

DECIDEACT PUBLIC SHARE ISSUE 2023



Invitation to invest in the ultimate cloud solution for Strategy Execution Management (SEM), a new SaaS business category with billion-dollar potential.

DECIDEACT



DecideAct is the story of a small company with a great idea. A promising tech startup that in three years has grown from a relatively small customer base in Iceland and Denmark to a top professional SaaS provider with an ARR of more than DKK 10 million and customers in several countries.

The next part of the story begins now and promises to be even more adventurous. Step one is break-even in 2024 and the company is well underway.



THE OFFER

IMPORTANT: Subscription in general, as well as trading in subscription rights, is undertaken through your bank in accordance with the instructions given. To read more about the offer, please visit the press release:

TERMS

Every existing shareholder will on the record date of 21 August receive 1 (one) subscription right for every 1 (one) share held. 2 (two) subscription rights are required to subscribe for 1 (one) new share.

SUBSCRIPTION PRICE

DKK 2.00 per new share

ISSUE VOLUME

The Offer consists of a total of 6,014,193 new shares. Full subscription will provide DecideAct with DKK 12,028,386.

PRE-SUBSCRIPTIONS

DecideAct has received cash pre-commitment of a total of approx. DKK 9.3 million corresponding to 77.5% of the Offer.

DILUTION

The current number of shares is 12,028,386. At full subscription 6,014,193 new shares will be issued, equaling a max dilution of 33.3%

IMPORTANT DATES

Record date:	21 August 2023
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Subscription period:	22 August – 4 September 2023
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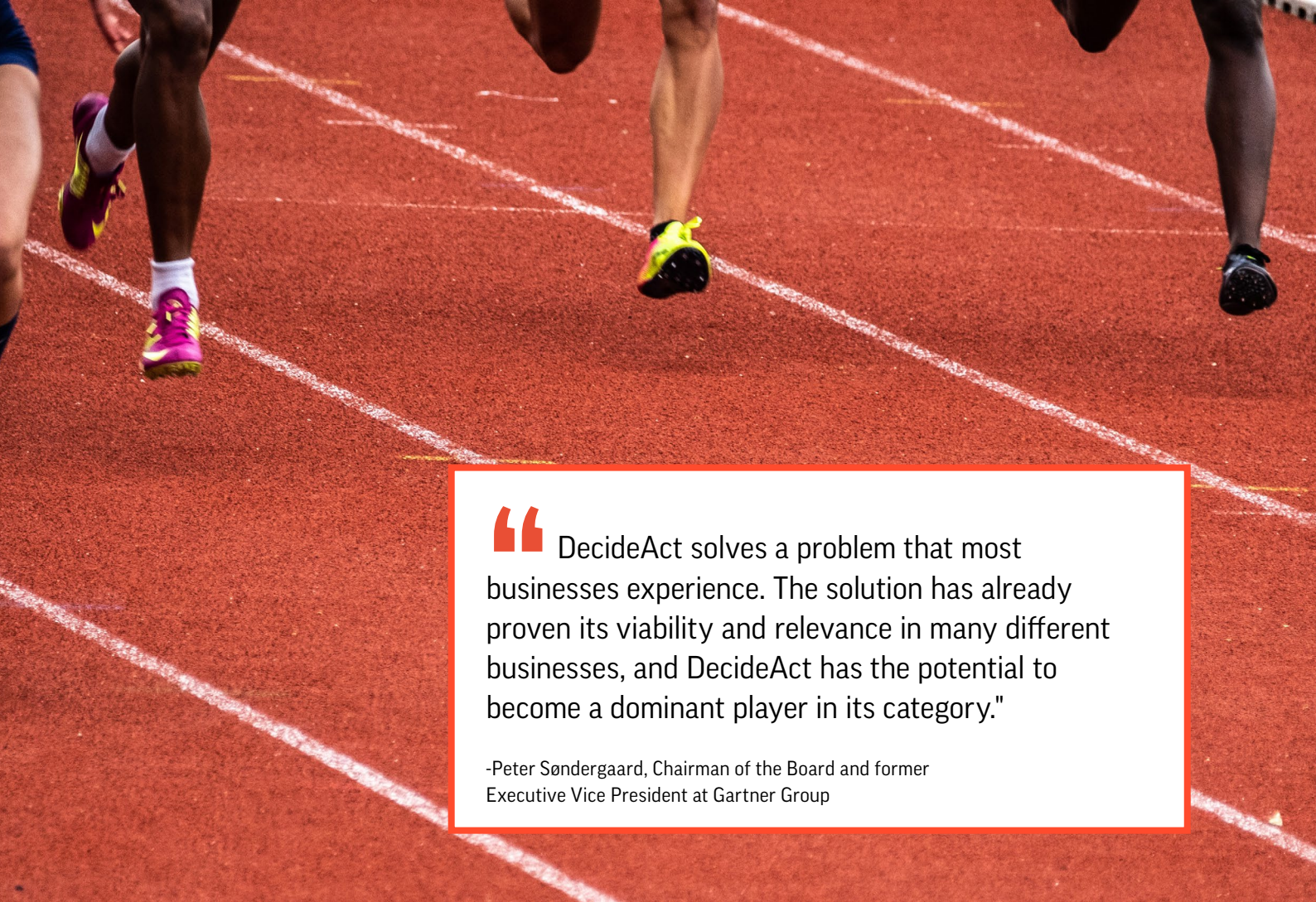
Trading period:	18 August – 31 August 2023
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Announcement of results:	7 September 2023
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IF YOU WOULD LIKE TO PARTICIPATE, SEE BELOW HOW TO:

- **Existing shareholders:** If you're already a shareholder, you'll receive detailed participation instructions from the custodian bank where your shares are held.
- **New shareholders:** If you're not currently a shareholder, there are two ways to participate:
 - **Buy shares:** Purchase shares before the record date to secure subscription rights.
 - **Subscription forms:** Utilize the subscription form available on the dedicated landing page [\[Link\]](#) to subscribe for share without support of subscription rights (hand in at own bank)
- **Additional Shares for Existing Shareholders:** Should you wish to acquire more new shares than your current holdings permit, you can easily subscribe for additional shares using the same subscription forms.

In all scenarios mentioned above, you also have the option to acquire subscription rights [ISIN] and subsequently subscribe for shares.



“DecideAct solves a problem that most businesses experience. The solution has already proven its viability and relevance in many different businesses, and DecideAct has the potential to become a dominant player in its category.”

-Peter Søndergaard, Chairman of the Board and former Executive Vice President at Gartner Group

DRIVING THE BUSINESS TOWARDS BREAK EVEN IN 2024

On May 25, 2023, DecideAct announced that the company has strengthened its strategic focus and is experiencing strong interest in its product. DecideAct also highlighted three specific areas where the company is focusing its execution in pursuit of break-even by 2024 and continued growth. The three focus areas are:

- **THE PUBLIC SECTOR**
- **STRATEGIC PARTNERSHIPS**
- **ARTIFICIAL INTELLIGENCE (AI)**

Alongside this, the company prioritizes Nordic and English-speaking markets for scaling purposes, with initial emphasis on maturing the Canadian market.

DecideAct is now beginning to see how its 2nd generation technology platform drives inbound pipeline and revenue through partners (focused on individual industries and geographies) and digital marketing (SEO, retargeting, etc.). All of this reinforces the confidence that DecideAct can deliver on its goal of becoming a dominant player in the Strategy Execution Management software category.

With the comfort of knowing that the strategy is working, that the core team and technology are in place, that the customer/reference footprint is growing, and that partners and online presence are driving license sales and local implementation, DecideAct is ready and able to scale what works.



The company's approach is and will be balanced. DecideAct is working towards breaking even in 2024, and with the current pipeline, a strengthened sales effort, and an adjusted and streamlined cost level, it is expected that DecideAct will be able to deliver on this target. The mantra is to grow fast but with caution. To raise the necessary capital, no

more, no less. This is done gradually to show that the formula for growing and scaling the business works, step by step.

“ By passing DKK 10 million in recurring revenue, 2022 marked the end of the first 10x growth journey. And just as importantly: The keys to scaling towards break-even and beyond to the next 10x growth target were identified. With the fundamentals in place and no critical building blocks or growth drivers missing, all DecideAct needs to do now is execute relentlessly to drive the 40% ARR growth needed to break even by 2024. The company is able and ready to turn the page and take the next big step.”

Flemming Videriksen, Co-founder and CEO of DecideAct



“DecideAct is developing well. I have always seen DecideAct as a long-term investment with great potential. Therefore, I am pleased to have the opportunity to inject this extra capital.”

Jens Munch, Investor

BREAK-EVEN IS THE FIRST STEP ON THE NEXT 10X GROWTH JOURNEY. WANT TO JOIN?

DecideAct solves a problem that most businesses experience. The solution has already proven its viability and relevance in many different businesses, and DecideAct has the potential to become a dominant player in its category. New partnerships and strong solutions for specific industries such as the financial sector, the public sector, the pharmaceutical industry, and not least private equity firms will help DecideAct not only break even but also lay the foundation for further and faster growth.

Large and complex organizations are looking at DecideAct with great interest, and DecideAct has made great efforts to acquire new customers and create awareness of the solution. This has resulted

in stronger credibility, and DecideAct is now also facing large and global organizations that are starting a dialogue because the product can solve their needs - from California tech unicorns to some of the biggest players in the Nordic financial sector and large membership organizations in North America. They emphasize that DecideAct can deliver a digital infrastructure for strategy that is methodology agnostic and therefore configurable to support specific business needs.

Leading experts in the field recognize this product philosophy as a future-proof solution that will not only serve as the collective memory for strategy but also enable the collection of data now or in the

future to support and ensure optimal value in the application of AI for decision-making and strategy execution.

CONTINUED SUPPORT AND TRUST FROM INVESTORS

At the end of 2022, DecideAct experienced a gross growth in ARR (Annual Recurring Revenue) of 37% and a net growth of 14%, after accounting for churn. While the Company, like other SaaS companies, faced the impact of cost-cutting measures by companies, it maintained a satisfactory retention rate of 92%, which is in line with industry norms. Despite ARR growth in 2022 falling below expectations, it marked the completion of The Company's first 10x growth journey.

While DecideAct, like almost any other business, has faced growth challenges, the company has made significant progress in key strategic areas, witnessing strong interest in its products, steady growth in its pipeline, and successful inbound sales due to effective marketing efforts. DecideAct is built to meet customer needs through customized configurations and not one size fits all. This makes the product unique and scalable to any industry, private or public.

Every step of the way, investors have shown support and confidence in DecideAct's long-term ambitions, recognizing its strengthened leadership team, enhanced product, cohesive marketing, and sales process, growing pipeline of high-quality leads, improved partnership models, and focused efforts on target geographies and verticals. The Company's commitment to maintaining a competitive edge in terms of product quality and matching critical parameters within the industry further instills investor confidence.

40% GROWTH IN THE NEXT 18 MONTHS IS ALL IT TAKES TO BREAK EVEN

With ultra-sharp and targeted efforts in selected areas, while cutting non-related costs, DecideAct has now streamlined and optimized the execution of its growth strategy. This also means that with the growth of 40%, the company can reach break-even, provided the current cost base is maintained and no major macroeconomic or geopolitical issues arise. Going forward, DecideAct is a very lean and focused organization that will invest in proven growth opportunities with a clear line of sight to profit.





THE USE OF FUNDS

The proceeds from the offering will provide the necessary capital base to successfully execute on the three areas mentioned in the introduction, which DecideAct will focus on in the pursuit of strengthening customer traction and increasing sales, reaching break-even in 2024, and laying the foundation for further scaling. Here is an explanation of the background for the strategic focus on and investment in these areas. Based on a thorough analysis of market needs and low-hanging fruit, investments will be made in sales-oriented initiatives in three main areas:

1. THE PUBLIC SECTOR

The public sector in Denmark and Iceland has the customer potential to become a game-changer. The challenges in the sector are growing and DecideAct's platform is a perfect match to help public sector organizations deliver on policy agendas such as climate and get more out of increasingly tight budgets. DecideAct has good case studies in both Denmark and Iceland, there is a good dialogue with large public-owned companies and public organizations, the first contracts are signed, and sales activity in the area will be intensified.

2. STRATEGIC PARTNERSHIPS

Through sound strategic partnerships, DecideAct will drive sales and mutual growth and modernization of consulting through technology. Several contracts are already won through partners, and there has been a positive experience working together with new clients. In addition, DecideAct has identified the types of partnerships that work and those that do not, as well as the key requirements for successful partnerships. The company has recently signed several partnership agreements, including with KPMG in Iceland and the first partnerships in the US, more strategic partnerships will be entered, and good results from this focus area are expected.

3. ARTIFICIAL INTELLIGENCE (AI)

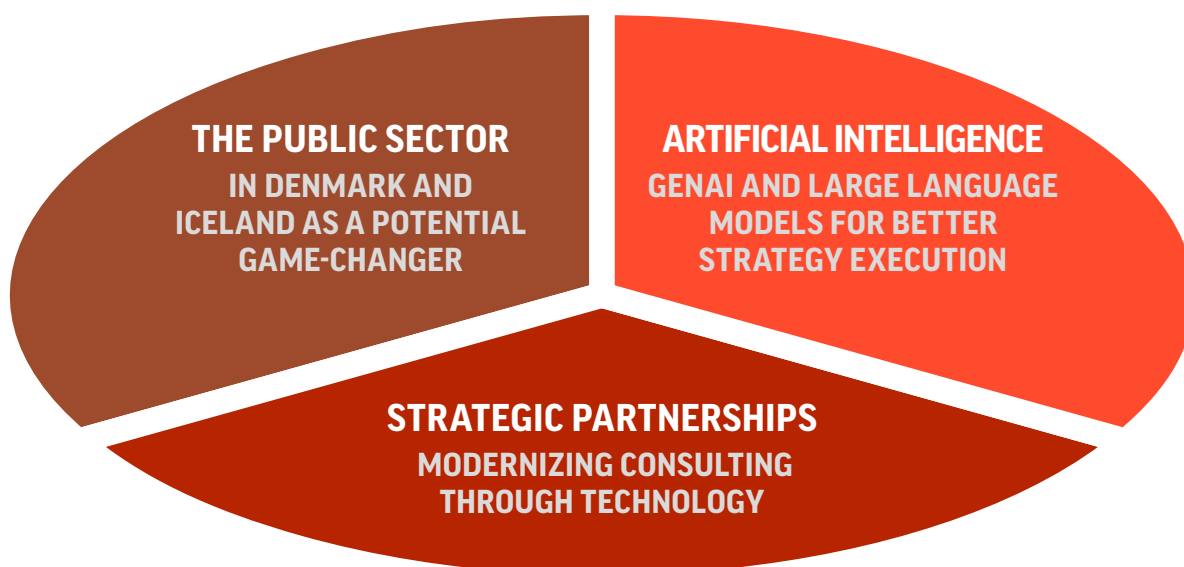
DecideAct will enhance its development team to deliver AI-driven features to the Strategy Execution Management platform and work with partners to explore the usage of GenAI and Large Language Models as a way of aiding organizations in better developing and executing their strategy. DecideAct can orchestrate the strategic overview for executives and shield them from the constant noise of different strategic projects and programs. And when a business decision is required in line with key strategic priorities, DecideAct can bring order to the business implications so that a portfolio decision can be made on an informed basis, and then help implement the decisions and ensure optimal execution using the software.

Alongside the three strategic focus areas, DecideAct will prioritize the Nordic and English-speaking markets for more sales and further scaling. Initial emphasis will be placed on maturing the Canadian market, which has been identified as a sweet spot for sales of DecideAct's products based on multiple contract wins, a promising pipeline, and a well-functioning partner model. With proof of concept in the Canadian market, opportunities to scale further are now being explored.

DecideAct stands today with a strengthened leadership team, a strengthened product, a more cohesive marketing/sales process, a larger pipeline of higher quality leads, better partnership models, and a greater focus on the geographies and verticals where the company gets the most out of its efforts, a tighter cost structure and has the greatest opportunity to make breakthroughs despite the continued turbulence in the world.

Product-wise, DecideAct remains second to none, and to ensure being in the best position to become a dominant player, the company must also be able to match the competition on the other critical parameters. It is therefore reassuring to note that investor support and confidence in DecideAct's long-term ambition remain high.

BUILDING THE FOUNDATION FOR GROWTH



WHY DECIDEACT IS A TOP-TIER OPPORTUNITY

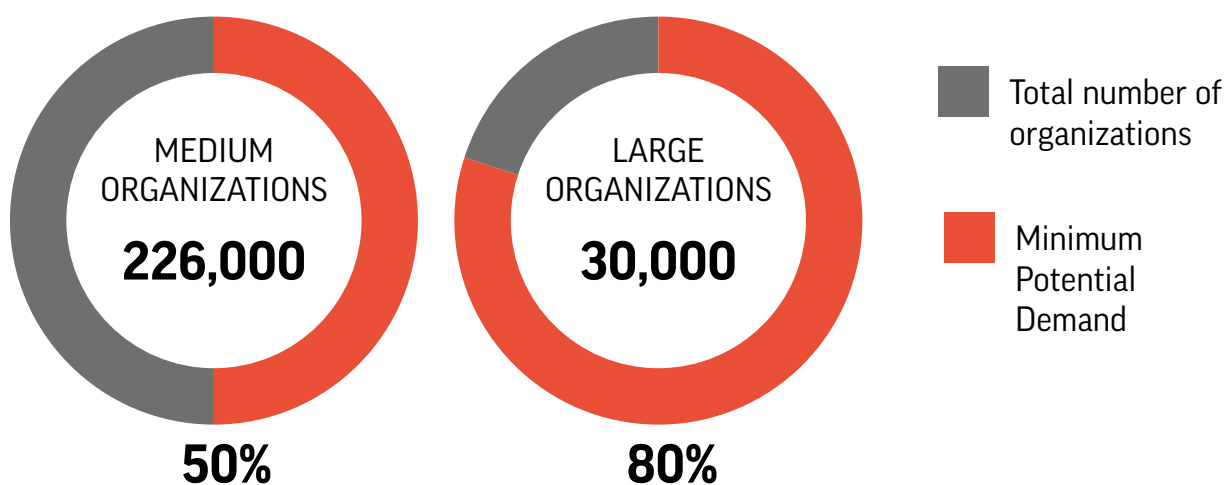
DecideAct is a unique software solution that streamlines and modernizes strategic management. It has the potential to become a global market leader in the new business category of Strategy Execution Management (SEM). The product is sold as Software-as-a-Service (SaaS) that can be used in all types of organizations - and with long-term customer relationships.

The SEM market is considered to have at least the same potential as the global Customer Rela-

tions Management (CRM) software market, which according to Statista is expected to grow to \$49.6 billion by 2025 with Salesforce as the dominant CRM brand. In comparison, there is currently no household name in SEM.

With its cutting-edge technology, solid experience, and ever-growing knowledge base, DecideAct is perfectly positioned to become a household SEM name.

ESTIMATED MARKET SIZE NORTH WESTERN EUROPE



KEY METRICS 2022

ARR
DKK 10 million

ARR GROWTH:
37%
(before churn. ARR growth after churn: 14%)

CHURN:
8%

LETTER FROM DECIDEACT'S CEO

Dear investor

Since our listing on Nasdaq First North, we have successfully raised additional funding three times in the form of private placements to support our efforts to secure long-term growth. Now we are giving both new and existing investors the opportunity to get on board with an investment in a company that has a proven track record of delivering a value-creating SaaS solution that both public and private organizations and businesses increasingly need.

DecideAct started before our category was a category. Together with top developers and UX professionals, my partner Bjarni and I have spent years designing the optimal digital infrastructure to help management by supporting all the complex processes and resources associated with Strategy Execution Management (SEM) today. DecideAct wants to be the preferred integrator and decision support for executives' strategic decisions and governance.

With DecideAct, we move old-fashioned, manual strategy implementation and follow-up to a cloud-based Strategy Execution Management platform delivered as a SaaS solution. By rethinking the way strategy is implemented, we have created a groundbreaking tool that can help organizations execute their strategies effectively and achieve agile strategic management. Also, in terms of AI, DecideAct is the perfect collective intelligence for companies and organizations that now or in the future want to use AI to improve execution and decision-making.

In recent years, we have tested our wings in competition with other vendors specializing in SEM. This has confirmed that the SEM space is still in its early stages without a clear market leader, and the conclusion is that DecideAct's technology is highly competitive and its progress with partners is on par or ahead of the competition. This strengthens



*Flemming Videriksen,
CEO and Co-founder of DecideAct*

our belief that we can become the brand of choice for strategy management solutions worldwide.

Iceland is still the most mature market for Strategy Execution Management Software and is 12-24 months ahead of the other markets. By 2023, operations in Iceland itself are expected to generate 50% of DecideAct's total ARR.

In other words: The business model and its potential are clearly proven, and now the challenge is to bring other markets up to the same level, starting with Denmark, and along with the rest of the business to reach break-even in 2024. And we remain focused on resilience, a solid base, and long-term shareholder value.

Best regards,

Flemming Videriksen, CEO and co-founder of DecideAct



**VISION: MODERNIZE
STRATEGIC LEADERSHIP
THROUGH TECHNOLOGY**

**MISSION: TURN STRATEGY
INTO ACTION**

**VALUE PROPOSITION:
HELPING TO ENGAGE THE
ENTIRE ORGANIZATION IN
ACHIEVING BUSINESS GOALS**

**GOAL: TO BECOME A DOMINANT
PLAYER IN SEM AND OWN
THE KNOWLEDGE DOMAIN**

DECIDEACT - MAKE STRATEGY WALK THE TALK™