

An aerial photograph of a vibrant city square, likely in Copenhagen, featuring historic European architecture, a central fountain, and a paved plaza with many pedestrians. The text 'Agillic A/S' is overlaid in white on the left side of the image.

Agillic A/S

Half-year report 2025



Content

➤	Letter from the CEO	3
	Key figures and ratios	4
	Financial review	4
	Financial outlook	6
	Equity story	7
	Financial statements	8
	Notes & appendix	13

Agillic has further strengthen its position as the trusted Nordic marketing automation platform, empowering brands to deliver high-performing, personalised customer experiences at scale – all while ensuring operational efficiency and full GDPR compliance.

At the beginning of the year, we refined our commercial strategy to sharpen our focus and leverage the strengths of our existing client portfolio. Today, we are seeing the clear results of that work. Several new clients have chosen Agillic within industries where we have historically built a strong reputation, including Ældresagen in 'NGOs', Home in 'finance', Rikstoto in 'media and publishing', and Farmaciet in 'retail' – to name but a few. At the same time, our existing clients are expanding their use of the platform, further underlining the value Agillic consistently brings to the market.

This momentum is underpinned by continuous and targeted development of the Agillic platform. In the first half of the year, we launched several powerful new features, many of them driven directly by the needs of our clients. Among the highlights are the new 'Flow Designer', which makes it easier and faster for clients to design and manage communication flows, and 'Conversion Events', enabling more advanced and accurate performance measurement.

These innovations further strengthen Agillic's role as a platform that not only enables personalisation but also drives measurable business impact.

Equally important to our progress has been the strong contribution of our Client Management and Centre of Excellence teams. Their dedication has helped our clients and partners grow, thrive, and extract maximum value from their investment in Agillic.

Finally, our newly established management team has already demonstrated efficiency, drive, and the ability to deliver on ambitious objectives. With this strong foundation, the outlook for the second half of the year is highly promising, and we remain confident in Agillic's ability to create long-term growth and value for both our clients and our stakeholders.

Christian Samsø
Chief Executive Officer

Letter from the CEO



Key figures and ratios

(DKK million)	H1 2025	H1 2024	Change	2025 Q2	2024 Q2	Change
Income statement						
Revenue subscriptions	25.7	24.9	3%	13.1	12.3	7%
Revenue transactions	4.8	4.7	2%	2.7	2.5	8%
Total revenue	30.5	29.6	3%	15.8	14.8	7%
Gross profit	24.7	24.4	1%	12.7	12.1	5%
Gross margin	81%	82%	-	80%	82%	-
Operational costs, other operating income	-21.4	-23.8	10%	-10.2	-12.1	16%
EBITDA	3.3	0.6	450%	2.5	0.0	0%
Net financials	-1.0	0.4	-350%	-0.5	1.1	-145%
Net profit	-4.4	3.6	-222%	-1.4	7.0	-120%
Balance sheet						
Total assets	38.1	45.8	-17%	38.1	45.8	-17%
Equity	-26.2	-16.0	-	-26.2	-16.0	-
Cash	0.5	4.4	-89%	0.5	4.4	-89%
Cashflow						
Cashflow from operations	-0.5	3.2	-116%	-2.4	2.9	-183%
Cashflow from investments	-5.1	-5.7	11%	-2.6	-2.7	4%
Cashflow from financing	-0.3	-2.3	87%	0.4	-3.0	113%
Net cashflow	-5.9	-5.4	-9%	-4.6	-2.8	-64%
Key ratios						
Gross Margin	81%	82%	-	82%	82%	-
Clients end of period	112	113	-1%	112.0	113	-1%
Number of employees end of period	36	39	-8%	36	39	-8%
SaaS metrics						
ARR subscription	54.1	51.7	5%	54.	51.7	5%
Change in ARR	2.4	-3.2	-	2.4	-3.2	-
Average ARR	0.5	0.5	0%	0.5	0.5	0%
Share performance (listed 22 Mar 2018)						
Outstanding shares end of period ('000)	11,062	11,062	-	11,062	11,062	-
Share price end of period (DKK)	8.2	9.4	-	8.2	9.4	-
Market cap (million)	91	103	-	91	103	-
ARR multiple (times)	1.7x	2.0x	-	1.7x	2.0x	-

Financial review

ARR from subscriptions increased 5% to DKK 54.1 million leading to an increase in total revenue of 3% to DKK 30.5 million. EBITDA for H1 2025 was DKK 3.3 million, an increase of DKK 2.7 million. Net profit increased to DKK -4.4 million vs. DKK -5.6 million last year after adjustment for the positive DKK 9.2 million effect from the finalised tax credit review in 2024.

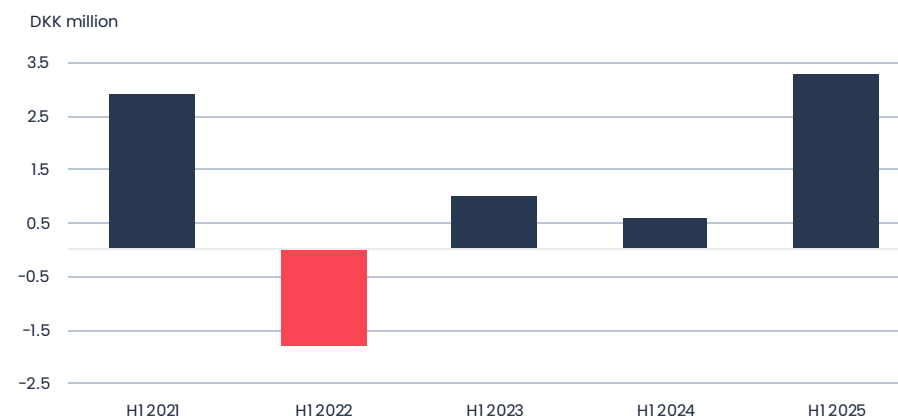
Income statement

The revenue from subscriptions increased by 3% to DKK 25.7 million (H1 2024: DKK 24.8 million) and total revenue of DKK 30.5 million (H1 2024: DKK 29.6 million). Gross profit increased to DKK 24.7 million (H1 2024: DKK 24.4 million) and gross margin was 81% (H1 2024: 82%).

As a result of the structural changes and optimised processes, operational costs decreased by 10% to DKK 21.4 million compared to DKK 23.8 million in H1 2024. The number of employees ended 30 June 2025 at 36 compared to 39 by 30 June 2024.

EBITDA reached DKK 3.3 million, an increase of DKK 2.7 million compared to H1 2024 primarily a result of long-term focus on sustainable growth and operational excellence.

Half-year development in EBITDA



Financial review

Result for the period

Depreciations amounted to DKK 6.5 million in H1 2025 which is slightly lower than in H1 2024 of DKK 6.7 million. Depreciations are all related to investments in developing the Agillic marketing automation platform.

EBIT amounted to DKK 3.3 million compared to DKK 0.6 million in H1 2024.

Profit before tax increased by DKK 1.2 million to DKK -4.4 million when the result for H1 2024 is adjusted for the effect from the Danish Tax Authorities' approval of tax credits the 4-year period 2019-2022.

Assets

Enhancement of functionalities and system optimisation of the Agillic platform continued in 2025. The development costs included capitalised salary costs and costs from external consultants. Capitalised development costs amounted in H1 2025 to DKK 5.1 million (H1 2024: DKK 5.7 million).

Cash position

As of 30 June 2025, cash at bank amounted to DKK 0.5 million compared to DKK 6.4 million as of 31 December 2024.

The decrease in cash is mainly driven by the investment in intangible assets of DKK 5.1 million (H1 2024: DKK 5.7 million) and repayment of borrowings DKK 2.5 million (H1 2024: DKK 2.3 million) which was partly financed by net borrowings of DKK 2.8 million.

Equity

As of 30 June 2025, total equity amounted to DKK -26.2 million (31 December 2024: DKK -22.3 million).

Liabilities and deferred income

The total borrowings to EIFO amounted to DKK 16.4 million (31 December 2024: DKK 19.0 million). Other short-term borrowings amount to DKK 6.2 million including bank overdraft facility.

Debt related to right of use assets amounted to DKK 3.2 million (31 December 2023: DKK 3.8 million).

According to IFRS Accounting Standards, revenue is recognised over the subscription period starting from when the client commences using the platform. Clients typically subscribe for one year and are invoiced the full amount when signing the agreement. The invoiced amount is recognised as deferred income when paid and then released proportionally over the subscription period. On 30 June 2025, deferred income amounted to DKK 26.2 million (31 December 2024: DKK 27.4 million).

Cashflow

In H1 2025, cashflow from operations amounted to DKK -0.5 million (H1 2024: DKK 3.1 million), and cashflow from investments amounted to DKK -5.1 million (H1 2024: DKK -5.7 million). Cashflow from investments mainly consisted of investments in developing the Agillic platform.

Cashflow in H1 2024 was significantly impacted by delayed collection of annual subscriptions for 2024. The subscriptions would under normal procedures be received in 2023 but were delayed to 2024. The collection process was strengthened in 2024 why a part of the annual subscriptions for 2025 are included in 2024.

Net change in cash amounted to DKK -5.9 million (H1 2024: DKK -5.4 million), and as of 30 June 2025, cash at bank amounted to DKK 0.5 million.

SaaS metrics

The general key performance figure for Software-as-a Service (SaaS) companies, annual recurring revenue (ARR), illustrates the annualised value of a client's subscription agreement and transactions processed by the client via the platform.

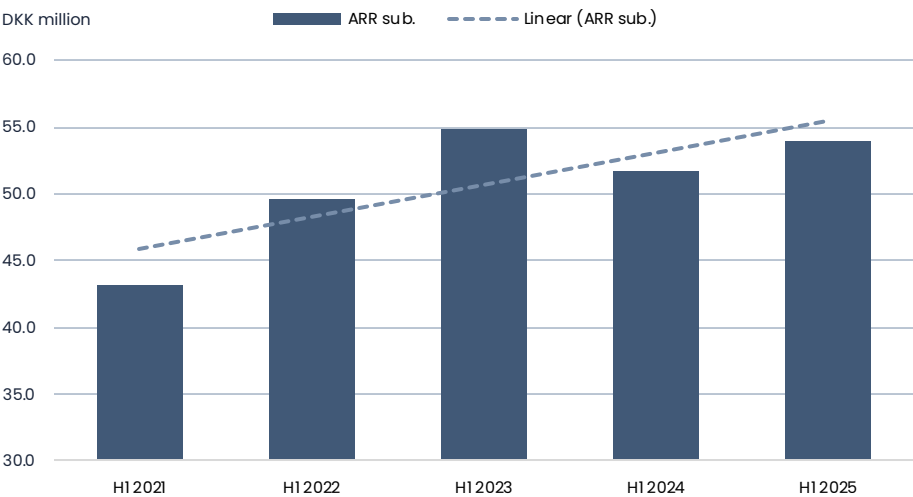
As of 30 June 2025, ARR from subscriptions was DKK 54.1 million compared to DKK 51.7 million as of 30 June 2024, an increase of DKK 2.4 million corresponding to an increase of 5%. The number of clients was 112 (30 June 2024: 113).

Financial review

Factors impacting the ARR-development

- Upselling to existing clients: Clients increase customer-contacts and/or deploy additional communication channels, and/or increase the number of transactions.
- When clients churn and when less transactions take place temporarily, ARR decreases.
- Sales of subscriptions to new clients increases the ARR.
- As long as the value of upselling to existing clients and the sales to new clients exceeds the value of the churning clients, the ARR from subscriptions will increase.

Half-year development in ARR 2021-2025



Financial outlook

In H1 2025, the focus was on implementing the organisational changes and updated go-to-market plans supporting the sales organisation in winning new clients, and to retain and grow existing clients.

The geopolitical environment in the first half of 2025 had significant impact on the market situation. Agillic sees some hesitation among potential clients and a tendency to postpone decisions to upgrade or invest in new systems. That said, Agillic does see traction in the market which – with its focused market approach and reorganised sales team – it is ready to catch.

Agillic expect ARR from subscriptions to grow DKK 2-6 million in H2 2025.

Despite the challenging conditions, Agillic expect a continued positive development in EBITDA as a result of its focus on operational excellence.

Agillic will invest in developing its platform to introduce additional features and further improve the clients' user experience.

Financial guidance for 2025

The financial outlook is based on several assumptions. Whilst Agillic's business is not directly impacted by the ongoing uncertainties related to trade tariffs and geopolitical unrest, these tend to impact the appetite for investments in general.

Agillic maintains its full-year guidance for 2025:

- Revenue: DKK 60-63 million
- EBITDA: DKK 5-8 million
- ARR from subscriptions: DKK 56-60 million



Agillic is the trusted Nordic marketing automation platform, enabling personalisation that performs with scalability, operational efficiency, and full GDPR compliance.

Equity story

Make personalisation perform

7

Agillic is a Danish software company within MarTech and helps organisations make personalisation perform and deliver meaningful, data-driven customer experiences that drive increased customer lifetime value, improved engagement, and measurable ROI – while keeping costs and operational complexity in check.

- Enables competitive advantage through efficient personalisation
- Scaling 1:1 personalisation in a point-and-click UI
- GDPR compliance, data security, and privacy by design
- Unlimited support by local product specialists

Business model

Agillic's business model (SaaS) is designed for full transparency. Clients pay an annual license for access to the platform and an additional fee for transactions sent. Pricing is easy to understand, ensuring there are no unexpected fees or hidden charges, and allows for cost predictability as clients scale their utilisation of the platform.

The Agillic stock

Agillic was listed on Nasdaq First North Growth Market Denmark in March 2018. Agillic's market value amounted to DKK 100 million at the end of 2024 (2023: DKK 210 million). Ticker: AGILC

Agillic partner strategy

Agillic works with a vast partner network across the Nordics, certified at implementing and integrating the Agillic platform. The solution partners also help Agillic clients orchestrate the platform's capabilities with the design, optimisation, and execution of customer engagement strategies to maximise the business value of both the platform and the customer relationship.

H1 2025 financial performance

Total revenue: DKK 30.5 million

EBITDA: DKK 3.3 million

ARR subscriptions: DKK 54.1 million

Financial statements

Copenhagen, 4 September 2025

The Board of Directors and Board of Management have considered and approved the half-year report of Agillic A/S for the financial period 1 January – 30 June 2025.

The financial statements have been prepared in accordance with Accounting Standard IAS 34 Interim Financial Reporting as adopted by the EU and further requirements of the Danish Financial Statements Act.

In our opinion, the interim financial statements give a true and fair view of Agillic's assets, liabilities and financial position at 30 June 2025 and of the results of its operations and cash flows for the financial period 1 January – 30 June 2025.

Moreover, in our opinion, the management's report includes a fair review of developments in Agillic's operations and financial position and describes the principal risks and uncertainties factors that may affect the company.

Board of Management
Christian Samsø (CEO)

Board of Directors
Joar Welde (Chair), Andreas Sandbu, Jesper Lohmann, Jan Juul, Thorsten Köhler

Statement by the management



Income statement

(DKK '000)	H1 2025	H1 2024
3 Revenue	30,556	29,602
Direct costs	-5,837	-5,246
Gross profit	24,719	24,356
Other operating income	217	409
Other External Costs	-7,272	-7,562
Staff costs	-14,419	-16,598
EBITDA	3,245	605
Depreciation and amortisation	-6,515	-6,682
Operating profit (EBIT)	-3,270	-6,077
Financial income	205	2,397
Financial expenses	-1,251	-1,958
Profit before tax	-4,316	-5,638
Tax on profit for the period	-79	9,269
Result for the period	-4,395	3,631
Earnings per share (EPS)	-0.40	0.33
Earnings per share, diluted (DEPS)	-0.40	0.33

Comprehensive income

(DKK '000)	H1 2025	H1 2024
Profit (loss) for the period	-4,395	3,631
Other comprehensive income	0	0
Total comprehensive income	-4,395	3,631

Statement of financial position

(DKK '000)	30 Jun 2025	31 Dec 2024
ASSETS		
Non-current assets		
Patent	500	500
Software developed	28,996	29,768
Intangible assets	29,496	30,268
Fixtures and equipment	-	-
Right of use assets	3,033	3,663
Leasehold improvements	-	-
Tangible assets	3,033	3,663
Deposits	681	672
Other non-current assets	681	672
Total non-current assets	33,210	34,603
Current assets		
Trade receivables	3,088	1,964
Other receivables	150	100
Tax receivables	-	-
Prepayments	1,190	1,156
Cash	478	6,363
Total current assets	4,906	9,583
Total assets	38,116	44,186

(DKK '000)	30 Jun 2025	31 Dec 2024
EQUITY AND LIABILITIES		
Equity		
4 Share capital	1,106	1,106
Reserve development costs	24,355	24,957
Retained earnings	-51,611	-48,378
Total equity	-26,150	-22,315
Non-current liabilities		
5 Borrowings, long term	7,629	12,308
Lease obligations, long-term	1,997	2,584
Other payables, long term	3,306	3,236
Total non-current liabilities	12,932	18,128
Current liabilities		
5 Borrowings, short term	11,576	6,672
Lease obligations, short-term	1,188	1,188
Prepayments from clients	-	-
Trade payables	4,751	5,373
Tax payables	-	-
Other payables, short term	7,584	7,709
Deferred income	26,235	27,431
Total current liabilities	51,334	48,373
Total liabilities	64,266	66,501
Total equity and liabilities	38,116	44,186

Cashflow statement

(DKK '000)	30 Jun 2025	30 Jun 2024
Profit/loss for the year	-4,395	3,631
<i>Adjustments for non-cash items</i>		
Tax on profit/loss for the year	79	-9,269
Financial income and expenses	1,046	-439
Other non-cash items	481	665
Depreciation and amortisation	6,515	6,682
Changes in working capital	-3,305	3,034
Total	421	4,304
Net financials, paid	-813	-1,120
Income taxes, paid	-79	-
Cash flow from operating activities	-471	3,184
Purchase of intangible assets	-5,121	-5,705
Cash flow from investing activities	-5,121	-5,705
Proceeds from borrowings	2,758	-
5 Repayments on borrowings	-2,464	-2,334
5 Repayments lease obligations	-587	-567
Cash flow from financing activities	-293	-2,901
Change in cash	-5,885	-5,422
Cash at bank 1 January	6,363	9,808
Cash at bank 30 June	478	4,386

Statement of changes in equity

(DKK '000)	Share capital	Reserve dev. costs	Retained earnings	Total
Equity at 1 January 2024	1,106	25,945	-47,297	-20,246
Profit for the period	-	-339	3,970	3,631
Transfer of negative reserve	-	-	-	-
Other comprehensive income	-	-	-	-
Total comprehensive income	-	-339	3,970	3,631
Issue of share capital	-	-	-	-
Costs related to issuance of new shares	-	-	-	-
Share-based payments	-	-	665	665
Equity at 30 June 2024	1,106	25,606	-42,662	-15,950
Equity at 1 January 2025	1,106	24,957	-48,378	-22,315
Profit for the period	-	-602	-3,793	-4,395
Transfer of negative reserve	-	-	-	-
Other comprehensive income	-	-	-	-
Total comprehensive income	-	-602	-3,793	-4,395
Issue of share capital	-	-	-	-
Costs related to issuance of new shares	-	-	-	-
Share-based payments	-	-	560	560
Equity at 30 June 2025	1,106	24,355	-51,611	-26,150

Notes & appendix

Notes

Note 1 – Accounting policies

This half-year financial report covers the period 1 January – 30 June 2025. In addition, in the primary statements are presented numbers for the half-year reporting period ended 30 June 2025 has been prepared in accordance with Accounting Standard IAS 34 Interim Financial Reporting as adopted by the EU and further requirements in the Danish Financial Statements Act. The half-year report does not include all the notes of the type normally included in an annual financial report. Accordingly, this report is to be read in conjunction with the annual report for the year ended 31 December 2024 and any public announcements made by Agillic during the interim reporting period. The accounting policies adopted are consistent with those of the previous financial year.

Note 2 – Critical accounting estimates and judgements

In preparation of the half-year report, the management is required to make judgements (other than those involving estimations) that have a significant impact on the amounts recognised and to make estimates and assumptions about carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates. During the first half of 2025, the critical accounting estimates and judgements are unchanged compared to those described in the annual report 2024.

Note 3 – Revenue

All revenue is derived from contracts with clients. Revenue from subscription fees are derived over time. Transaction fees and other revenue are recognised monthly. Contract liabilities are presented as deferred income.

(DKK '000)	H1 2025	H1 2024
Subscription fees	25,705	24,829
Transaction fees	4,851	4,748
Other revenue	–	25
Total revenue	30,556	29,602

Note 4 – Share capital

At 30 June 2025, the share capital consisted of 11,062,005 (Dec 2024: 11,062,005) shares with a nominal value of DKK 0.10. The shares are not divided into classes and carry no right to fixed income.

(DKK '000)	30 Jun 2025	30 Jun 2024
ISSUED AND FULLY PAID SHARES		
At 1 January 2025, 11,062,005 shares of DKK 0.10 each	1,106	1,106
Total	1,106	1,106

Note 5 – Borrowings

(DKK '000)	Loans	Overdraft facility	Total H1 2025
Balance at 1 January 2025	18,980	–	18,980
New borrowings	–	2,758	2,758
Instalments paid	–2,464		–2,464
Interest accrued, change	–69		–69
Amortized loan-cost, change	–		–
Balance at 30 June 2025	16,447	2,758	19,205

BORROWINGS ARE DUE AS FOLLOWS	30 Jun 2025	30 Jun 2024
Within 1 year	11,576	6,672
From 1–5 years	7,629	12,308
After 5 years	–	–
Total borrowings	19,205	18,980

BORROWINGS ARE RECOGNISED ACCORDINGLY

Borrowings, long term	7,629	12,308
Borrowings, short term	11,576	6,672

Appendix

	2025		2024				2023			
(DKK million)	Q2	Q1	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1
INCOME STATEMENT										
Revenue subscriptions	13.1	12.6	13.0	12.1	12.3	12.6	12.2	13.6	13.5	13.1
Revenue transactions	2.7	2.1	2.8	2.7	2.5	2.2	2.9	3.0	2.9	3.2
Other revenue	-	-	-	-	-	-	0.3	-	-	-
Total revenue	15.8	14.7	15.8	14.8	14.8	14.8	15.4	16.6	16.4	16.3
Gross profit	12.7	12.0	12.7	11.7	12.1	12.3	12.6	13.4	13.2	13.0
Gross margin	80%	82%	80%	79%	82%	83%	82%	81%	80%	80%
Other operating income	0.2	-	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.1
Employee costs	-6.8	-7.6	-10.8	-7.1	-8.0	-8.6	-10.8	-7.9	-9.4	-8.7
Operational costs	-3.6	-3.6	-2.9	-3.6	-4.3	-3.3	-3.5	-3.2	-3.0	-4.4
EBITDA	2.5	0.8	-0.8	1.2	-	0.6	-1.6	2.5	1.0	-
Net profit	-1.4	-3.0	-4.5	-2.4	7.0	-3.4	-22.4	-0.4	-1.8	-2.9
BALANCE SHEET										
Cash	0.5	5.2	6.4	3.7	4.4	7.2	9.8	11.5	18.3	26.9
Total assets	38.1	43.8	44.2	42.8	45.8	51.5	47.1	64.9	69.0	75.8
Equity	-26.1	-25.3	-22.3	-17.8	-16.0	-23.3	-20.2	1.5	1.8	3.4
Borrowings	19.2	18.3	19.0	19.1	21.4	24.3	23.7	23.0	24.2	25.7
CASHFLOW										
Cashflow from operations	-2.4	1.9	5.7	4.4	2.9	0.3	-1.8	-2.8	-3.1	1.2
Cashflow from investments	-2.6	-2.5	-2.5	-2.6	-2.7	-3.0	1.2	-3.1	-6.5	-3.3
Cashflow from financing	0.4	-0.7	-0.5	-2.5	-3.0	0.1	2.1	-0.8	-2.3	21.6
Net cashflow	-4.6	-1.3	2.7	-0.7	-2.8	-2.6	1.6	-6.7	-11.9	19.5
EMPLOYEES & CLIENTS										
Employees end of period	36	36	42	40	39	41	50	50	50	46
Clients end of period	112	113	118	114	113	116	122	120	120	118
ARR & SAAS METRICS										
ARR subscriptions	54.1	54.4	54.3	52.5	51.7	52.2	57.8	56.8	54.9	54.2
Change in ARR (DKK)	-0.3	0.1	1.8	0.8	-0.5	-5.6	1.0	1.9	0.7	0.1
Change in ARR %	-1%	0%	3%	2%	-1%	-10%	2%	3%	1%	0%
Average ARR3	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Yearly CAC			0.5				0.2			
Months to recover CAC			12				6			

For 2024 and 2025 a reclassification was made from cashflow from operations to cashflow from financing, related to instalments on lease obligations.

Definition of key figures and ratios

Annual recurring revenue

Annual recurring revenue (ARR) is the value of subscriptions at a given date, including transaction-based use, entered into with Agillic and converted to a monthly value multiplied by 12.

New subscriptions are included in ARR at the time of entering into the binding agreement, which would typically occur at the time of signing the agreement.

For changes to existing subscriptions, ARR is included at the time that the change enters into force.

Subscriptions that are terminated or not renewed are reduced on ARR at the time that the agreement ceases to exist.

Subscriptions are typically entered into with an irrevocable period of 12-36 months. Inclusion of ARR is conducted in the following manner:

For 12 months subscriptions, ARR is included as 1 times the value of the agreement. For 24 months subscriptions, ARR is included as ½ times the value of the agreement. For 36 months subscriptions, ARR is included as 1/3 times the value of the agreement.

Monthly subscriptions are included in ARR as 12 times the actual monthly value of the subscription (MRR).

In addition to the value of subscriptions, the clients' transaction-based subscription use, including email and SMS transactions, are also included in ARR. The value of ARR from transaction-based use is calculated as the latest quarter's actual transaction-based use multiplied by 4.

From quarter to quarter, ARR is calculated as the value from the last day of the most recent quarter's ARR adjusted for changes until the last day of the current quarter.

The following elements are included in the calculation of the changes in ARR:

- + Additional sales to existing clients (subscription-based upgrades/ additional services)
- + Agreed upon price adjustments to existing subscriptions
- + New sales of subscriptions
- + The change (+/-) in transaction use derived from the subscriptions
- Termination or downgrading of subscription
- = Change in ARR

ARR is calculated in Danish Kroner. When entering into an agreement in a foreign currency, a currency conversion is conducted at the time of entering into the agreement.

ARR multiple

Market cap / ARR.

Customer acquisition costs (CAC)

The sales and marketing cost (including direct related cost, like travel costs, personal IT costs, costs of office, etc.) of acquiring one new customer.

Earnings per share (EPS)

Net profit divided by the weighted average number of shares.

Earnings per share, diluted (DEPS)

Net profit divided by the weighted average number of shares, including the dilutive effect of stock options.

EBITDA

Net profit before interests, tax, depreciation, amortisation and result from joint ventures.

EBIT

Earnings before interest and tax.

Gross profit margin (%)

Gross profit as a percentage of Revenue.

Number of employees year end (FTE)

Number of full-time equivalent employees (part-time employees translated into full-time employees) at the end of the year.

Years to recover CAC

Average number of years to recover the costs of acquiring one new customer (CAC) calculated as CAC divided by average ARR*gross profit margin %.



agillic

Make personalisation perform

Agillic A/S · Mashedøgade 22, 2100 Copenhagen, Denmark · Reg. no. 25063864