



# Q2 2025 report

AUGUST 26<sup>TH</sup>, 2025

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# Agenda

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- Q2 in brief
- Financials
- Summary and Q&A





# We're SmartCraft

Smarter digital solutions for stronger projects,  
better margins, and happier clients.



270 employees



Norway, Sweden,  
Finland and the UK



180 000+ users



13 800+ construction  
companies that want  
to scale, simplify, and  
succeed



# Driving profitable growth

Connecting people, data, and workflows so every project runs smoother and pays off



## Time efficiency

- Streamlined workflows
- Smart scheduling & resourcing
- Less admin, more billable work



## Clear communication

- One source of truth
- Real-time updates
- Fewer disputes



## Safer projects

- HSE & QA built-in
- On-site checklists
- Fewer incidents

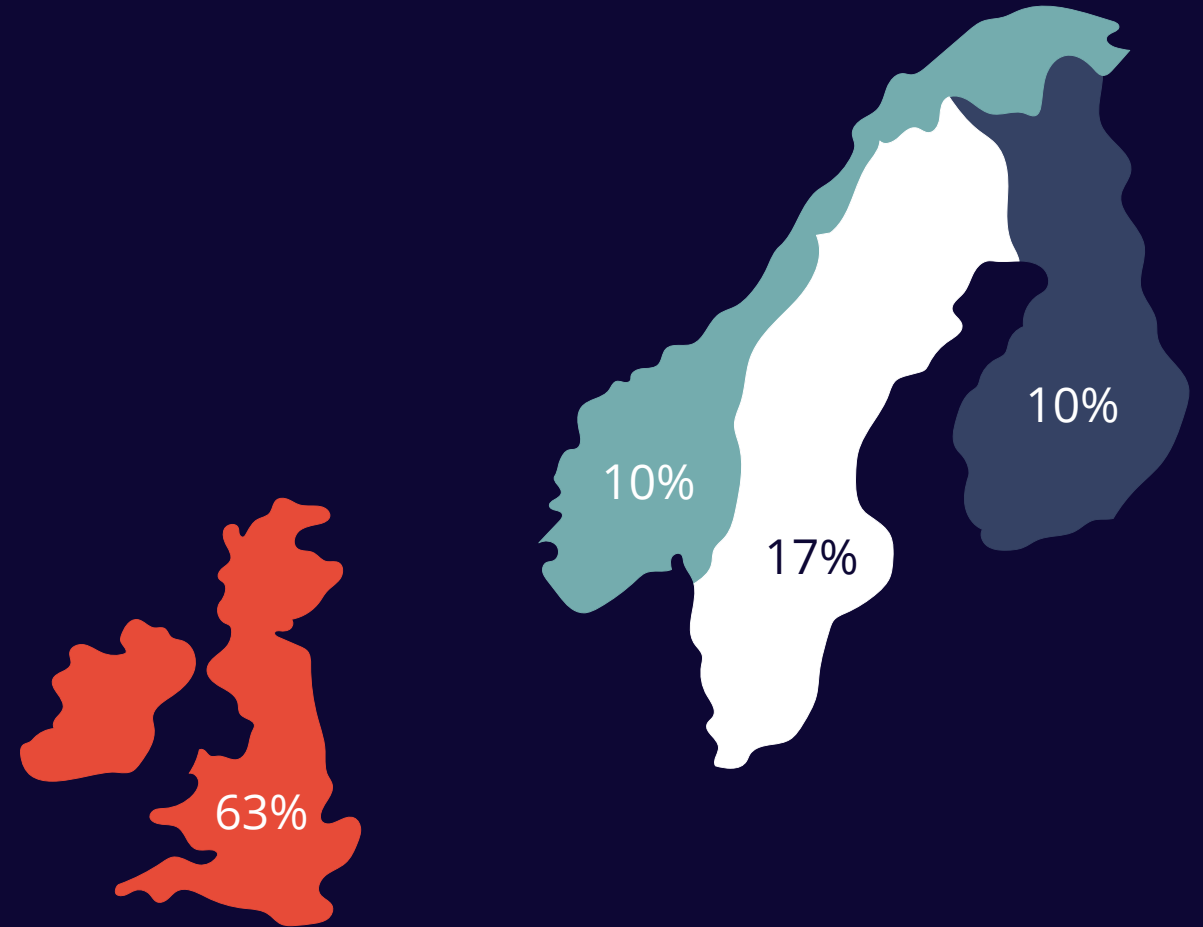


## Overview & control

- Live cost vs. budget
- Change orders under control
- Compliance-ready docs

# 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



# Q2 2025 in brief

Solid growth and stronger margins.

**MNOK 505**

Annual Recurring  
Revenue  
(+9% YoY)

**7%**

Organic ARR growth  
(+1p.p QoQ)

**29.4%**

Adjusted EBITDA-capex  
(+0.2 p.p YoY)

**MNOK 29.7**

Cash flow  
(+20% YoY)

**10.0%**

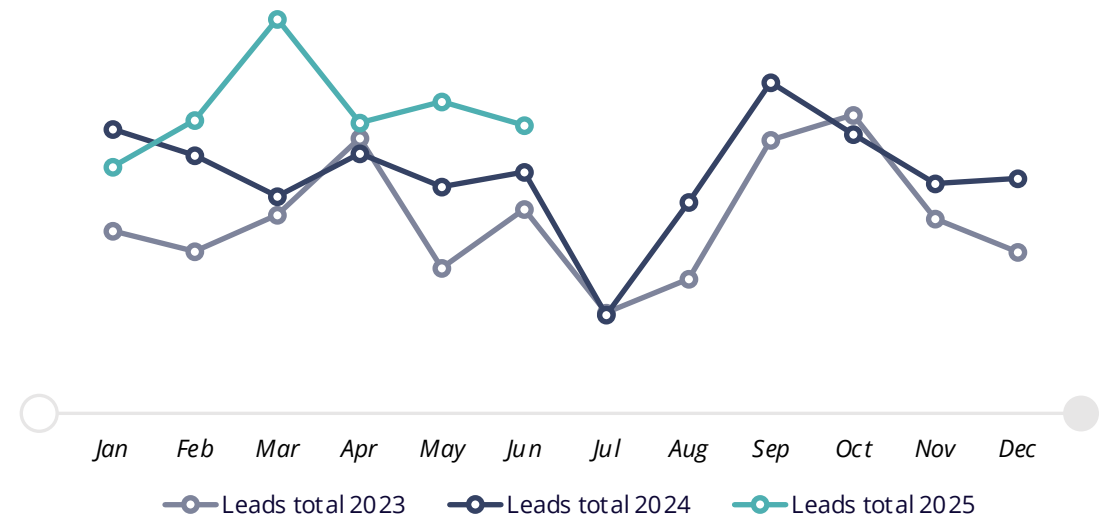
Churn  
(+2.1 p.p YoY)

# Solid growth across the funnel

More customers, more traffic, and record-high leads in the pipeline

- 8% increase in new customers (YoY)
- 22% more sales leads (YoY)
- 45% more leads in pipeline (YoY)
- 21% increase in web traffic (YoY)

Lead generation





# New business initiatives

## SmartCraft Spark launched in Norway and Sweden

- Strong traction with nearly 200 new paying customers.
- New, in-demand features coming later in 2025 to boost ARPC and strengthen product value

## BIM capability launched in May

- Rapid adoption: 60 users and 20 customers within weeks
- Additional features planned for late 2025 to drive higher usage and conversion



# Digimeter survey confirm strong underlying demand

- Released in June
- Responses from over 840 construction professionals in Norway, Sweden and Finland

## Some highlights:

- 6 out of 10 have experienced business improvements through digital tools
- 87% say that digital tools are essential to their business
- 30% plan to increase their investments in digital tools
- About 40% of all office workers and 55% of all field workers in the survey use paper and pen or excel to solve core tasks



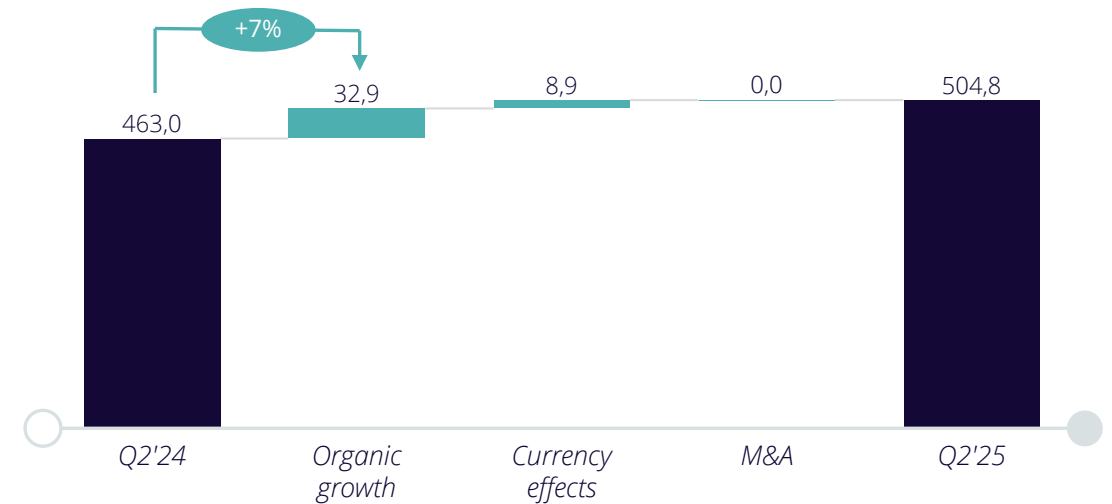
# Financials



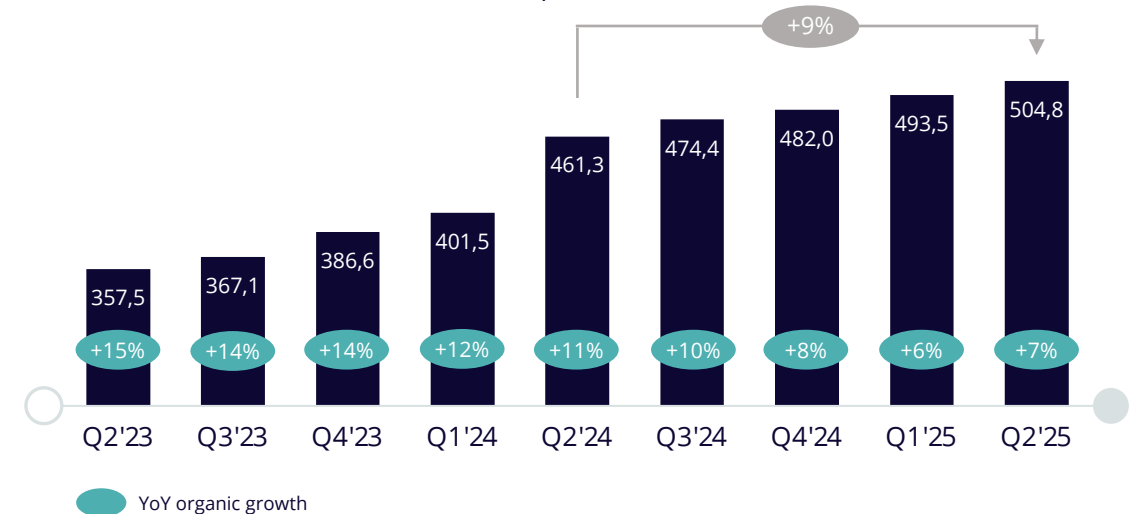
# Focus on recurring revenue as basis for success

- Increased growth in a challenging market
  - 9% growth YoY
  - Passing milestone of NOK 500m
- 7% organic growth
  - Sweden primary driver of growth
  - Increasing churn and continued high level of downgrades

ARR bridge YoY, mNOK

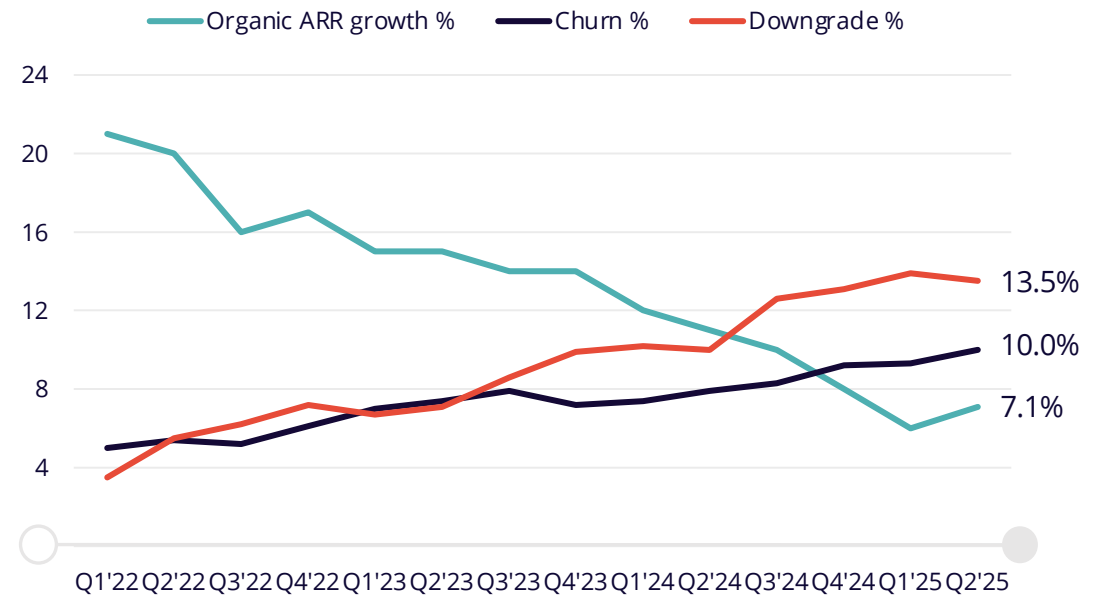


ARR development, mNOK



# Organic growth heavily affected by bankruptcies and downgrades

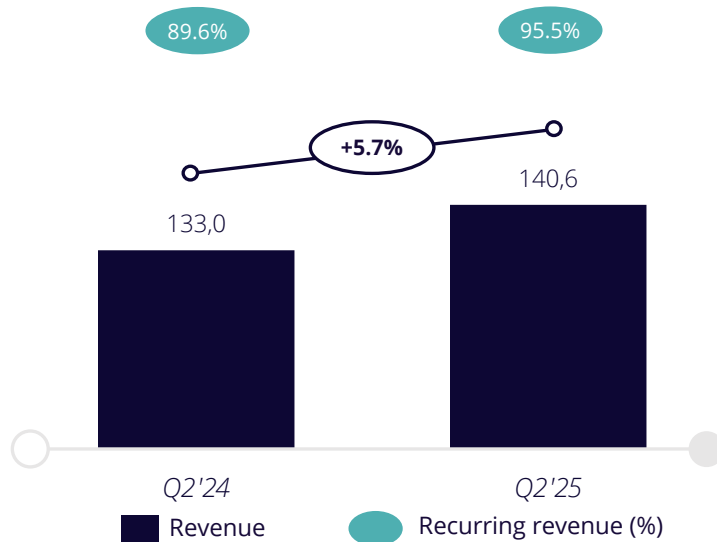
- Customer churning due to bankruptcies increase by ~4-5 p.p last years
- Downgrades from existing customers as their business activities slow down, reduces organic ARR growth by ~5-8 p.p compared to a normalized market situation
- In Q2'25 organic growth increased while downgrades declined



# Continued growth in revenue and strong profitability

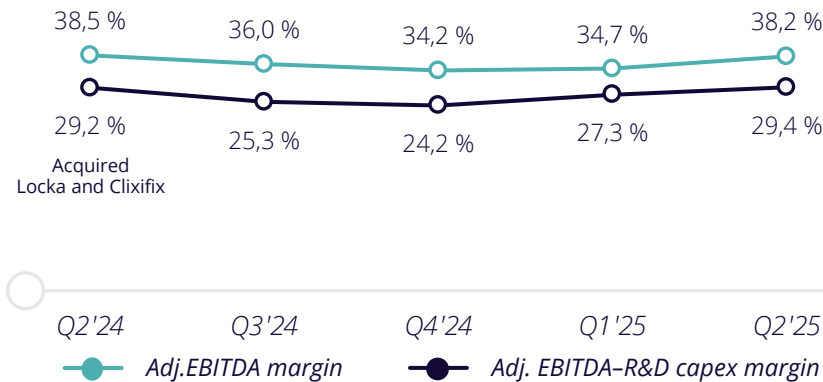
## Solid YoY revenue growth

mNOK



- Focus on transitioning revenue from non-recurring to recurring. Expecting to consistently be in the mid/high 90s.
- Transition dampening growth in the short-term.

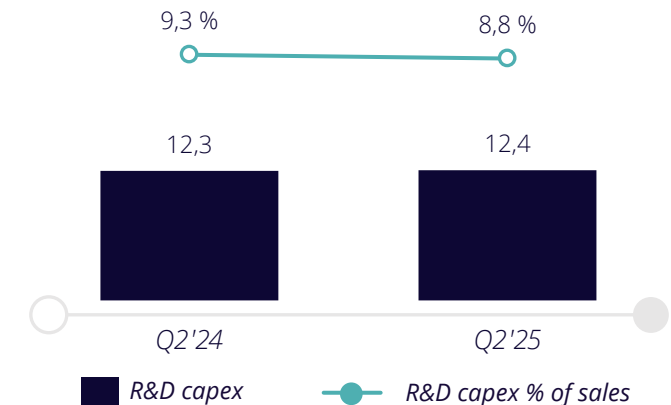
## Consistently high profitability



- Increased margin 3.5 p.p quarter over quarter
- 0.4 p.p dilution from acquisitions compared to Q2'24
- A continued pressure on margin from the revenue transition
- Proven track-record of ability to increase profitability in acquired solutions

## R&D capex

mNOK

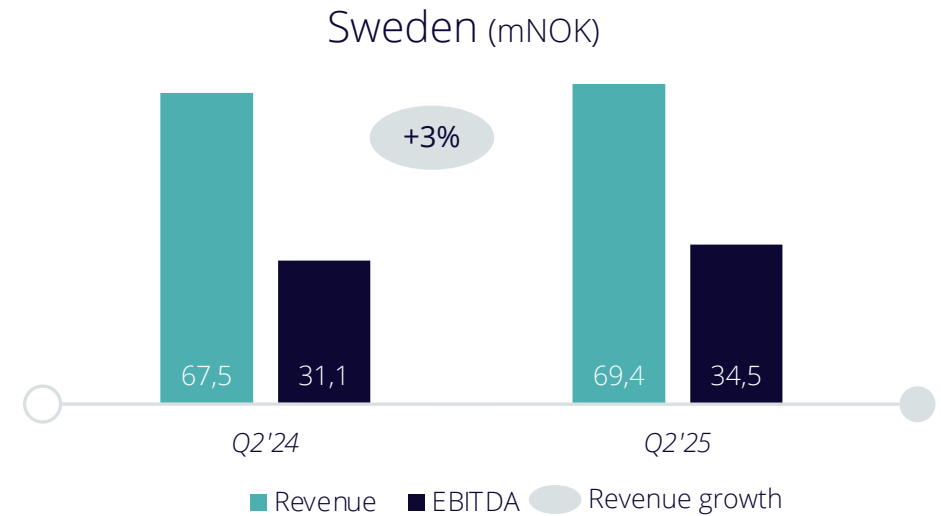


- Continued investments in strategic development projects
- Level of capitalization varies depending on project lifecycle
- Expecting ~9 % for FY'25



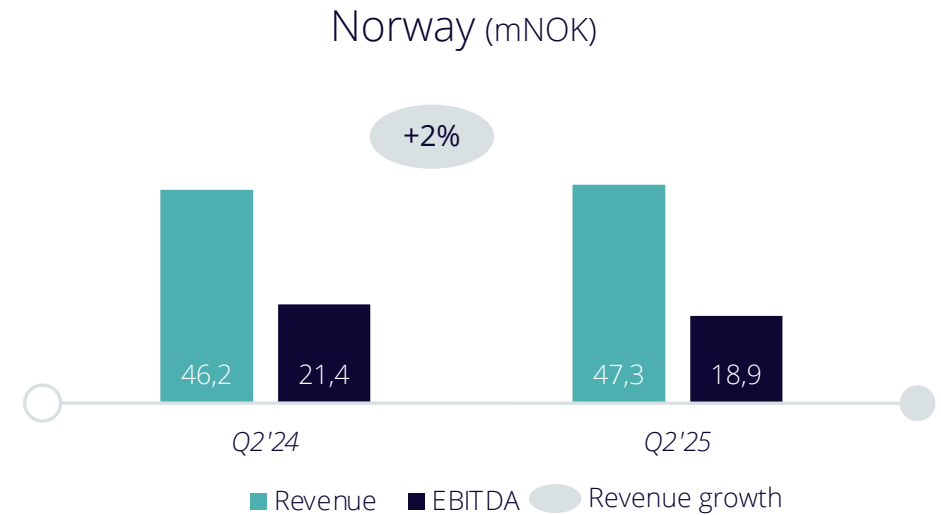
# Strong revenue growth in Sweden

- Continued strong growth
  - High sales activity generating leads
  - Continued elevated level of churn and downgrades
  - Locka non-recurring revenue last year hampering total growth
- Adjusted EBITDA margin increase of 3.5%-pts YoY
  - Locka continues to operating at a lower margin due to the ongoing revenue transition



# Continued challenging market in Norway

- Lower growth in revenue
  - Negative short-term effect by the relocation of one sales office
  - Growth hampered by high churn and downgrades
- Future growth upside in Spark based on high traction among customers
- Decrease in adjusted EBITDA margin YoY due to lower revenue growth and capitalizations, but increased margin by 2pp QoQ



**+ 4 %**  
Organic growth  
recurring revenue



# Positive signals in a challenging Finnish market

- Organic growth positive despite a downgrade from a large customer
- Positive signals
  - More contract starts in new build sector
  - User activity increasing among existing customers
- Profitability decline
  - Increased spending on marketing and events
  - Lower capitalizations

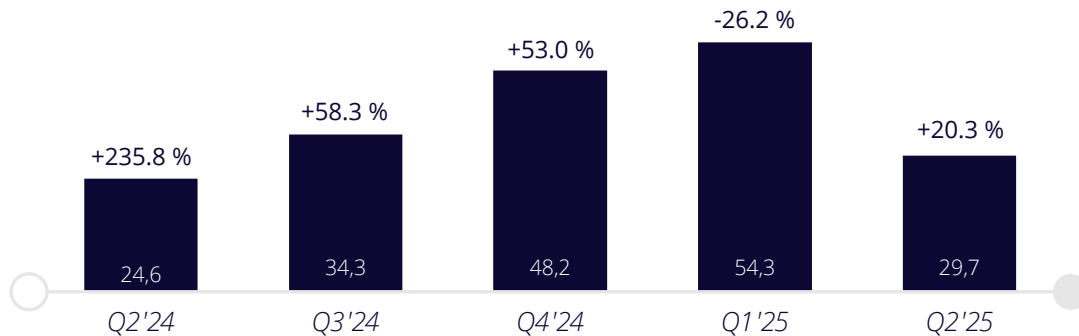


# Solid financial position and strong cash flow

- to support growth strategy and M&A activity

## Operating cash flow

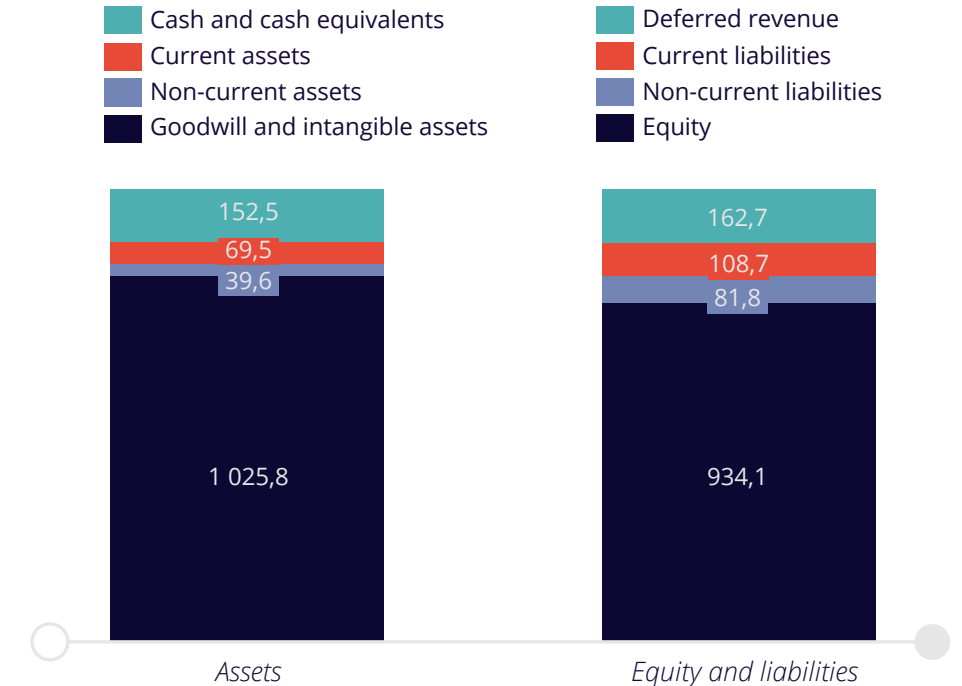
mNOK, YoY growth



- Continuing strong performance in operating cash flow
- Cash positive all quarters (Q1 is historically stronger, but a shift towards other quarters started in 2023)

## Balance sheet, Jun 30, 2025

mNOK

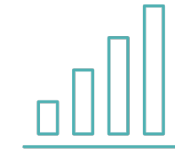


- Net cash positive and negative net working capital
- Holds 3,42% (~5,9m) shares

# Key focus to drive continued profitable growth

- Passing the 500 mNOK ARR milestone
- Increased organic ARR growth
- Strong sales & marketing execution keeps demand high
- New initiatives launched with significant growth potential
- Growth temporarily dampened by higher churn, downgrades and softer price increases YoY
- Solid financial position provides stability to invest in product development, efficiency and readiness for market recovery
- Evaluating potential change in listing venue from Oslo to Stockholm

## 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





