

Efecte The Leading European Alternative

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FORWARD LOOKING STATEMENTS

Certain sections of this presentation contain forward looking statements based on the Company's current expectations estimates projections and assumptions.

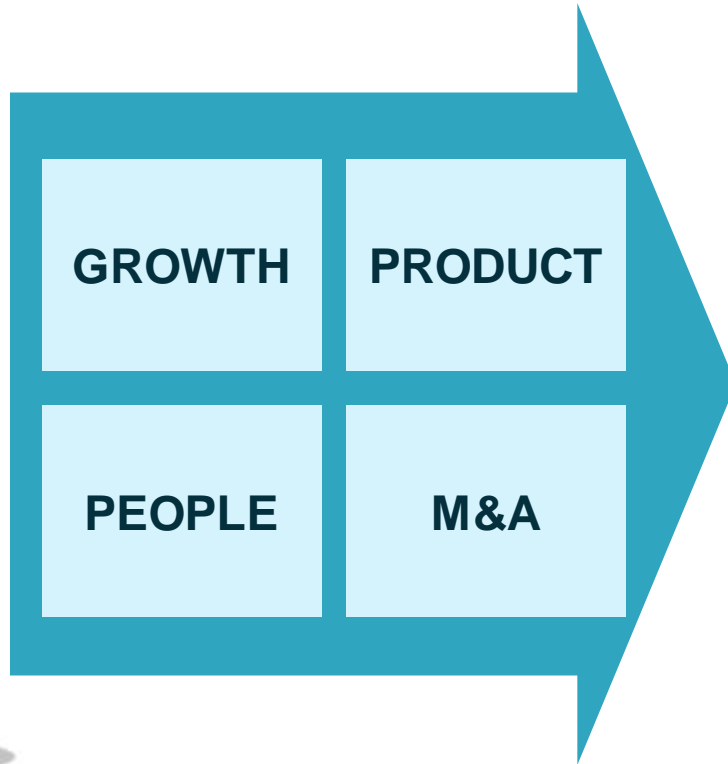
Words such as forecasts estimates expects plans and variations of these words and similar expressions are intended to identify forward looking statements which include but are not limited to, the Company's performance and profitability market growth and industry developments.

These statements involve certain risks and uncertainties which are difficult to predict and therefore actual future results and trends may differ materially from what is forecast in forward looking statements. The Company undertakes to update such statements with respect to new information and future events only within the limits of its statutory obligation to disclose information.

We help people digitalize & automate their work



Our strategy and vision



Leading European Alternative

The undisputed #1 European service management vendor

By 2025:

35 MEUR
EBITDA > 10%

Eventually:

100 MEUR
EBITDA > 25%



Delivering our strategy in H1



- Total net sales grew by 19%
- SaaS growth 24 %, international SaaS 34%
- Spain pilot advanced



- Increased investment to the product continued
- Advanced on multiple fronts with UX, product quality and IGA in focus



- Low attrition and new high-quality talent
- FTE headcount increased organically by 29% year-over-year



- Acquisition of Polish conversational AI company InteliWISE announced

Our guidance for 2022 (from 30.6.2022)

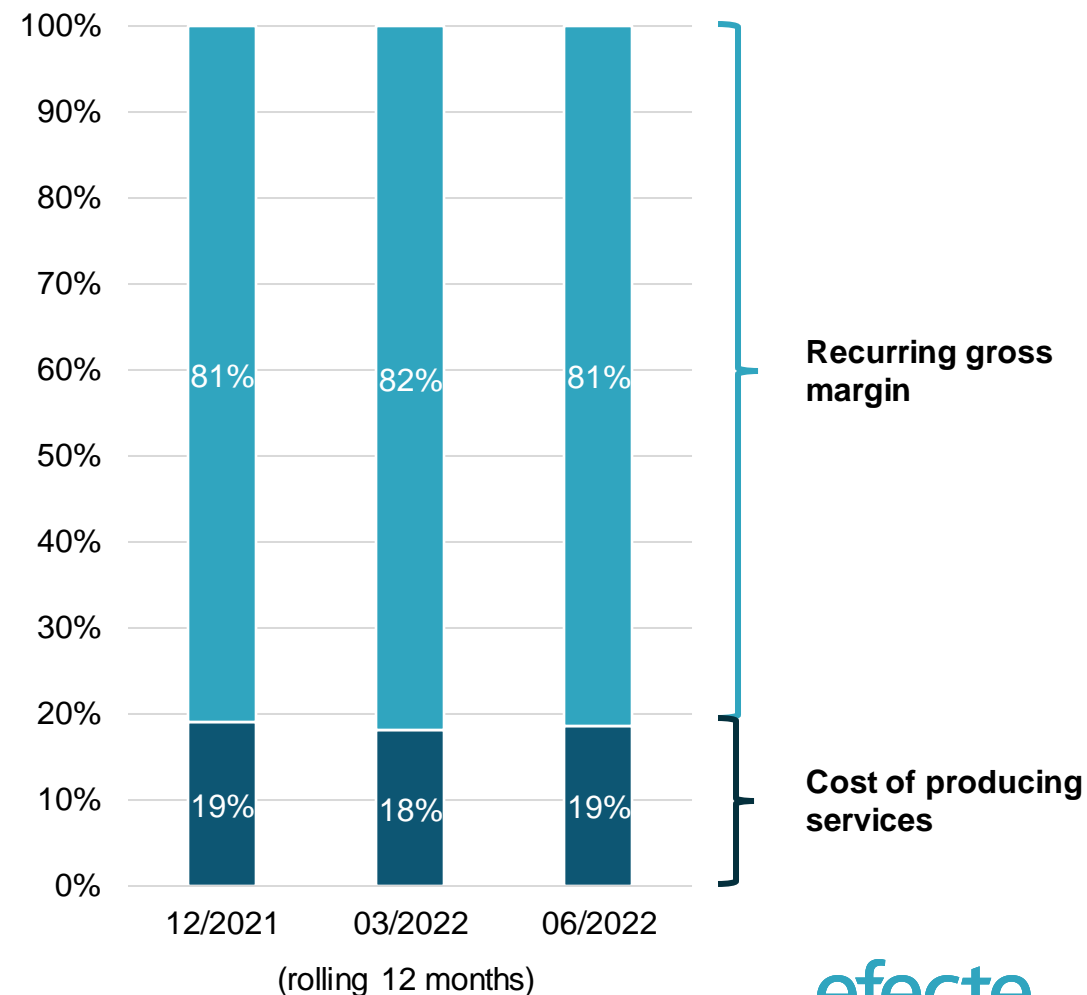
GUIDANCE	Q1/2022	Q2/2022	Q3/2022	Q4/2022	YEAR TO DATE 01-03/2022
SaaS growth ~ 25%	24%				24%
Adjusted EBITDA margin > 0%	3%				3%

Our guidance for 2022 (from 30.6.2022)

GUIDANCE	Q1/2022	Q2/2022	Q3/2022	Q4/2022	YEAR TO DATE 01-06/2022
SaaS growth ~ 25%	24%	24%			24%
Adjusted EBITDA margin > 0%	3%	2%			3%

Strong LTV/CAC and recurring gross margin

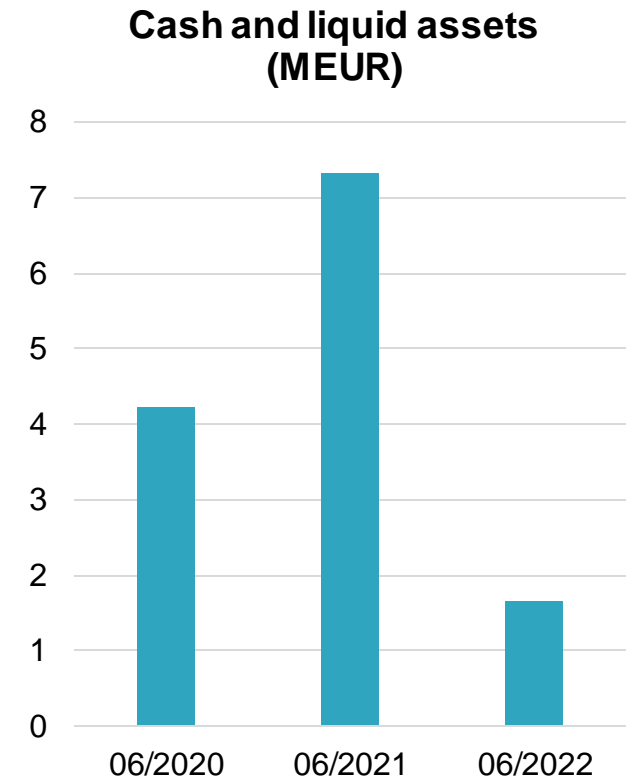
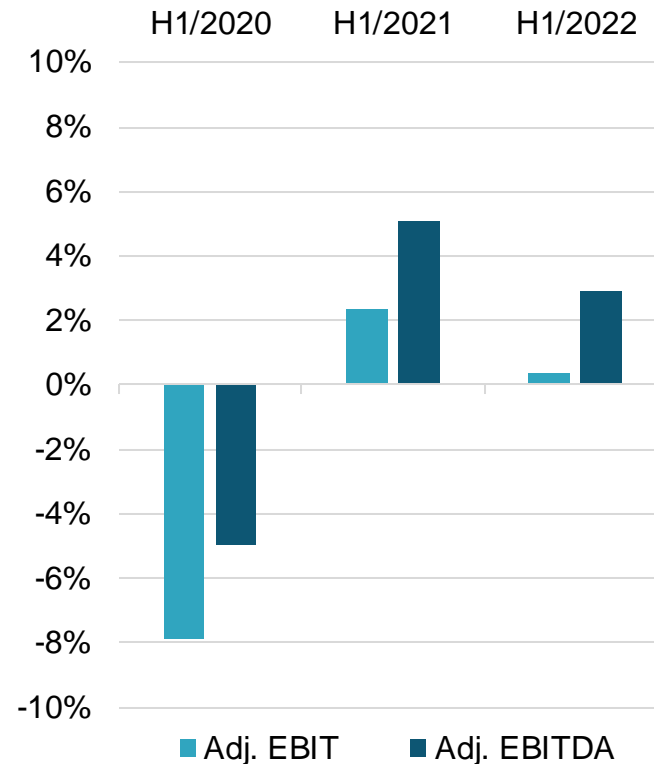
- Recurring gross margin stayed on healthy level
- LTV/CAC was exceptionally high as the 12-month period including one previously reported large order and low churn increased LTV



* LTV, CAC and recurring gross margin are reported on a rolling 12 months basis. Please see half-year report for calculation details.

Profitability and cash development on track

- In line with our strategy, profitability was impacted by investments in future growth
- Topline growth balanced increased costs and led to positive adjusted EBITDA
- Cash position heavily impacted by money transfer related to InteliWISE acquisition



H1 product highlights

User Experience

Next-gen self-service beta release

Updates to our agent UI interface

InteliWISE technology

Product quality & scale

>90 quality & security improvements

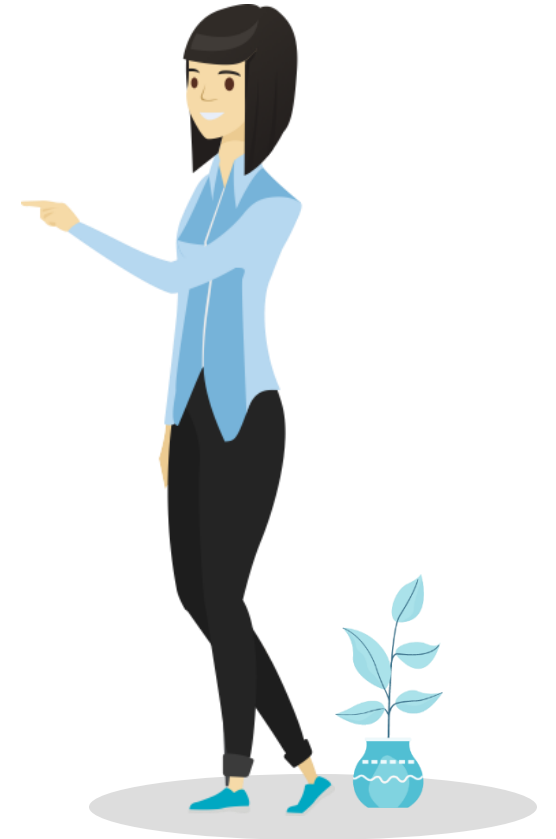
REST API – generally available

New Excel export

New growth with IGA

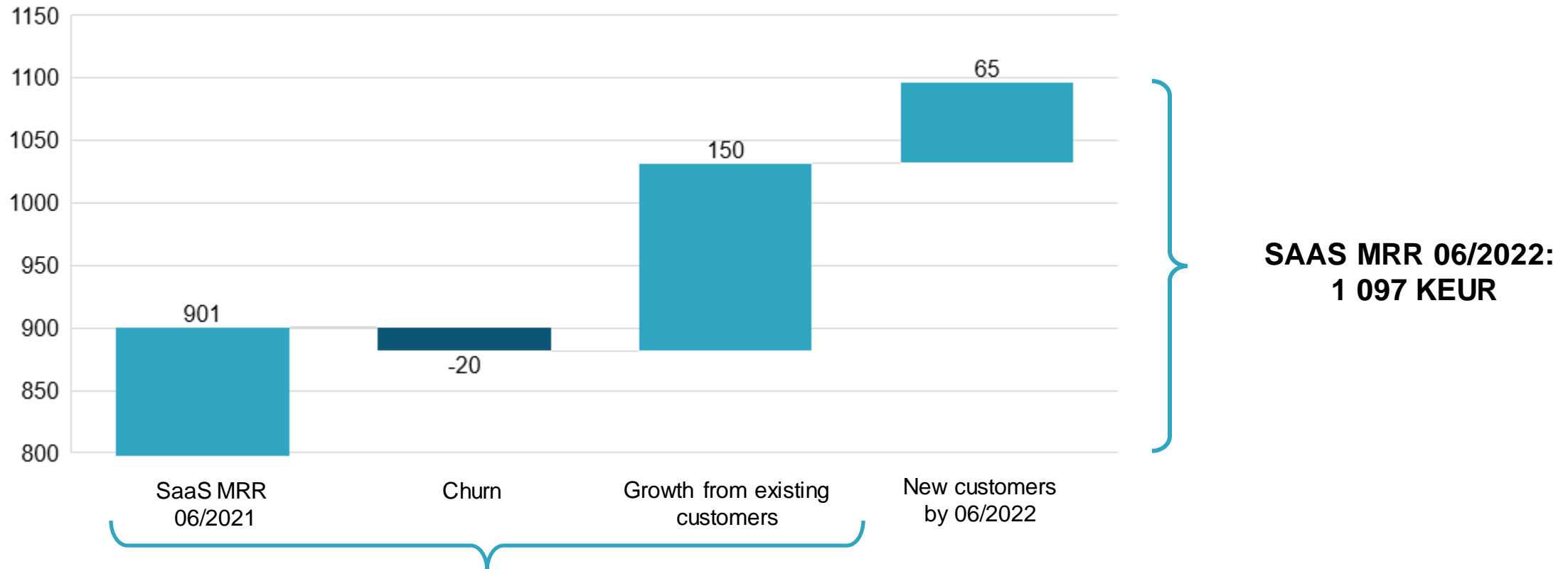
IGA Starter and IGA growth launched – with first successful deployments

Partner piloting of IGA started



Two engines of growth: existing and new customers

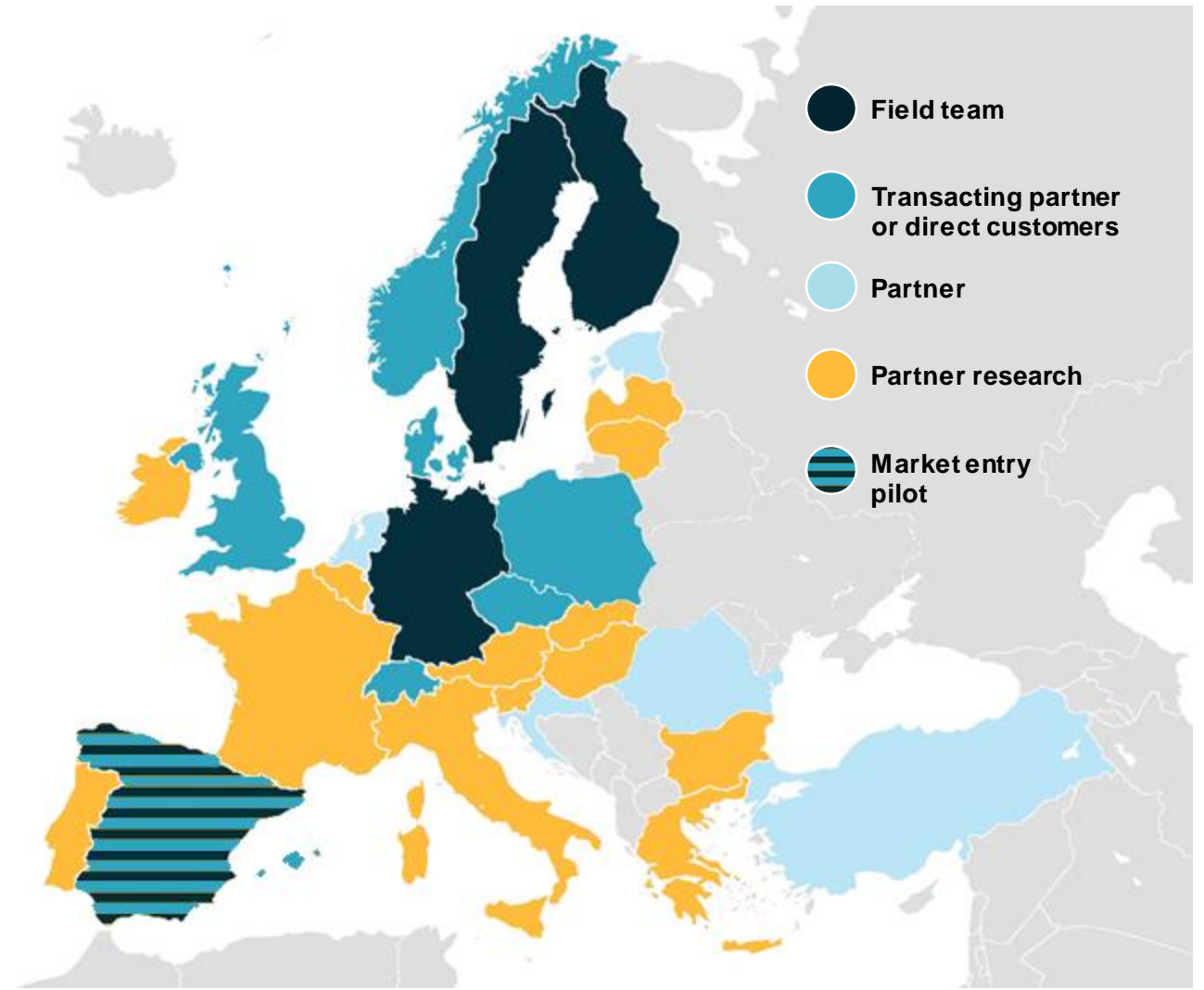
Sources of SaaS MRR growth (rolling 12 months)



NET RETENTION RATE: 115%

Go-to-market in Europe and beyond

- Efecte offerings are now available directly or via partners in 15 countries across EMEA
- We were able to close new business in all our four regions (Finland, DACH, Scandinavia and New Markets) despite intense competition in many deals
- Pilot in Spain: two partners and first customer, encouraging us to plan more established presence starting in Q3
- We focused on sales enablement of our existing partners but also continued to build a pipeline of additional partners
- Announced InteliWISE acquisition will open Poland as new direct market



Financial targets, 2022 guidance, dividend policy

Long-term financial targets

By 2025, grow organically to 35 MEUR total net sales, maintain an average SaaS growth of over 20% and reach double-digit EBITDA margin.

Through organic growth and acquisitions, become eventually the largest European service management vendor with total net sales over 100 MEUR and EBITDA margin exceeding 25%.

Guidance for 2022 (from 30.6.2022)

SaaS net sales is expected to grow approximately 25% and EBITDA to be positive, excluding costs from inorganic activities.

Previous guidance for 2022 (from 11 February 2022 until 30 June 2022):

SaaS net sales is expected to grow over 20% and EBITDA to be positive, excluding costs from inorganic activities.

Dividend policy

According to its strategy, the Company will invest substantially in growth in the next few years, due to which it does not aim to pay dividends in the foreseeable future.

Organic growth scenario	2020	2021	2022	2023	2024	2025
Net sales	14.9 M€	17.8 M€				>35 MEUR
Profitability	EBITDA 1 %	EBITDA 5 %				Double-digit EBITDA margin
Financing	Cash flow	Cash flow	Cash flow	Cash flow	Cash flow	Cash flow

** This illustration shows a hypothetical scenario based on Efecte's Long-term Financial Targets and should not be considered as guidance regarding the expected development of Efecte's business or financials.*

Q & A

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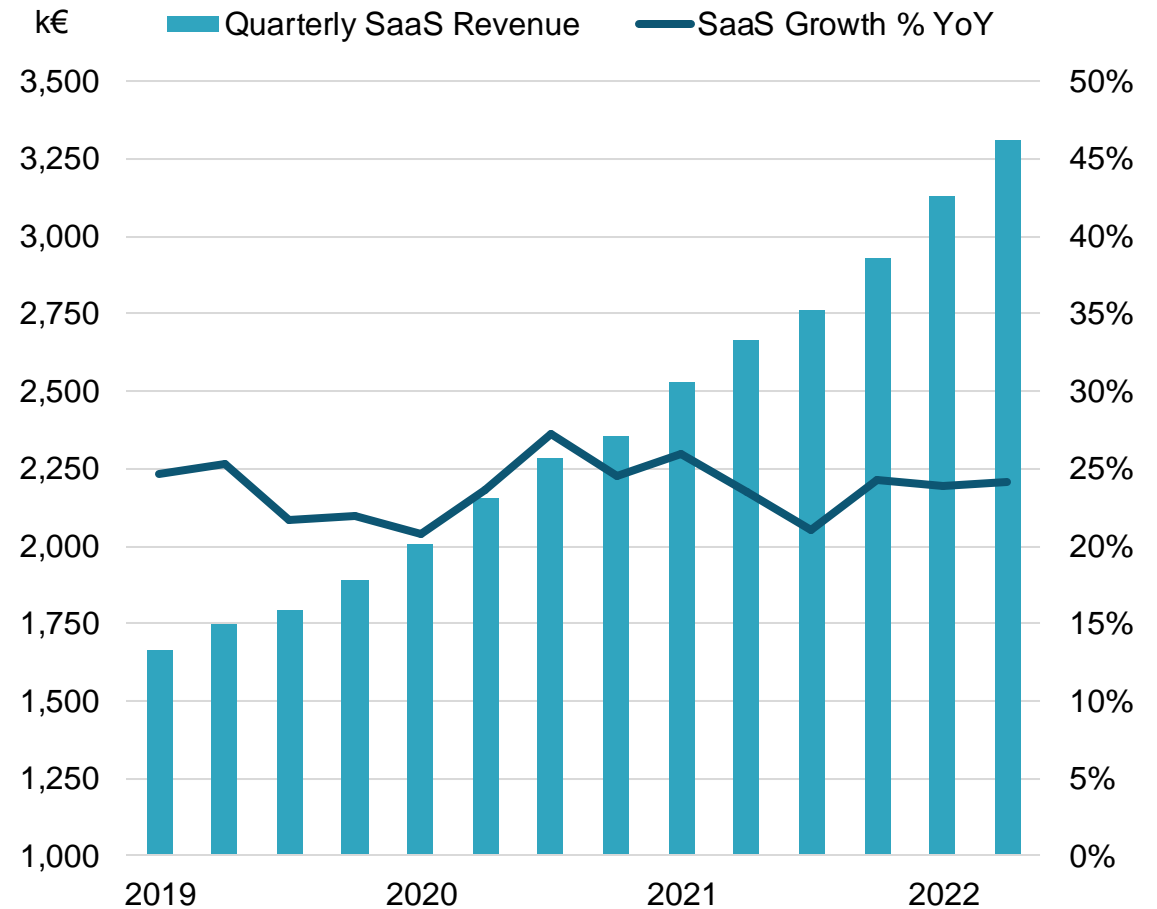
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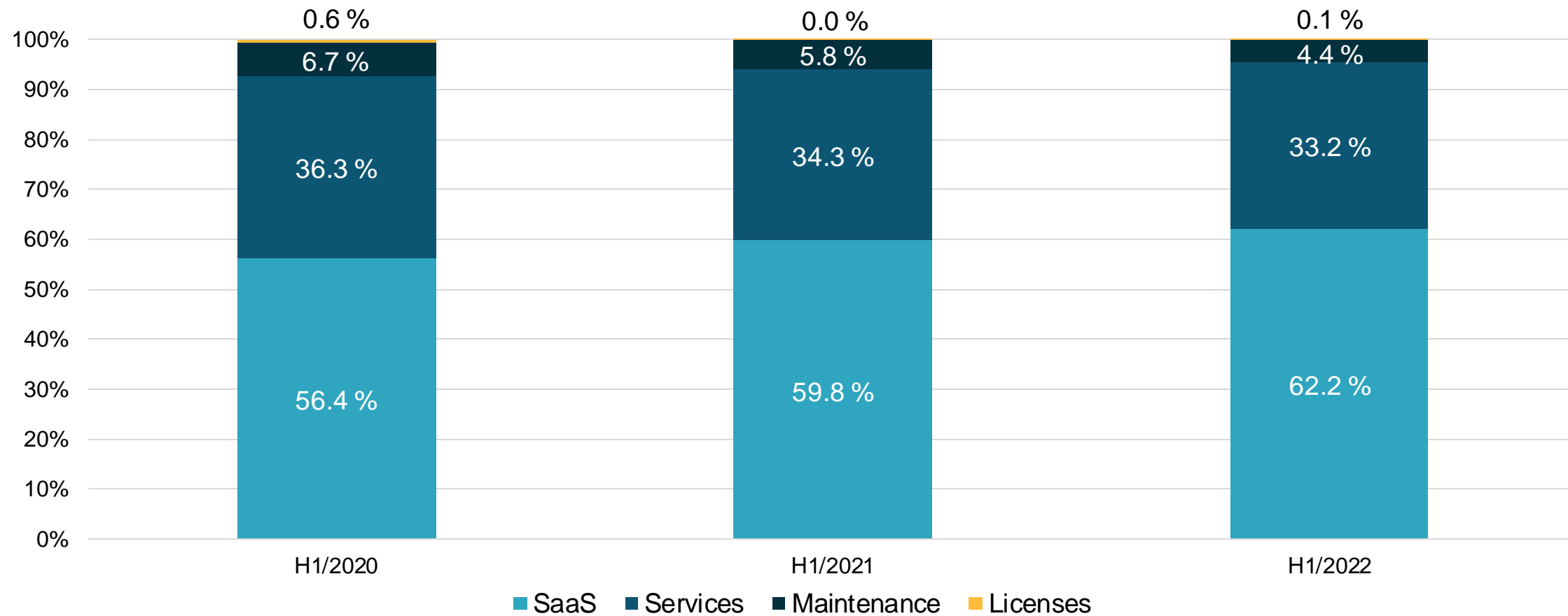
Appendix

Compounding SaaS growth

- SaaS growth over 20% for 19 quarters, each quarter as listed company
- Steady growth % translates to exponential growth in absolute numbers



Share of SaaS continued to increase



Key figures

1000 EUR	H1/2022	H1/2021	2021
Net sales	10 356	8 686	17 764
EBITDA	79	442	935
Adjusted EBITDA	299	442	935
EBIT	-182	205	431
Adjusted EBIT	38	205	431
SaaS MRR	1 097	901	992

Summary: Efecte as an investment

01 GROWING MARKET

European Alternative to global players in a cloud ITSM, ESM and IGA market growing double digits

02 SAAS BUSINESS MODEL

Scalability and predictability through recurring revenue and solid unit economics

RUN YOUR IT



Serve Your Employees



Run Your Business



Delight Your Customers

03 PROVEN PRODUCT

Low churn and ability to win new deals in different markets including Germany have shown competitiveness

04 INTERNATIONAL GROWTH

Expanding presence across EMEA through opening new direct and partner-led markets

SaaS growth
H1/2022

24%

International SaaS
growth H1/2022

34%

Net sales
07/2021-06/2022

19.4 M€

SaaS ARR
(06/2022)

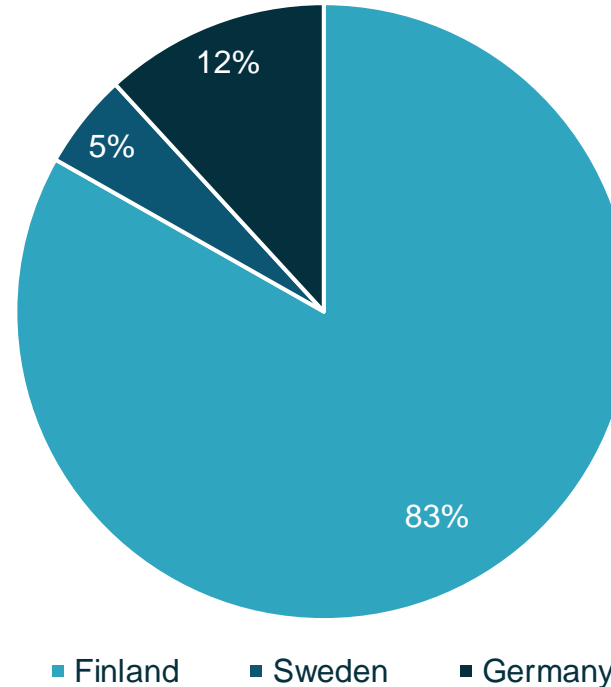
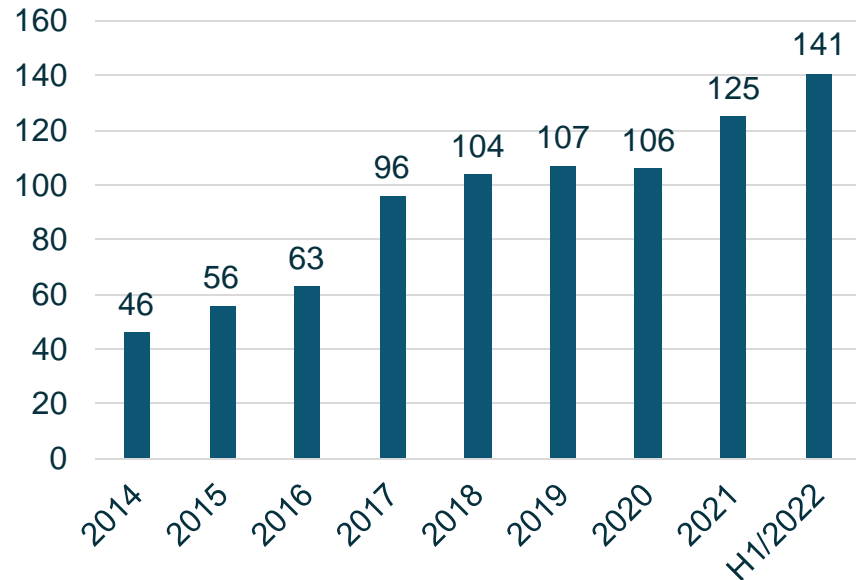
13.2 M€

Employees
06/2022

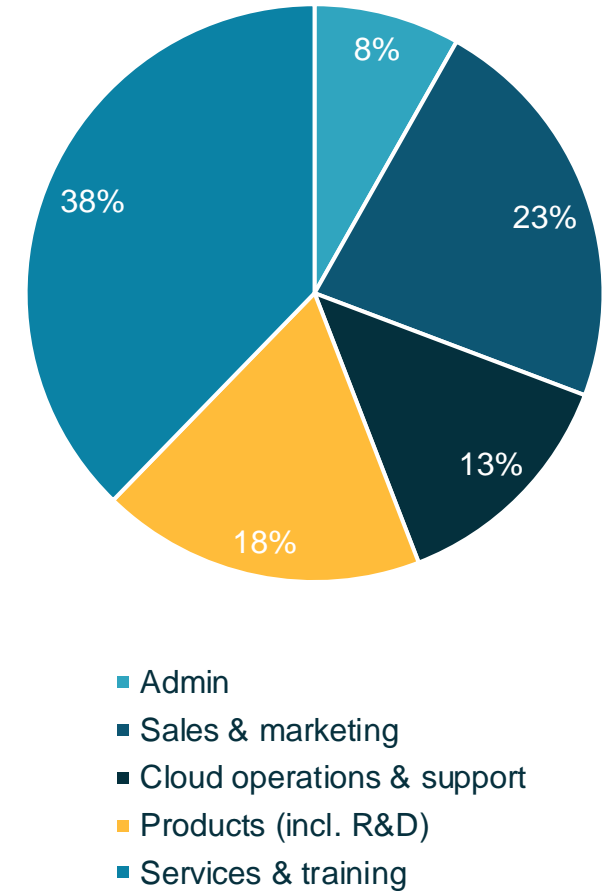
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Team in numbers

- We are pleased with the organic part of growing our team
- With low attrition, year-over-year headcount grew by 29%
- We expect the speed of recruiting to slow down towards the end of the year.



Our central team in Finland acts globally supporting customers, partners and sales in all markets and includes the headcount responsible for our New Markets operation.



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Thank you.