



SEB Nordic Seminar 2025

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This is SmartCraft

Leading Nordic provider of SaaS solutions for craftsmen and the construction industry



260 employees



Norway, Sweden,
Finland and the UK



13 000+ customers



130 000+ users



“

We are on a mission to empower European construction workers to gain business control and more productivity by simplifying work processes

”

Construction industry challenges



Low margins

0-5% margins = High level of bankruptcies



Conflict

High level of conflict between construction company and customer



Accidents

High level of accidents and deaths



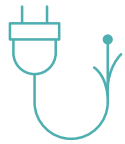
Documentation

Increasing demand for documentation and reporting

What we solve



People



Material



Documentation

- Business overview and insight with control of people and material costs
- Digital flow of documentation to avoid conflict
- Digital quality assurance to build according to rules and regulations
- Health and safety at your fingertips



The voices of our customers



*"Cordel Tender Calculations has been decisive for our growth
and our position today"*

Tore Stenvik Tanem, Project Manager - Elteam AS



"EL-VIS cable dimensioning in 2 minutes instead of 2 hours"

Johnny Eriksson, Business Development - Assemblin El AB



*"Without HomeRun we would need an extra full time
employee to handle all administration"*

Louise Larsson, Tepac Entreprenad AB

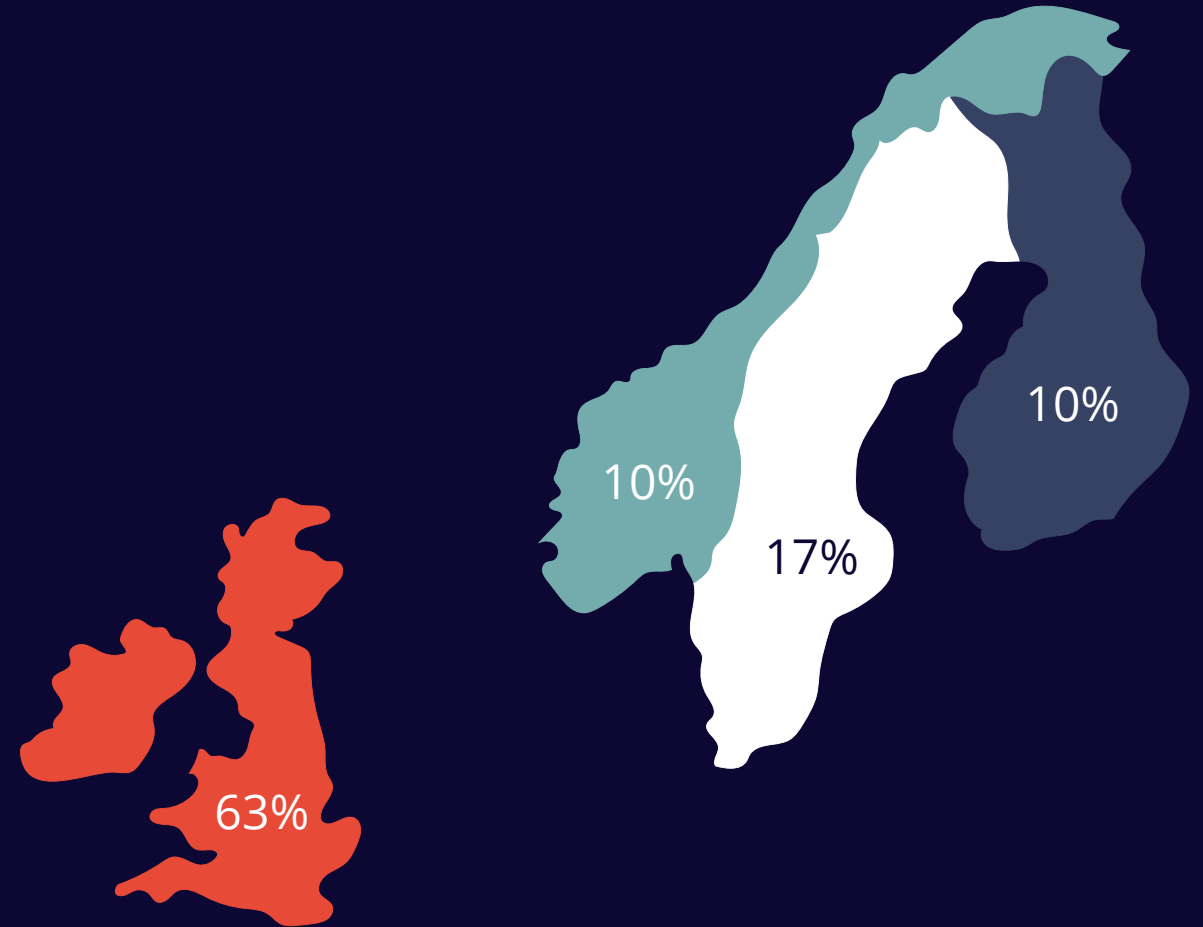


*"Thanks to Congrid, I have time to service more customers,
thus raising my revenues"*

Anna Svahlstedt, Founder - Grön Vision AB

Large total addressable market (TAM)

- TAM of NOK 50 billion*
- ~700.000 addressable construction companies
- ~10-15% penetration of mission critical solutions
- Ongoing digitalization of a digitally immature market



Market drivers and focus for growth



Lack of skilled workers



Digitally maturing users and software



Increasing demand for digital documentation



Long tail of service needs in private and public sector

Renovation is our main segment

- Less volatile than the new-construction segment
- Growth driven by government energy efficiency initiatives

Investment in renovation represents

30.3%

of total investment in EU construction

Successful M&A record

2017



2019



2021 (IPO)



2023



2018



2020



2022

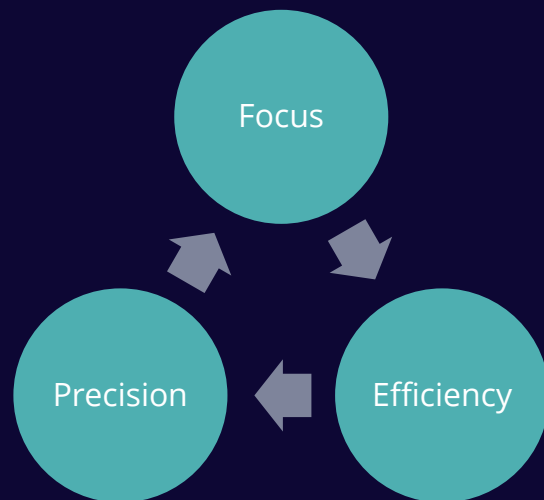


2024

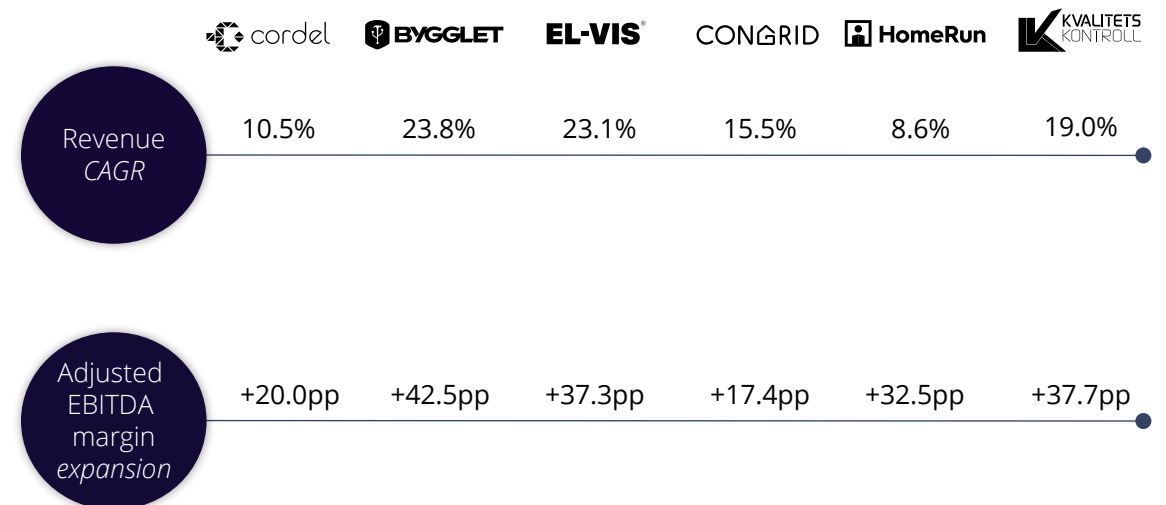


Enhancing performance of acquired companies

High-level strategy to increase acquired companies in three areas



Post-acquisition performance up to 2023



The journey so far!



2018

2025

Attractive financial model

Key metrics LTM - end of Q3 2024

MNOK

474

Annual Recurring
Revenue

39%

Adjusted EBITDA
margin

MNOK

163

Operating
cash flow

8%

Churn

28%

CAGR
since 2019

Q3 key takeaways

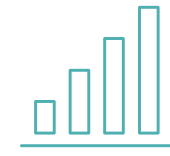
- Continued growth, high margins and strong cash flow despite challenging market
- Some positive market signals in Sweden and Finland
- Strong results from marketing and sales activities across the group
- Investing in development and branding to be in pole position when the market turns



Key focus to drive continued profitable growth

- Customer centric business model
- Continue with marketing and sales excellence to build solid new customer pipeline
- More sales automation & self service
- Use our flexible business model to be prudent on costs
- Value accretive M&A

Medium-term financial targets



15-20%
Organic growth



Bolt on M&A



Margin expected to increase due to scalability of the business

Short-term considerations:

Impact from acquired companies last 12 months

We continue on our profitable growth journey

- Continue our strategy to build a great and solid company
- Reduced operational risk
- Consistent strong operational cash flow





SmartCraft

BETTER DIGITAL TOOLS