



Pareto TechSaaS conference

SmartCraft ASA

November 9th 2022



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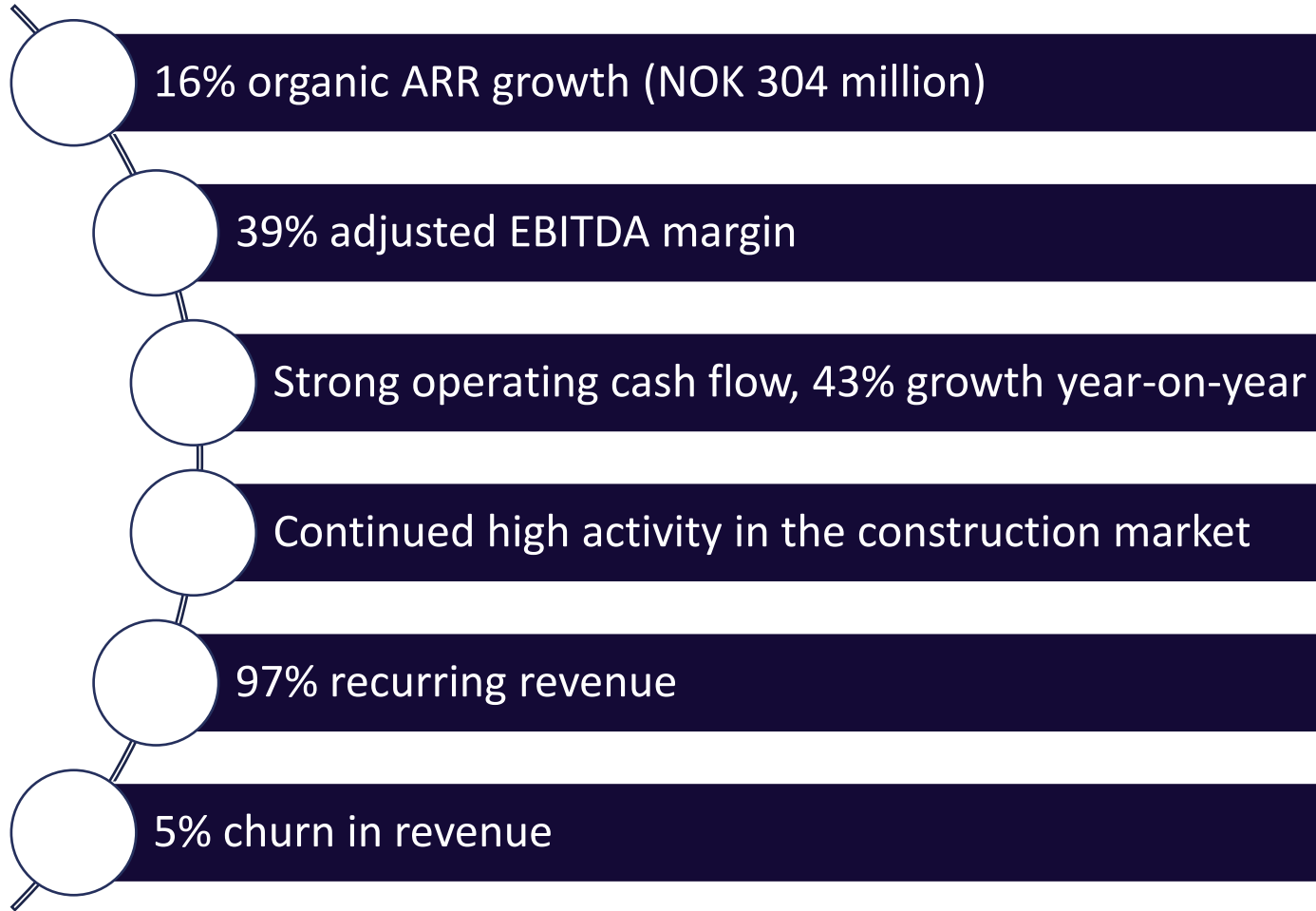
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Q3 highlights



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 service needs in private and public sector

- Increasing aging buildings in need of renovation
- Services include renovation, upgrades and maintenance of existing buildings



Increasing demand for detailed digital documentation

- Regulatory offices
- Consumers



Digitally maturing users and software

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

Our position

- Greatly underpenetrated market that grows
- SME focus
- High customer activity
- Solid business model



Challenging market

Focus on cost of material, utilization and margin



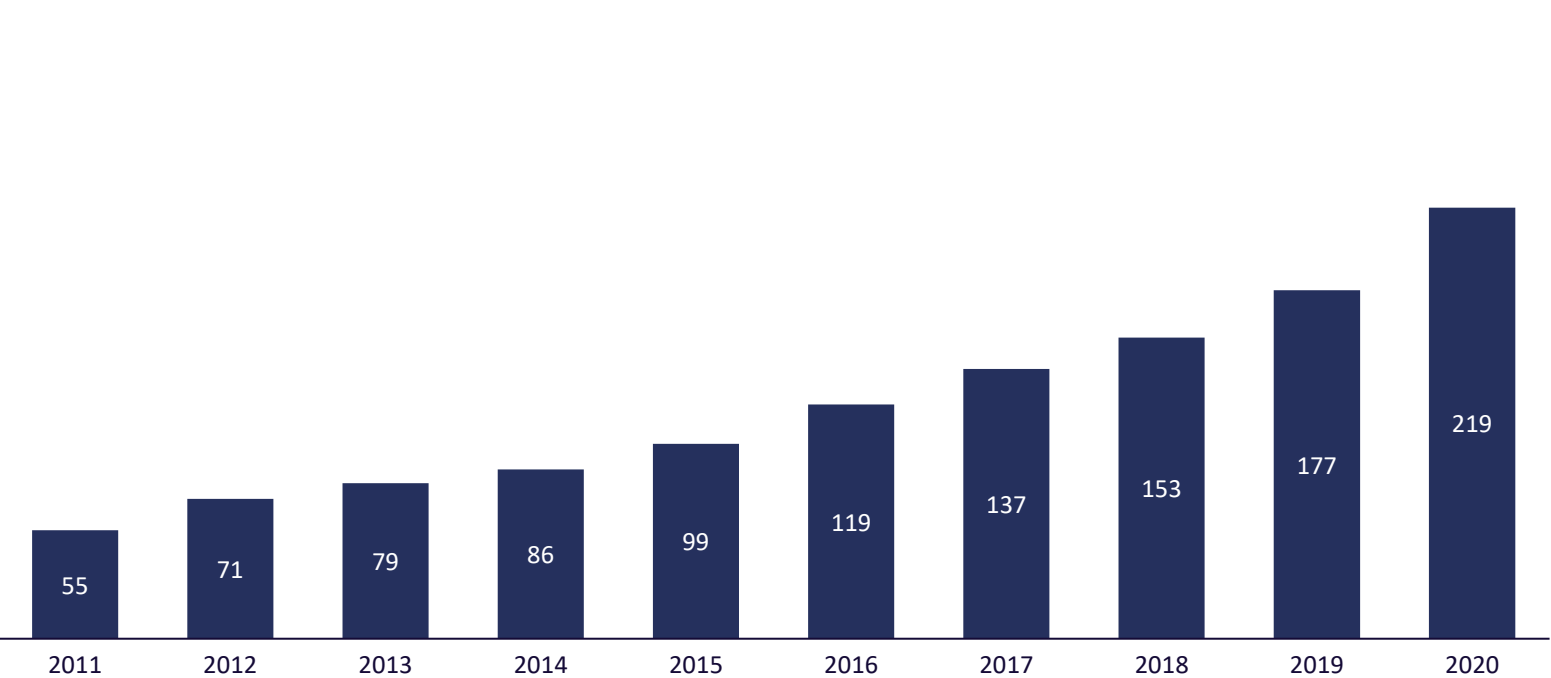
Great market

Lack resources and time to follow up customers

Long history of growth irrespective of macro conditions

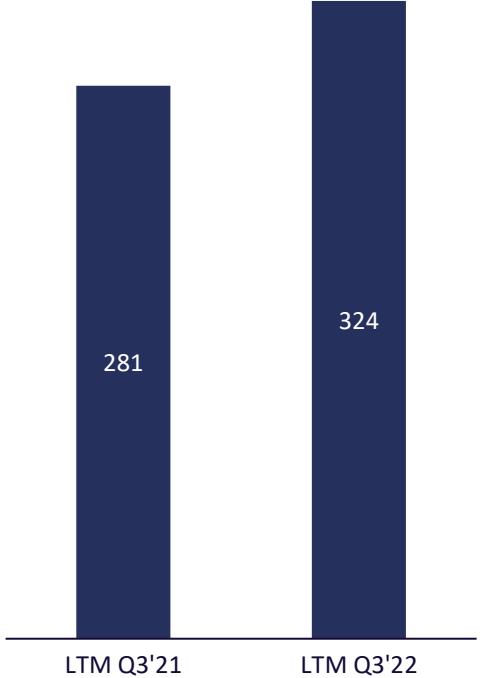
Aggregated revenue for companies embedded in SmartCraft pre IPO...

mNOK



Amalgamated revenue pre IPO¹

...and post IPO



Amalgamated revenue post IPO²

1. Amalgamated revenue includes the aggregate revenue for companies embedded in SmartCraft in 2020.
2. Amalgamated revenue includes the aggregate revenue for companies embedded in SmartCraft in Q3 2022

SmartCraft planning for further scale and growth

SmartCraft 1.0 (to date)

- Established Nordic leader
- Proven ability to drive successful consolidation
- Portfolio of great best of breed SaaS construction solutions
- IPO with good investors
- Established great financial record underpinned by high growth and strong cash generation

SmartCraft 2.0 (going forward)

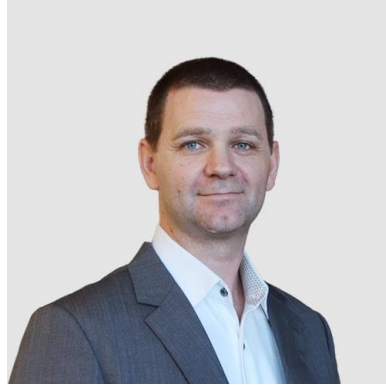
- New leadership team
- Continue targeted acquisitions
- One marketing organization, strengthening the SmartCraft brand
- Synergize product and technology development and connecting the dots
- Collaboration and alignment in the Electro domain



Leadership team – aligning for scalability and higher growth



Gustav Line
Chief Executive Officer



Kjartan Bø
Chief Financial Officer



Christian Saleki
Chief Technology Officer



Katja Widlund
Chief Marketing Officer



Hanna Konyi
Country Manager Sweden



Timo Makkonen
Country Manager Finland

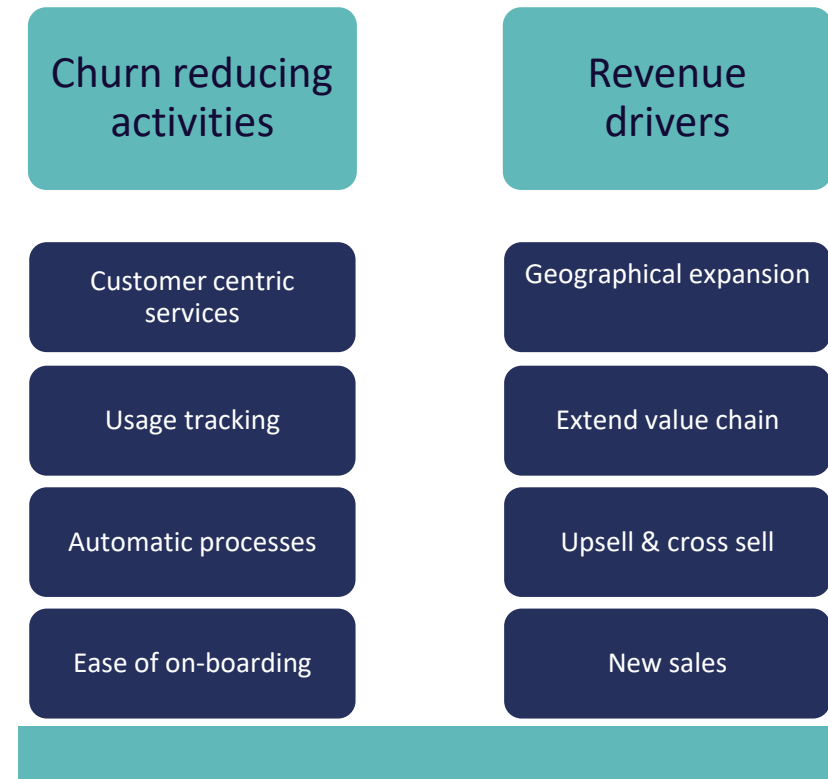


Vivienne B. Karlsen
Country Manager Norway



How to drive short/medium term revenue growth

- NOK 10bn market in existing geographies
- Strong culture and focus on organic growth
- Operationalizing several initiatives to keep churn at a low level
- Upside potential to increase prices from the average low level of NOK 7 pr user pr day





Increased coordination and collaboration in each geography

- Coordinating sales efforts
 - Avoid contacting the same customers with different messages
- Collaboration across solutions
 - Remove silo thinking and execution
- Marketing synergies
 - Avoid competing for SoMe attention
 - Attending trade fairs with one coordinated booth

Think globally
Act locally



SmartCraft Group acquisition strategy

- Wide selection criteria in all three geographies
 - Additional functionality to widen offering
 - Additional customer base
- Selective
 - SaaS or SaaS understanding/mindset
 - Commercial proof of concept
 - Unique, not too generic
 - No customization
 - No turn-around



Targeting geographical expansion through M&A

- Strategic bridgehead with cultural and business knowledge
- Capital discipline – wait for the right acquisition opportunities

Medium term financial targets stand firm

Growth

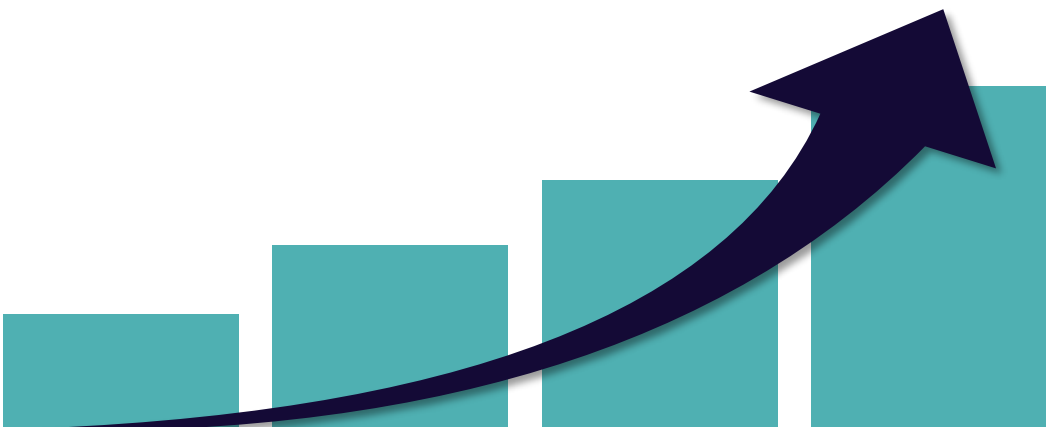
Organic growth

15 – 20%

+



bolt on M&A

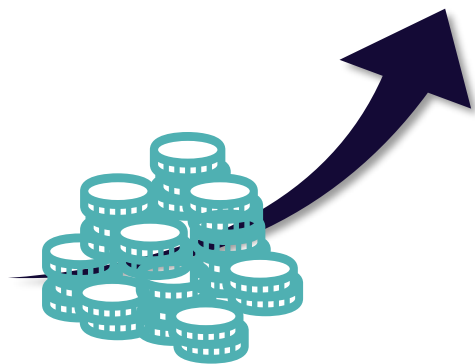


Margin

Margin expected to increase due to scalability of the business

Short-term considerations:

- 1) Impact from acquired companies last 12 months



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Q&A



