



Carnegie Nordic Small & Mid-Cap seminar

SmartCraft ASA

6th September 2022



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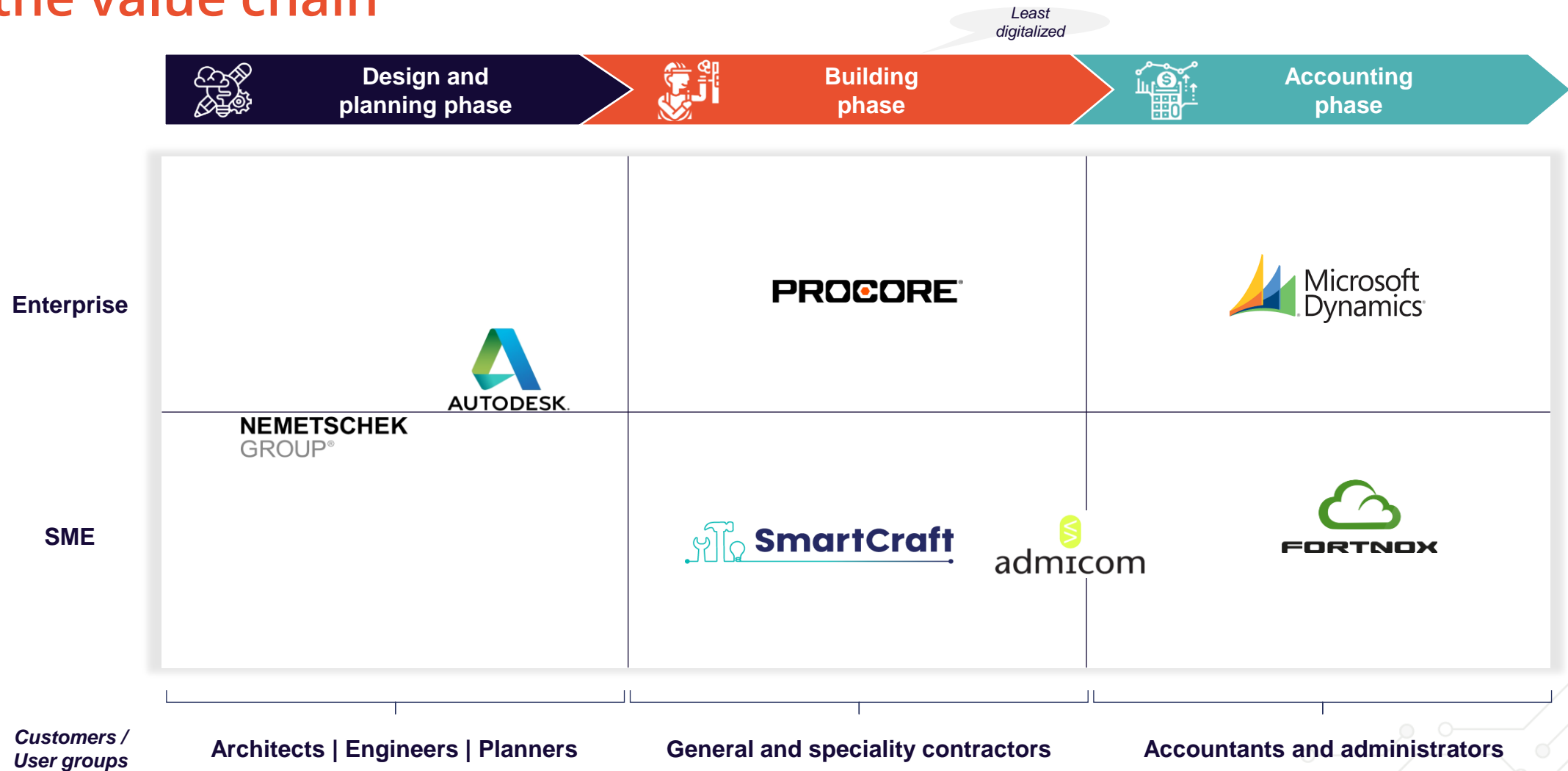
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SmartCraft has a clearly differentiated and unique position in the value chain



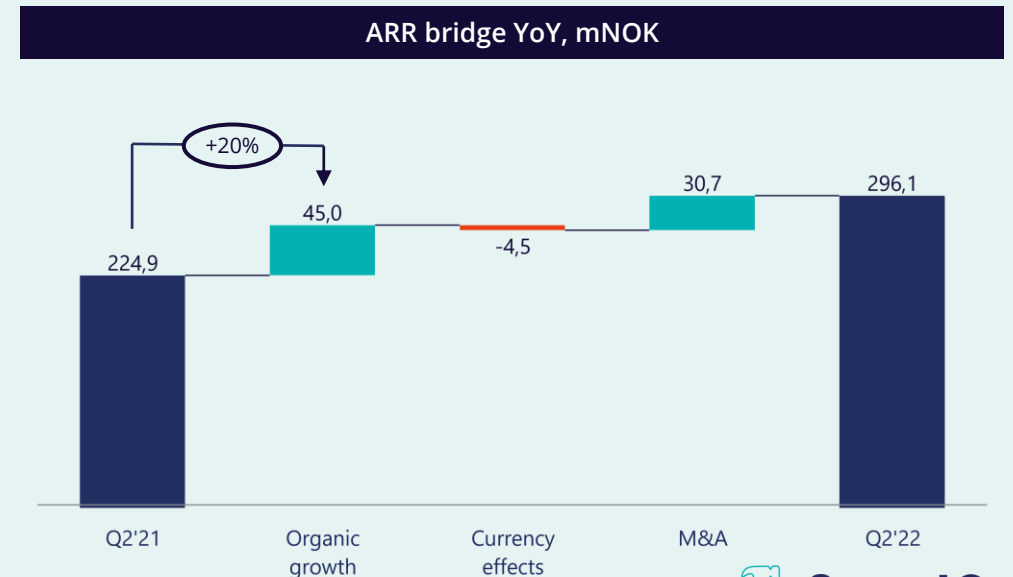
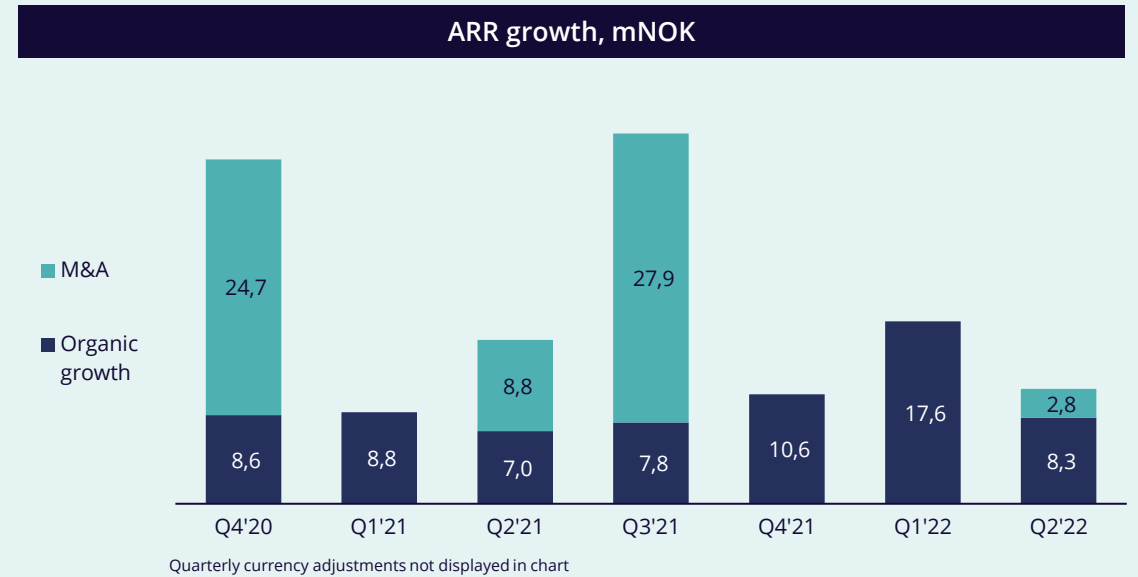
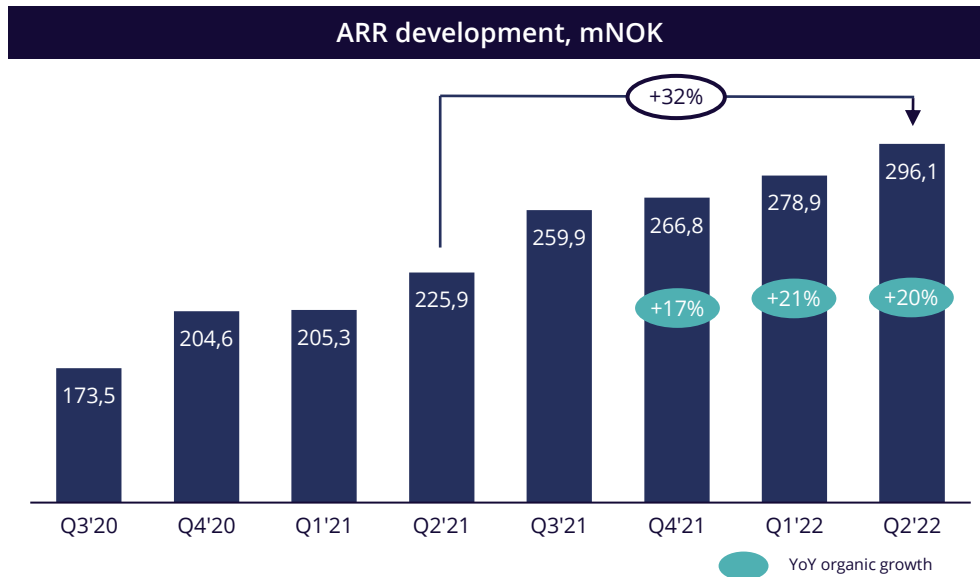
Q2 highlights

- 28% total revenue growth (NOK 82 million)
- 20% organic ARR growth
- 96% recurring revenue
- 5% churn in revenue
- 36% adjusted EBITDA
- Invested in growth and scale



Maintaining high growth in Q2

- 32% growth in ARR
 - 20% organic growth from new sales and upsales
 - Acquisition of Kvalitetskontroll in July 2021 and Elverdi in June 2022
- 96% recurring revenue share
 - Fixed pricing, 19% organic growth
 - Transaction based pricing, 18% organic growth



SmartCraft is resilient in a potential challenging market

Our position

- Greatly underpenetrated market in growth
 - NOK 10 BN market, growing double digits annually
 - Majority does not have solution to increase productivity and profitability – need to have solutions
- SME focus
 - Smaller projects, services, maintenance and upgrades
 - Less affected by downturn in the economy
- High activity
 - Customers show 18% transactional growth
 - Solid sales pipeline
- Solid business model
 - 96% recurring revenue
 - Low-cost pr user pr day (7 NOK)
 - No single customer dependency

What you read in the media

"It looks like a perfect storm for construction. Nobody can foresee the consequences of this crisis"

Harald Nikolaisen, Byggebransjen June 2022

"An inability to fill vacancies in the sector will have severe implications for the rest of the economy"

Construction Europe July 2022

"The construction industry is hit hard by the price increases"

Johan Deremar, Byggföretagen June 2022

Our customers need to digitalize in good and bad times



Lack of skilled workers

- Need for skilled construction workers globally
- Aging workforce and lack of recruitment



Long tail of new projects and maintenance needs in public and private sector

- High activity of new buildings
- Increasing aging buildings in need of renovation



Increasing demand for detailed digital documentation

- Regulatory offices
- Consumers



Digitally maturing users and software

- Apps and SaaS solutions drive adoption
- Younger more digital workforce



Challenging market

Focus on cost of material, utilization and margin



Great market

Lack resources and time to follow up customers

Medium term financial targets stand firm

Growth

Organic growth

15 – 20%

+  **bolt on M&A**

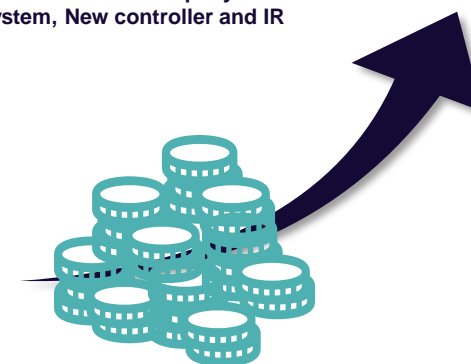


Margin

Margin expected to increase due to scalability of the business

Short-term considerations:

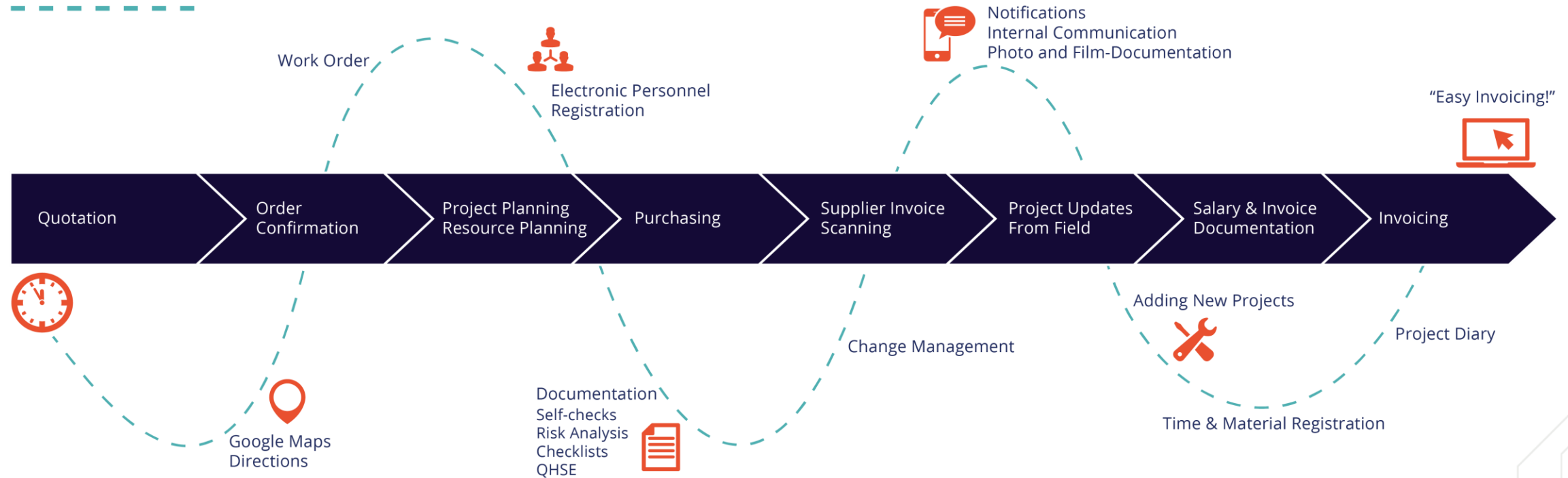
- 1) Impact from acquired companies last 12 months
- 2) Additional costs as a listed company: New accounting system, New controller and IR function



SmartCraft adding value throughout the customer journey

Office Functionality

Field Functionality



Efficient and proven sales funnel



How can software contribute to save the environment?



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Q&A



