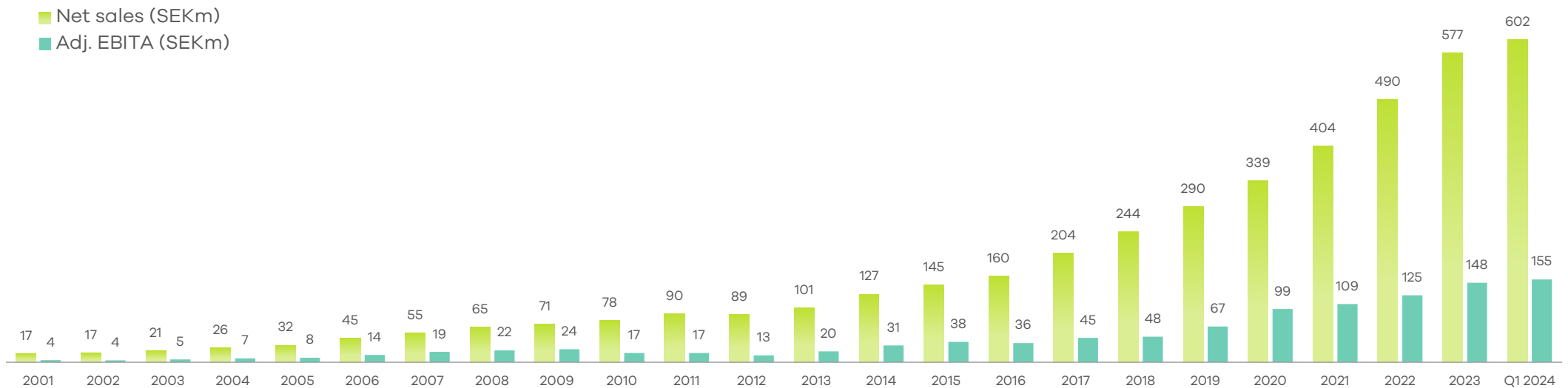


**+450**

## Key success factors



- Long term profitable growth
- 62 % recurring revenue
- Sticky customer base
- Strong corporate culture





# Sum up Q1

**17%**

Sales growth

**26%**

EBITA margin

**31%**

ARR growth

- Great deals in continuously challenging market
- Expert Services – tougher quarter
- Strong ARR growth
- Update latest acquisition – Sportadmin
- Strengthening brand
- Long term focus – continue to recruit





# Agenda

**01** Order intake

**02** Revenue

**03** Profit

**04** Summary

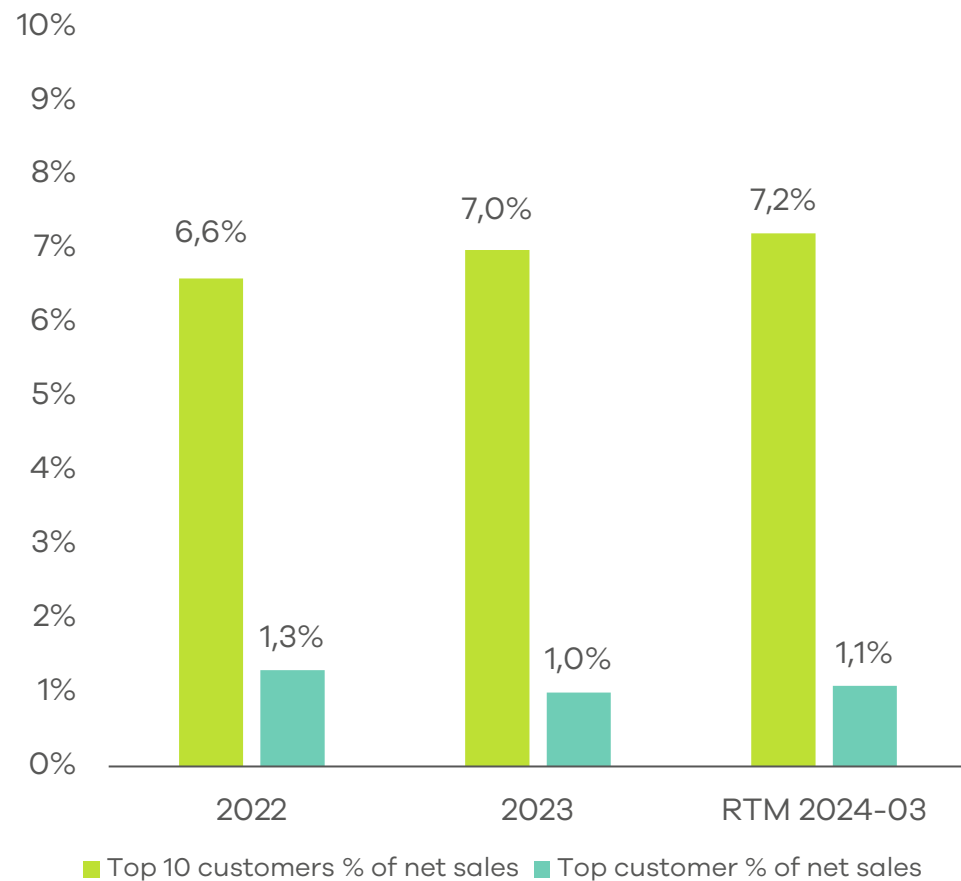






# Several deals within our verticals

Good mixture of small, midsize and large enterprises



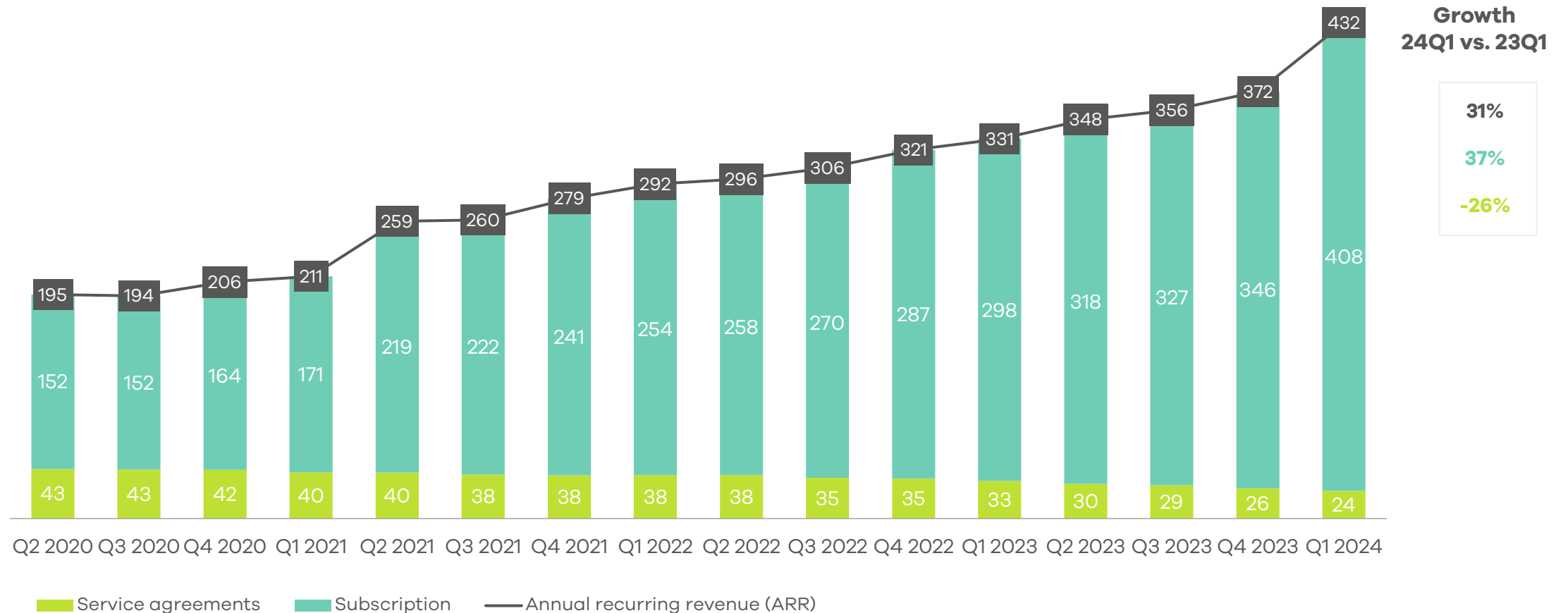






# Increase in annual recurring revenue drives growth

ARR development (SEKm)

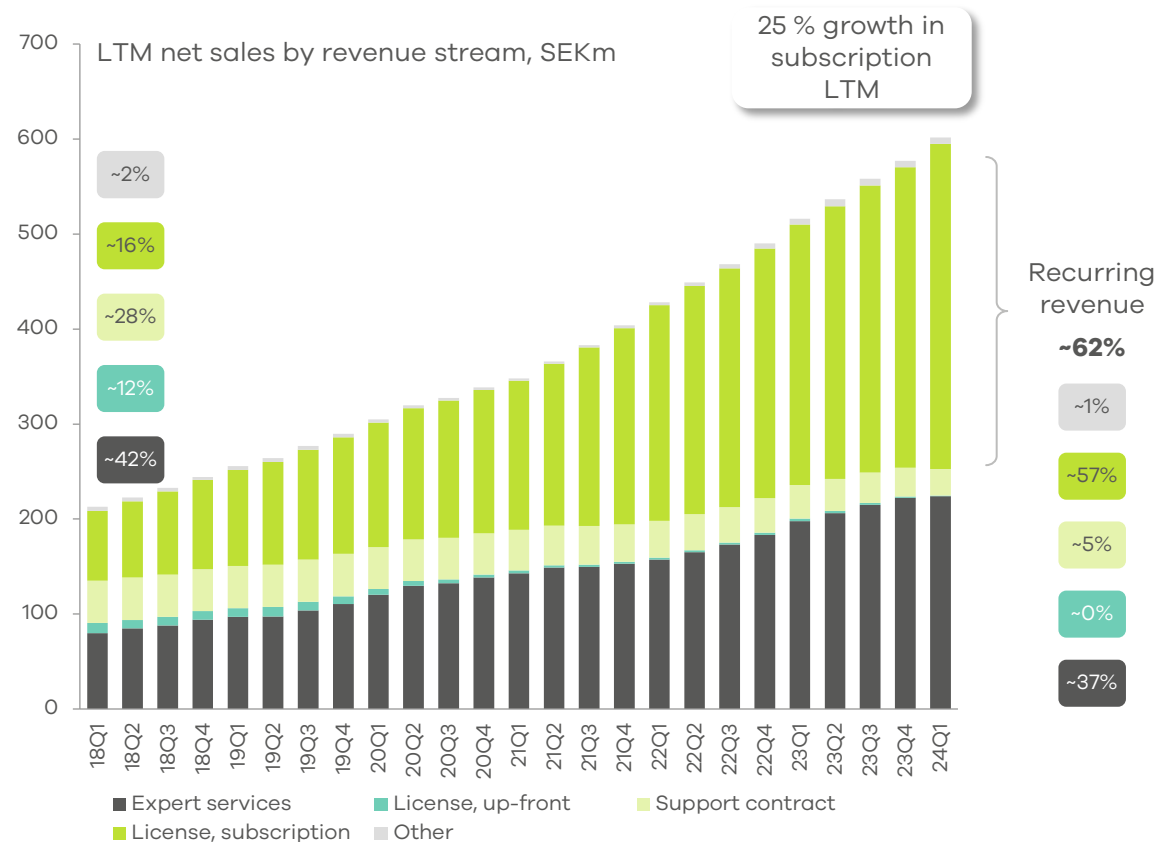




# Recurring revenue is growing rapidly

Transition from up-front to subscription pricing model since 2015

## Pricing model transformation over time



## Revenue guidance

### Revenue guidance



- ✓ 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

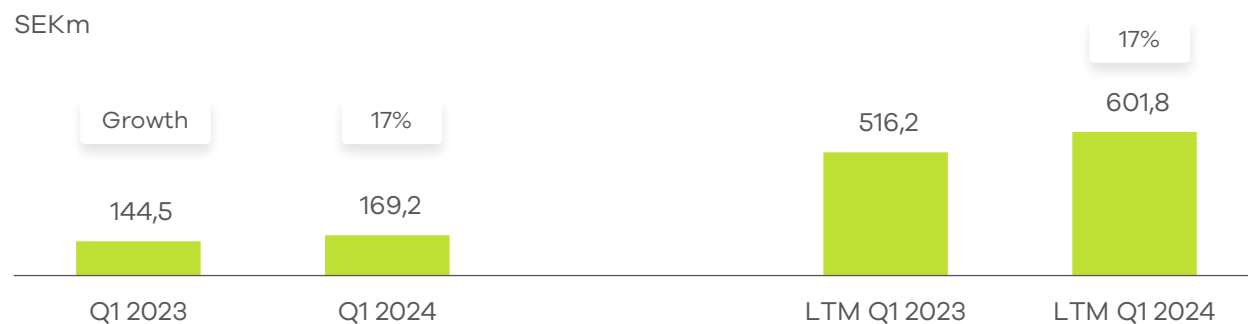


- ✓ Large part of sales derives from existing customers
- ✓ Customer base is growing, expected to drive expert services growth but decreases as part of total net sales

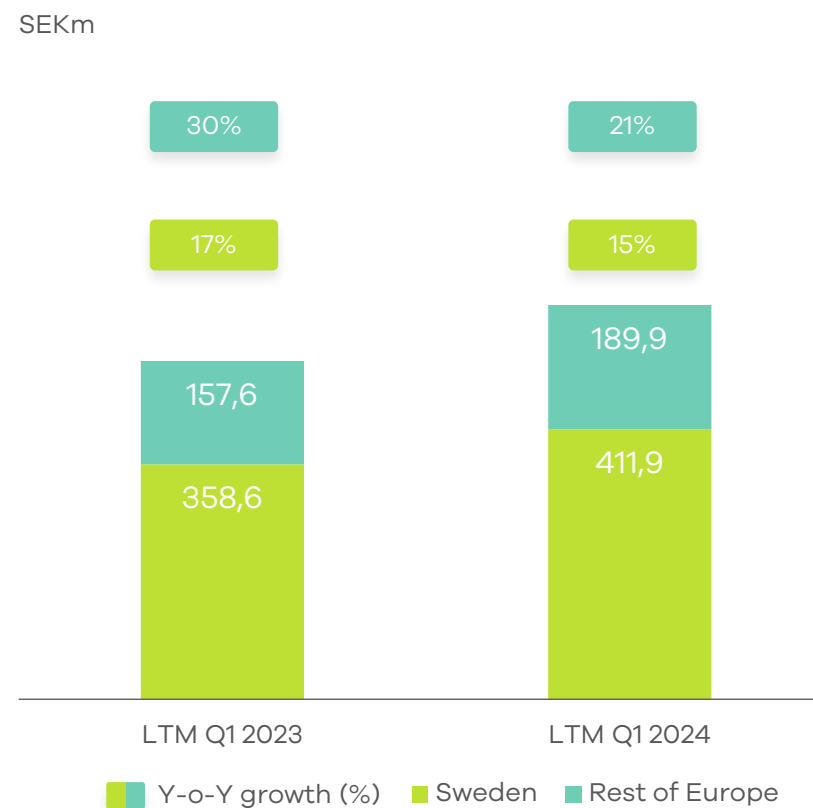


# Revenue

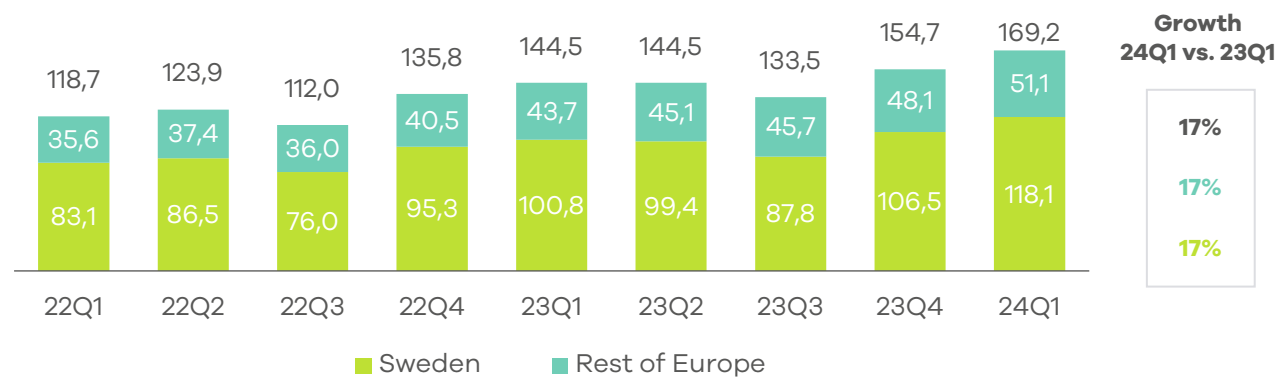
## Net sales development



## Traction across geographies



## Split by geography





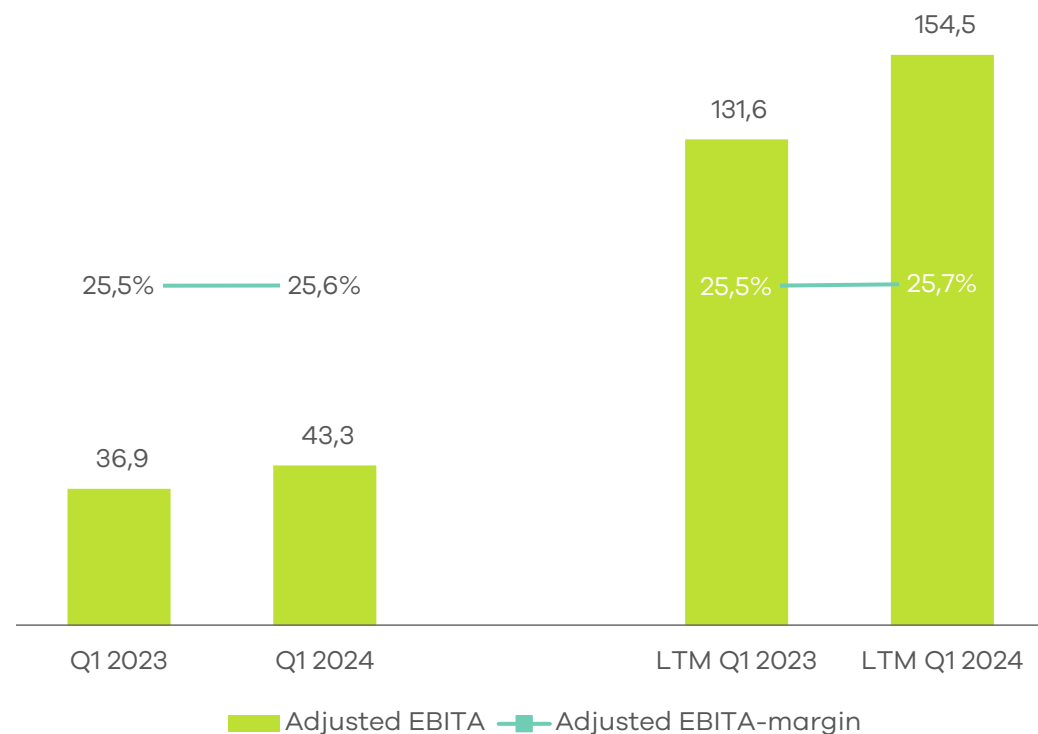


# Profit

Reaching an adjusted EBITA margin of 26 % in Q1 2024

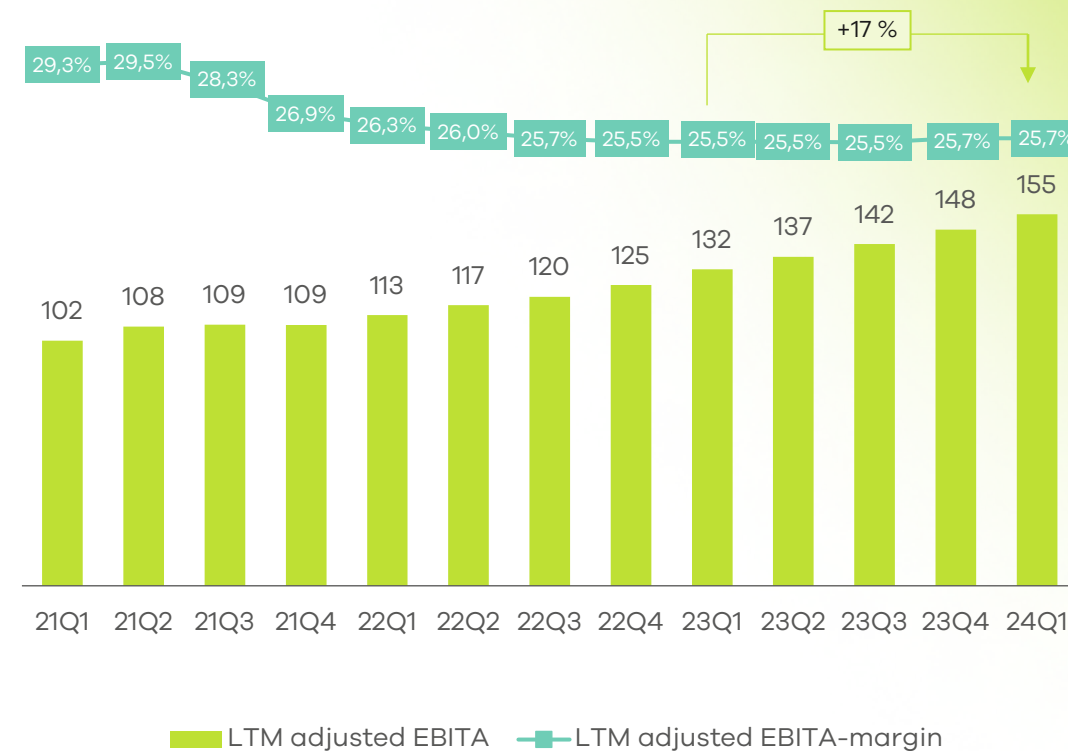
## EBITA development<sup>1)</sup>

SEKm



## Rolling LTM EBITA and margin development<sup>1)</sup>

SEKm



Note: 1) EBITA adjusted for acquisition related expenses.

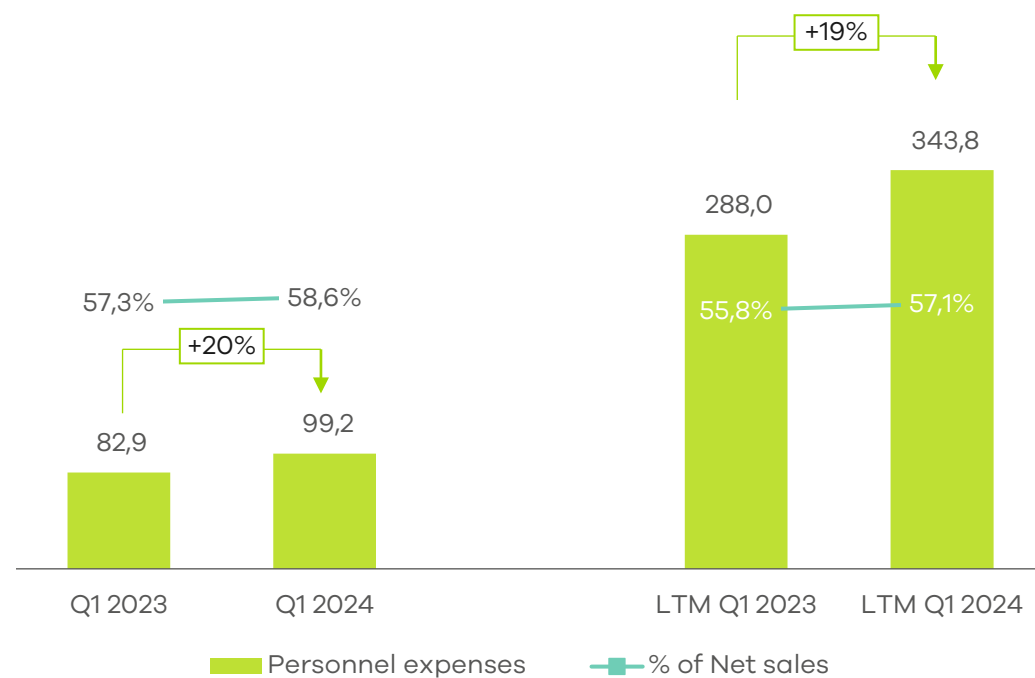


# OPEX development

Large majority of operating expenses related to growth in FTEs

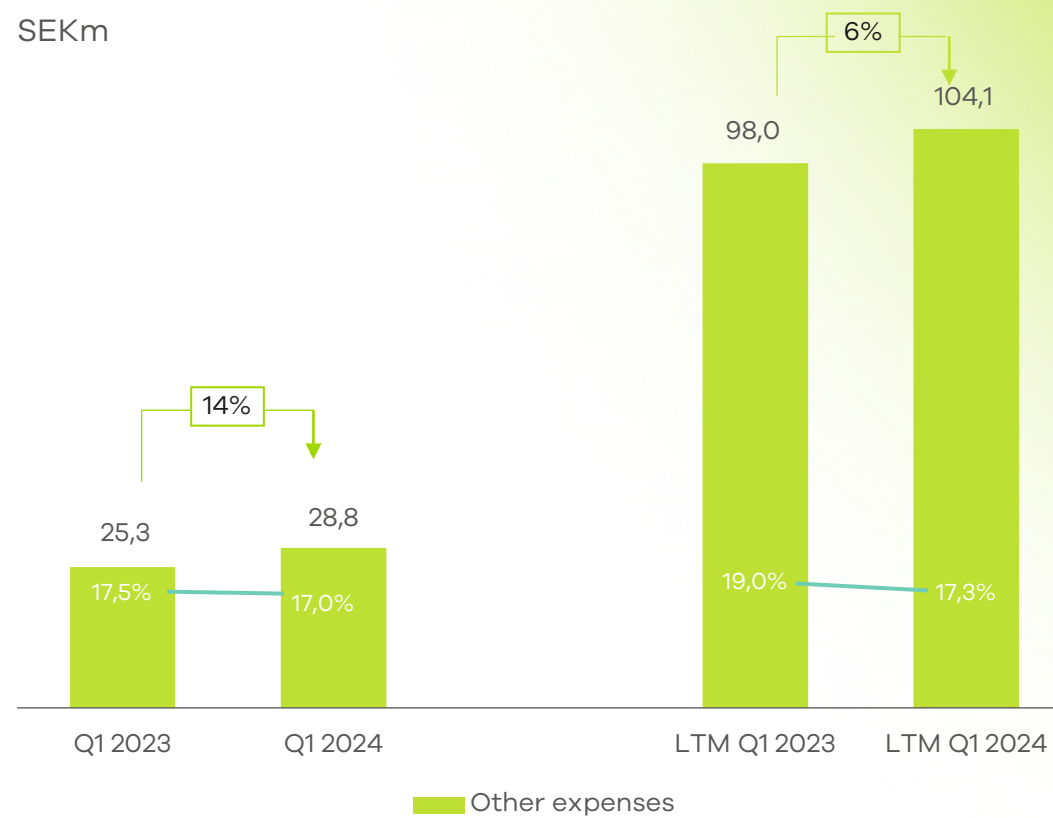
## Personnel expenses development

SEKm



## Other operating expenses development (adj.)<sup>1)</sup>

SEKm







Note: 1) EBITA adjusted for acquisition related expenses.







# Financial targets

<b>Sales growth</b> 	"Lime's objective in the medium term is to achieve an annual net sales growth above 18%"	<b>17%</b>
<b>EBITA margin</b> 	"Lime's objective in the medium term is to achieve an annual EBITA margin above 25%"	<b>26%</b>
<b>Capital structure</b> 	"The objective in respect of the capital structure is that the net debt in relation to EBITDA should be less than 2.5"	<b>1.3</b>
<b>Dividend policy</b> 	"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"	<b>56 %</b>

(3.50  
SEK/share)



# Thank you for listening!

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