

# Q2 update

July 11, 2025



# Today's presenters



**Nils Olsson**

CEO

Lime since 2006



**Anders Hofvander**

CFO

Lime since 2024



# 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

**12**

offices in  
7 countries

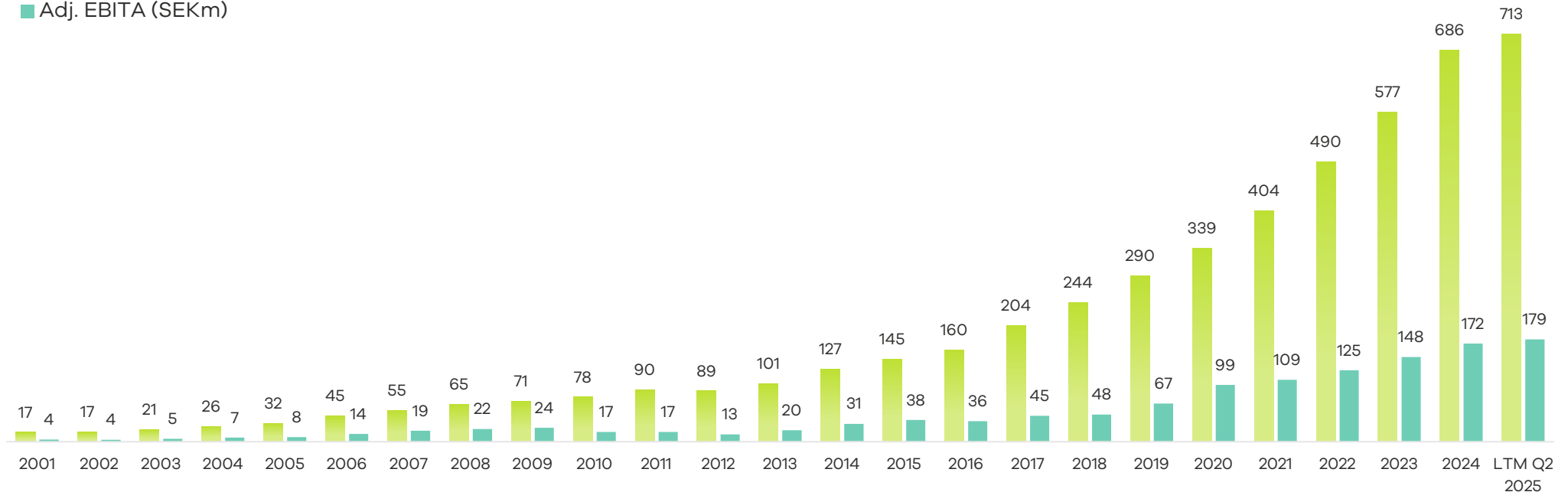


**≈ 500**

## Key success factors

- Long term profitable growth
- 67 % recurring revenue, LTM
- Sticky customer base
- Strong corporate culture

■ Net sales (SEKm)  
■ Adj. EBITA (SEKm)



# Sum up Q2

5%

Sales growth

25%

Adj. EBITA margin

13%

ARR growth

- Strong profitability and good momentum in new sales in a challenging market
- Growing share of recurring software revenue
- Vertical focus gaining traction – breakthrough deals in Germany
- Ramping up sales activities – ICP and focus outbound





# Agenda

**01** Order intake

**02** Revenue

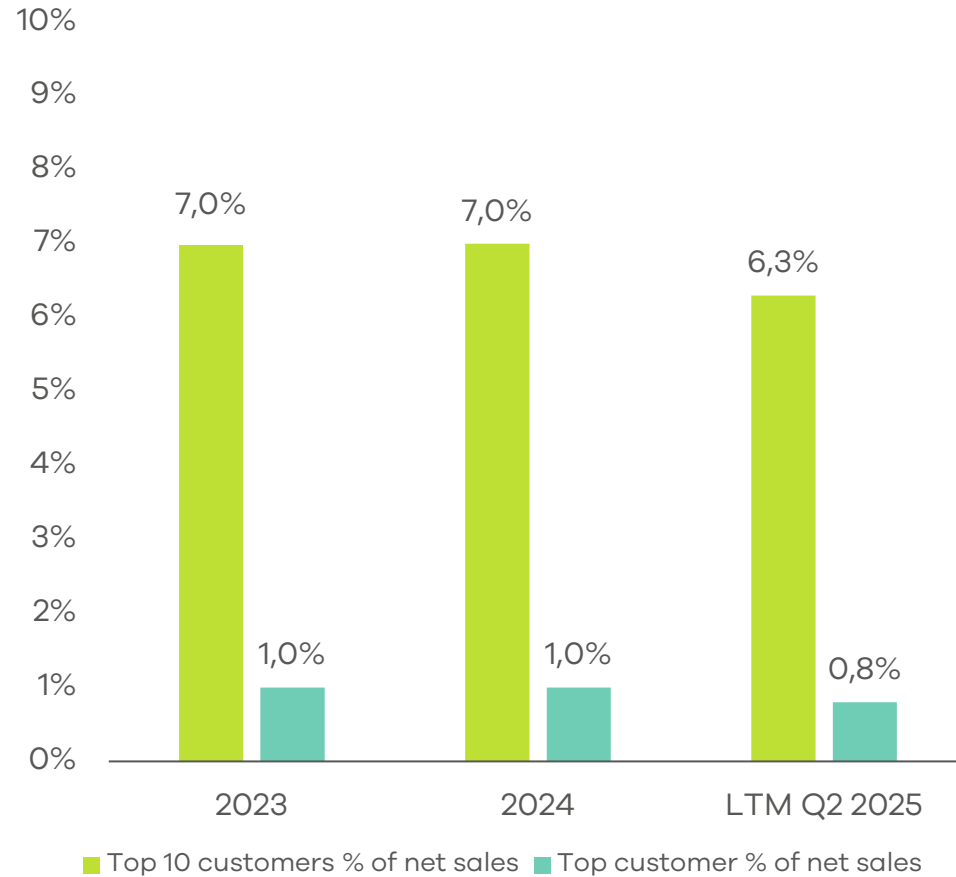
**03** Profit

**04** Summary



# Several deals within our verticals

Good mixture of small, midsize and large enterprises



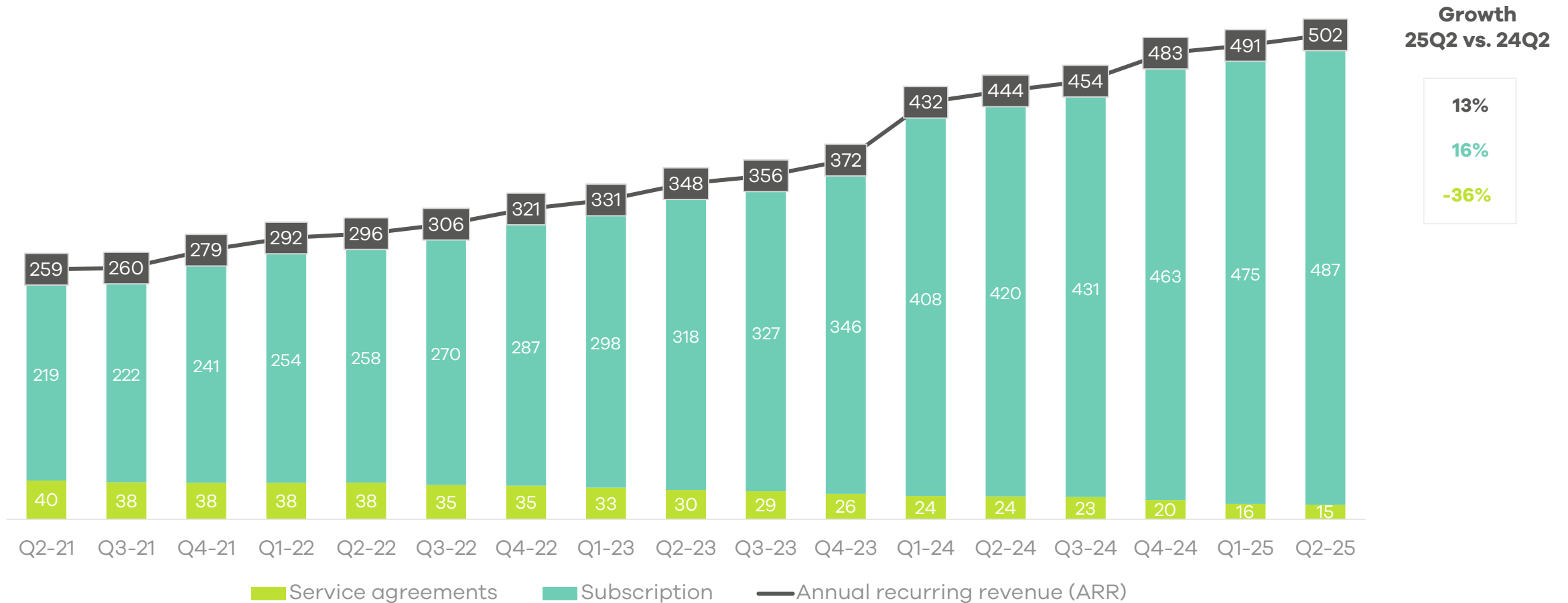






# Increase in annual recurring revenue drives growth

ARR development (SEKm)

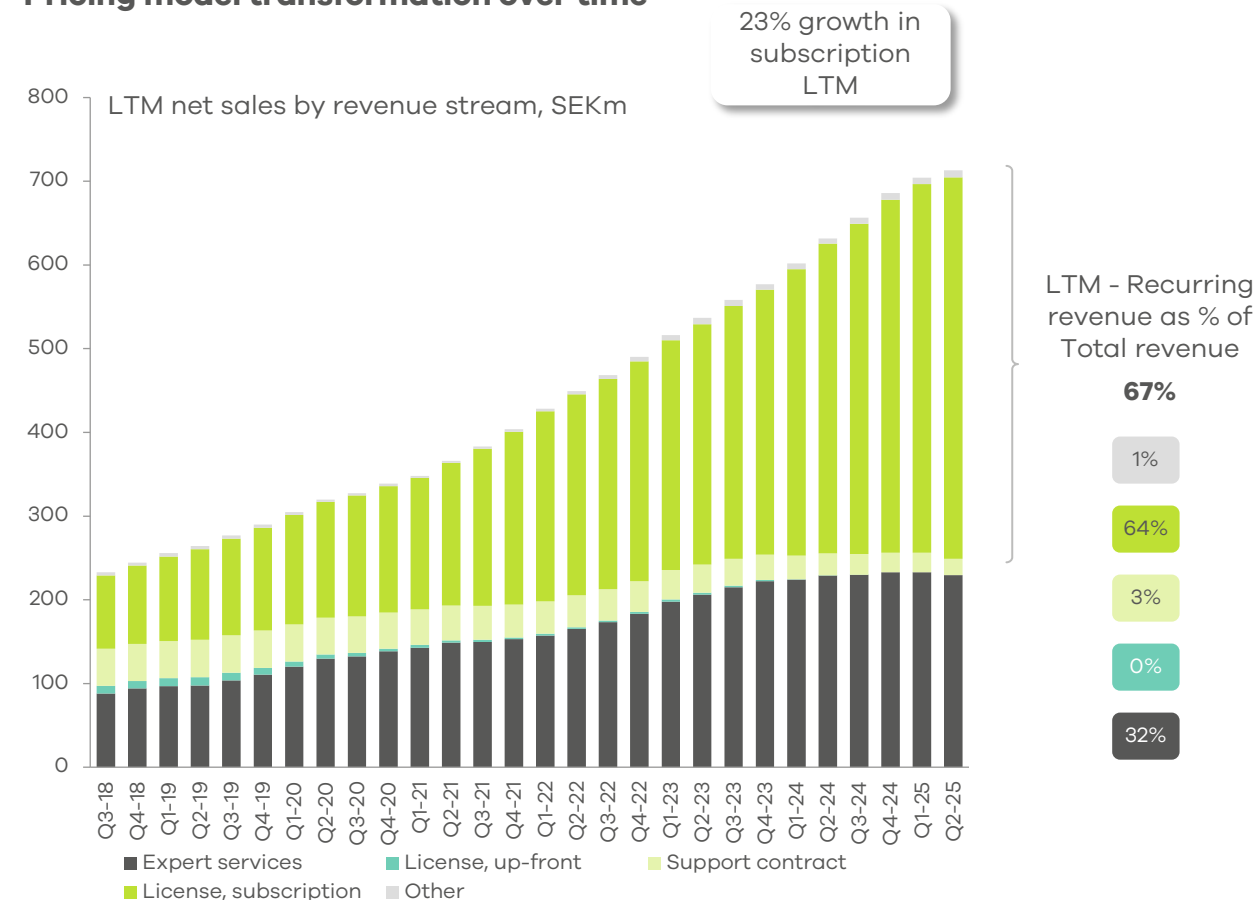




# Recurring revenue is growing rapidly

Transition from up-front to subscription pricing model since 2015

## Pricing model transformation over time



## Revenue guidance

### License, subscription



- ✓ Software mainly as subscription
- ✓ Verticalisation & internationalisation drives subscriptions growth

### Support contract



- ✓ Support contract sold together with up-front licenses
- ✓ No addition to support contracts as a result of nearly no up-front sales
- ✓ Converting old support contracts from existing up-front clients into new subscription agreements.

### 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



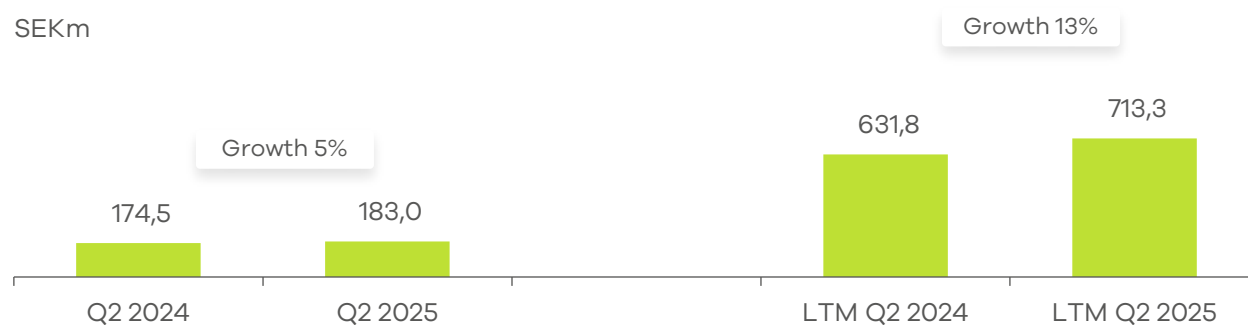
- ✓ Large part of sales derives from existing customers, where the market is slower at the moment
- ✓ Enhanced platform tools decreases implementation time, driving long-term ARR growth, aligning with our strategy



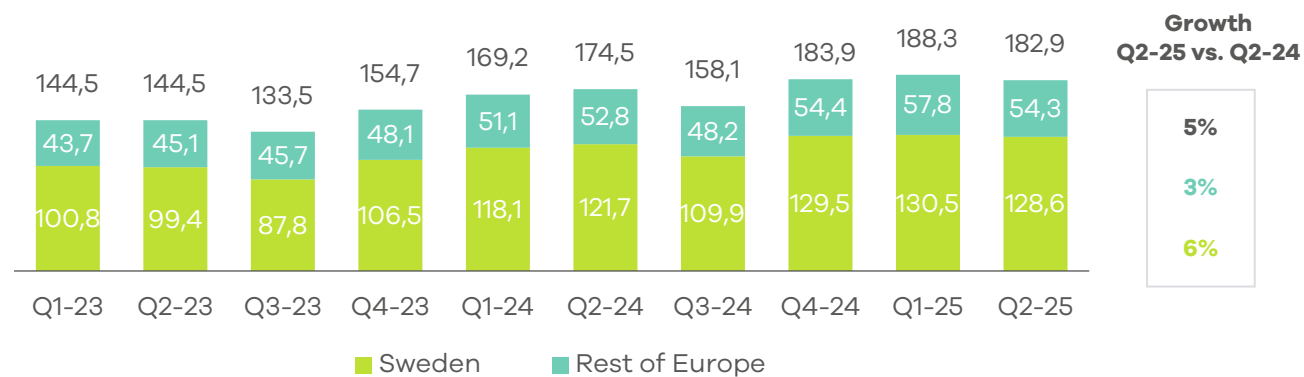
# Revenue

## Net sales development

SEKm

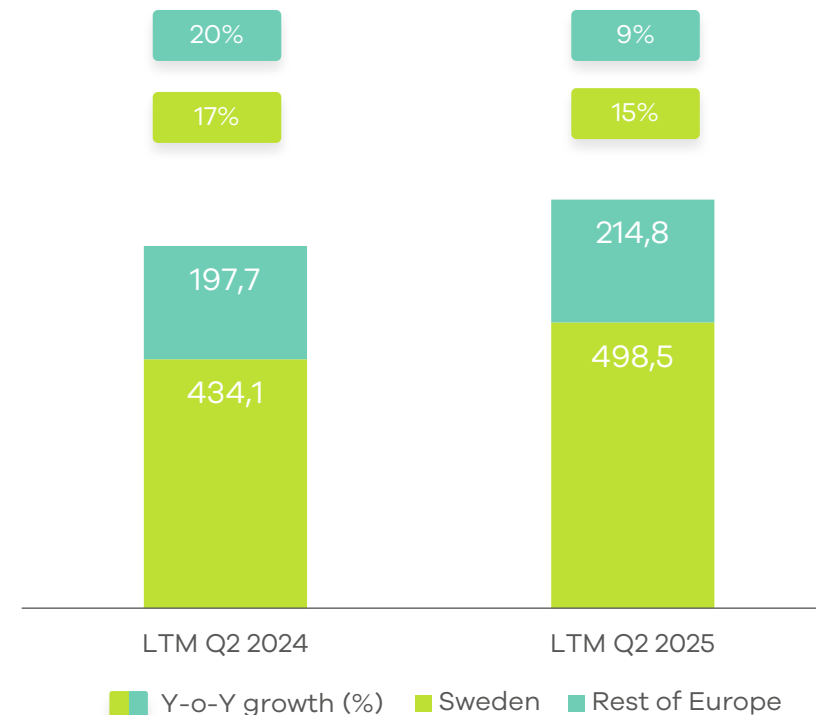


## Split by geography



## Traction across geographies

SEKm





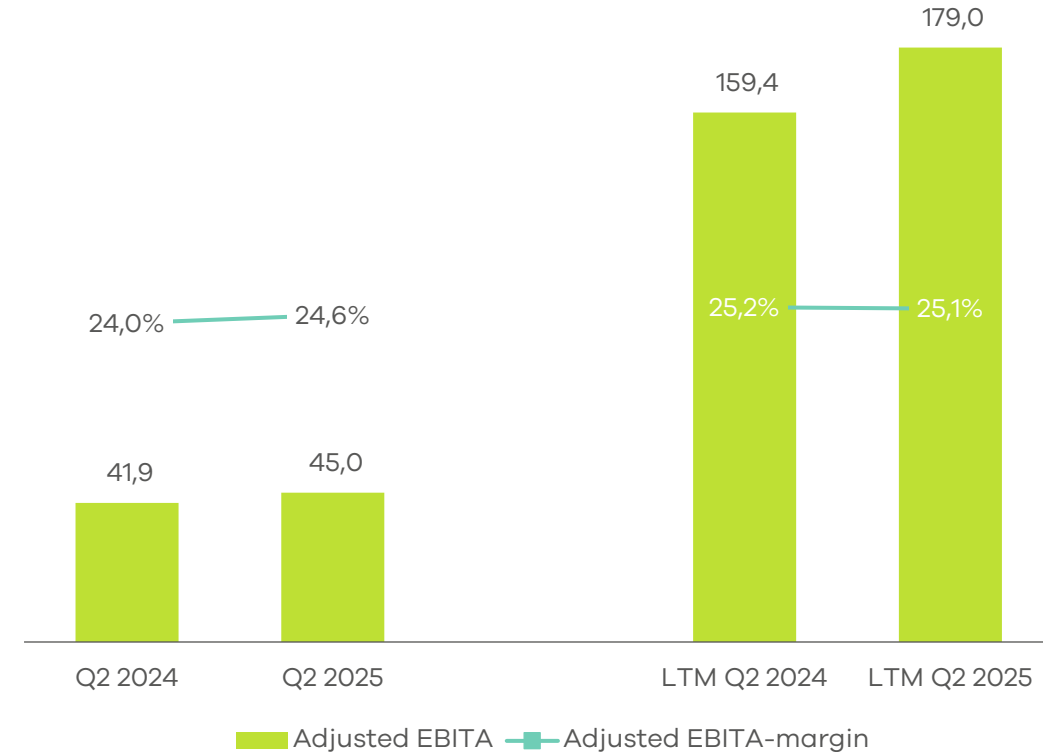


# Profit

Reaching an adjusted EBITA margin of 25 % in Q2 2025

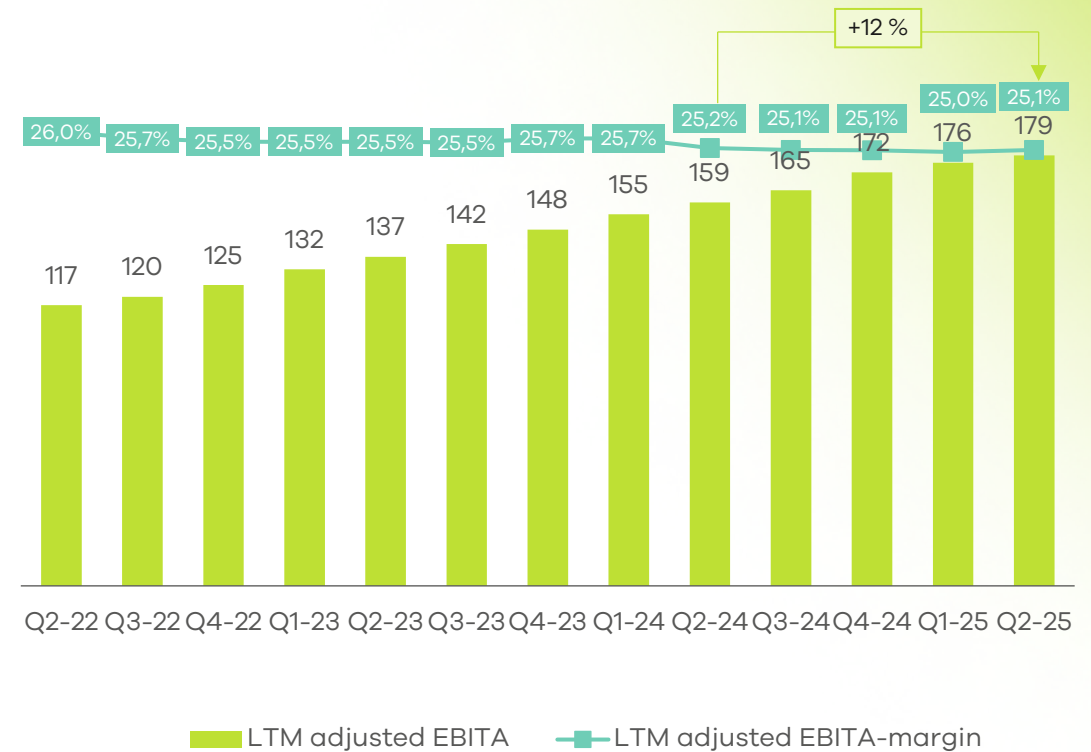
## EBITA development<sup>1)</sup>

SEKm



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

SEKm



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

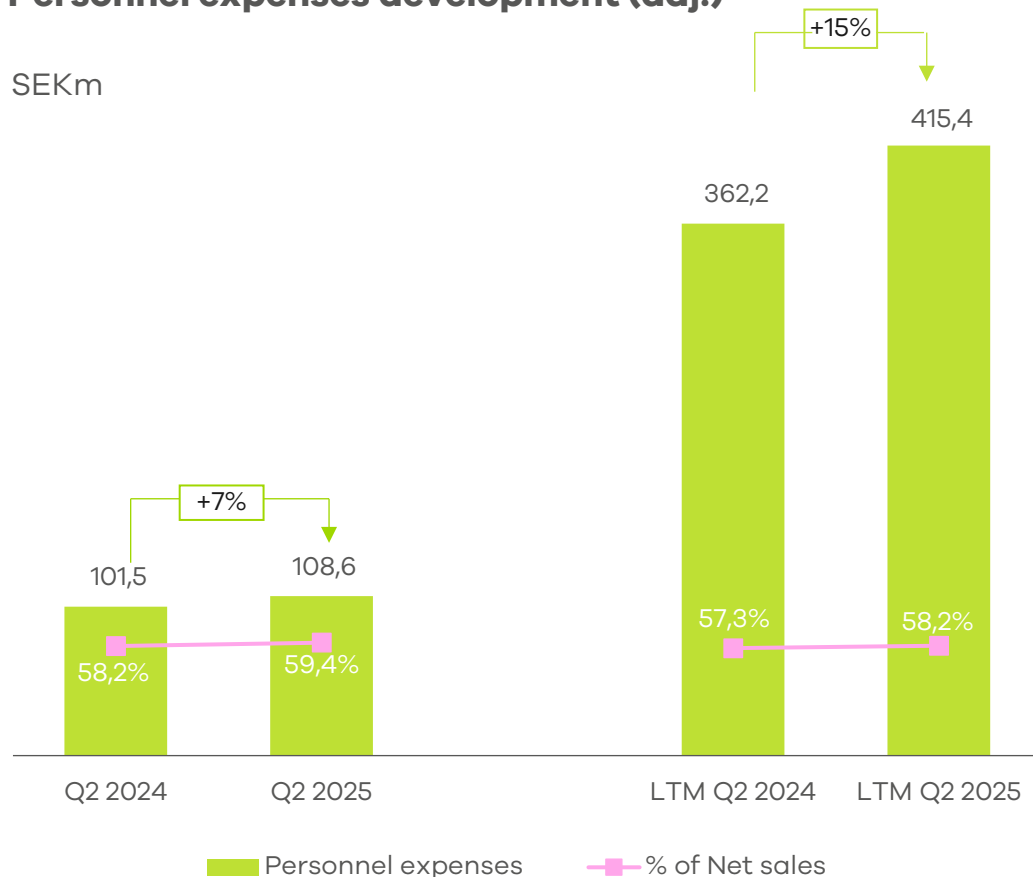


# OPEX development

Large majority of operating expenses related to growth in FTEs

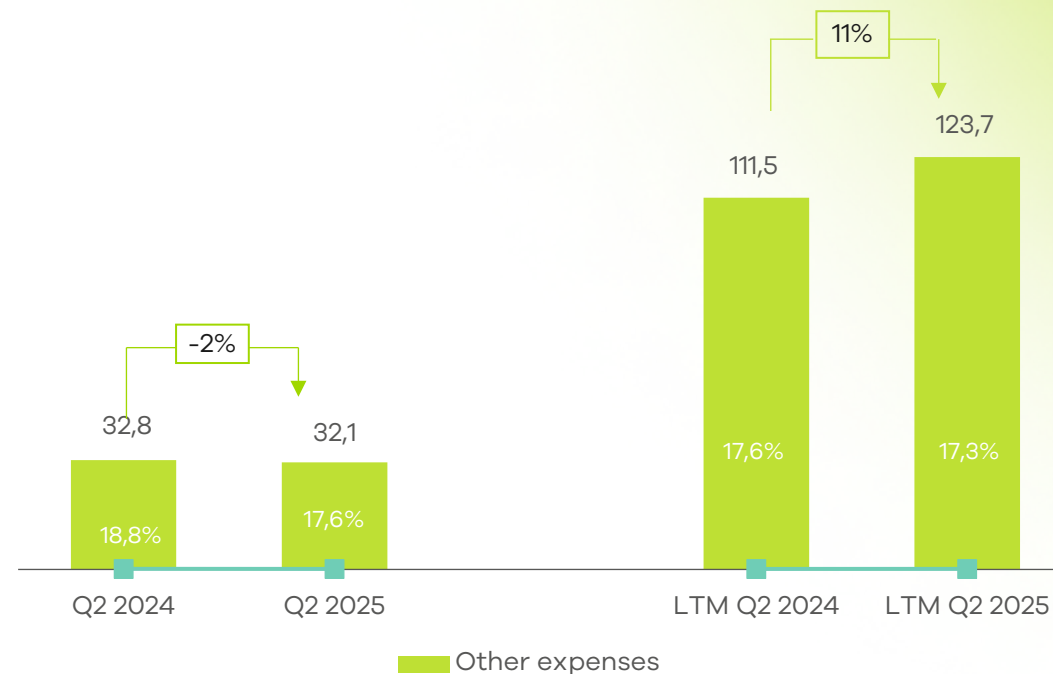
## Personnel expenses development (adj.)<sup>1)</sup>

SEKm



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

SEKm



Note: 1) Adjusted for acquisition related expenses and cyberattack Sportadmin.





# Financial targets

LTM Q2 2025

## Sales growth



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

13%

## EBITA margin



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

25%

## 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"

0.7

## 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"

(4.00  
SEK/share)

60%







A scenic view of a Swedish coastal town, likely Åre, featuring a narrow waterway lined with colorful houses. The houses are primarily white with red roofs and red-painted wooden structures. Several boats are docked along the waterway, and the scene is set against a clear blue sky.

# Thank you for listening!

[investors.lime-technologies.com](https://investors.lime-technologies.com)



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