

# DECIDE**ACT**

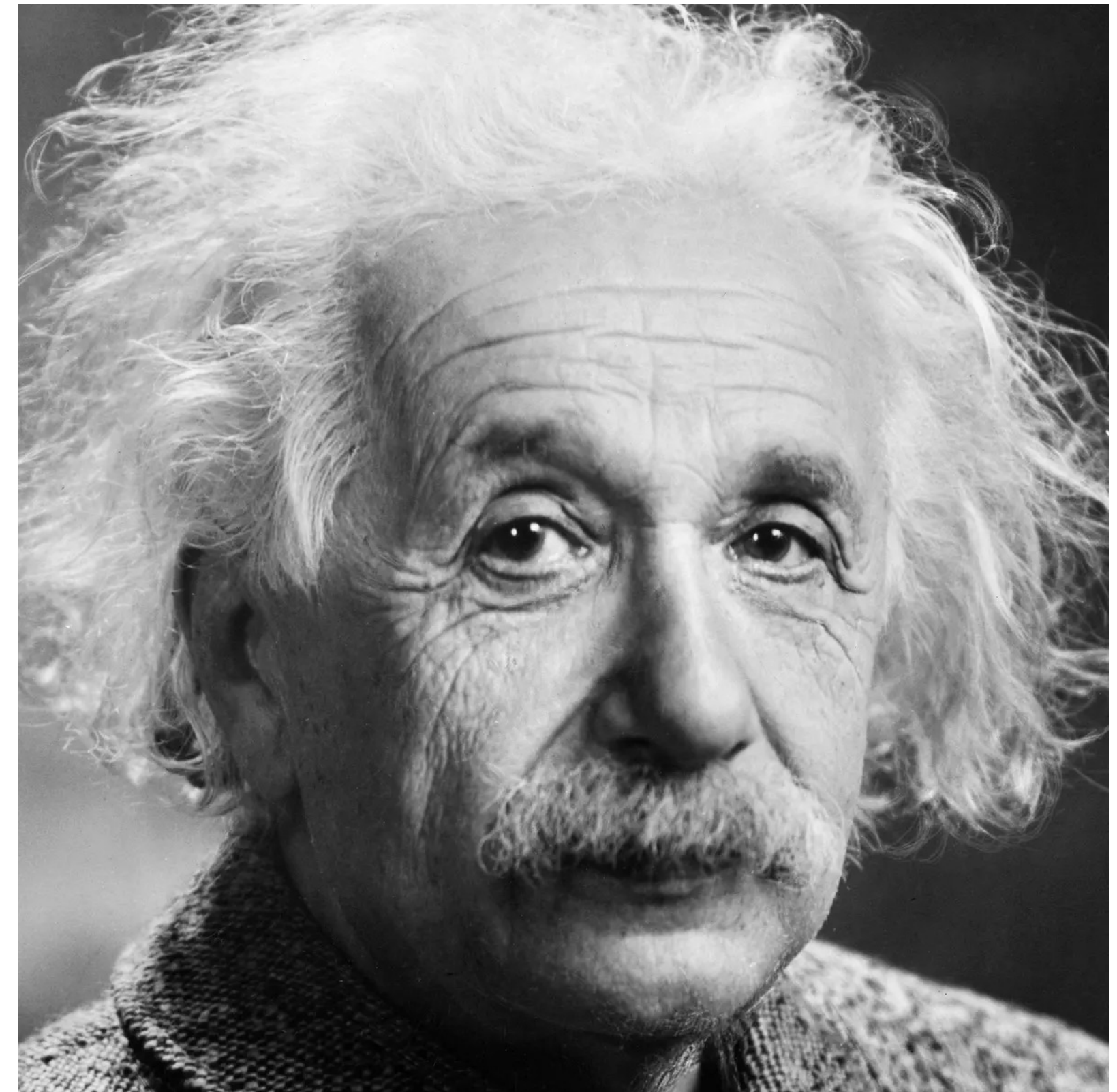
**KEY POINT OF  
NAVIGATION**  
**100 million ARR**

**145% increase in ARR in 2021**



**“Nothing happens  
until something  
moves”**

- Albert Einstein



# SUCCESSFUL IPO FOLLOWED BY A COMPELLING NEW BEGINNING



**IPO with oversubscription  
of more than 600%**

**ARR of DKK 8,74 million by  
31 December 2021**

**+145% growth in ARR since  
IPO in December 2020**

**Blockchain Technology  
implemented**

**New customers in four  
markets (Iceland, Denmark,  
France, and Canada)**

**Customer Success  
Management streamlined**

**Zero churn (no customers  
have discontinued  
subscription)**

**Fast Track for Strategy  
Execution launched**

**Technological platform  
improved and new frontend  
deployed**

**ESG module:  
People, Profit and Planet**

**Significant additional  
financing secured**

**Constantly growing pipeline**



# DECIDE**ACT**



## Vision

Modernize strategic leadership through technology



## Mission

Transform strategy into action



## Value proposition

Engage your entire organization in achieving strategic goals



## Goal

Become a dominant player in SEM and own the knowledge domain





## DecideAct provides a digital infrastructure for strategy execution, Top-Down governance & Bottom-Up engagement

A state-of-the-art solution to centralize and streamline the:

- Documentation
- Implementation,
- Monitoring of strategic initiatives
- Supporting growth objectives.



DecideAct is like GPS  
for your strategy

*DecideAct engage the  
entire organization  
reaching its business  
goals*



# HOW DECIDEACT'S CLOUD SOLUTION WORKS

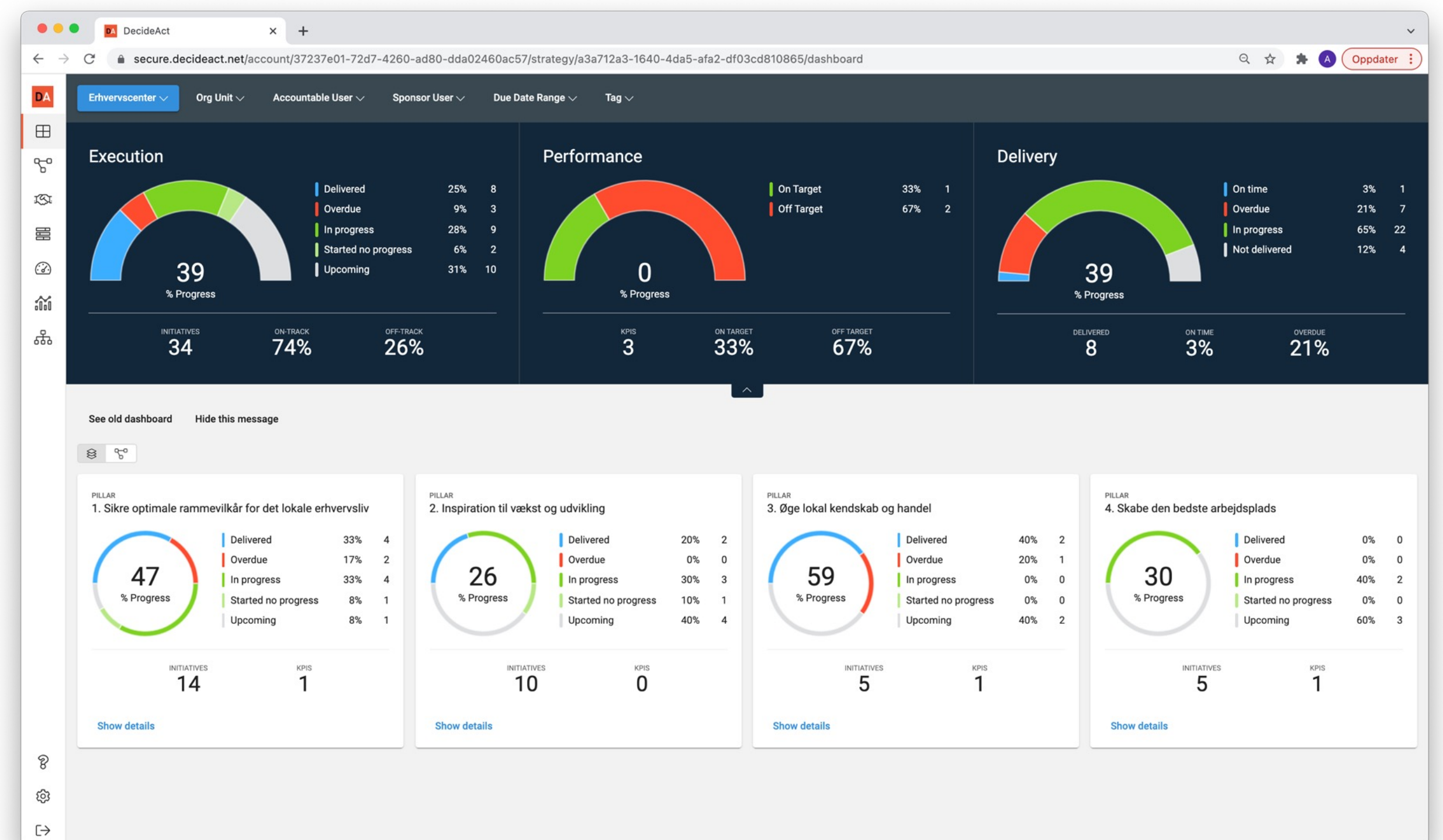
DecideAct's groundbreaking digital management tool handles all the complexity of strategy implementation. It automatically follows up on strategic initiatives and tasks that are critical to the company's success – and ensures they're carried out.

**Intuitive dashboard** always gives you a comprehensive overview of key figures, progression, and status

**Agnostic to strategic frameworks**, unlike most competing solutions, making the platform much more flexible in tailoring solutions to your needs

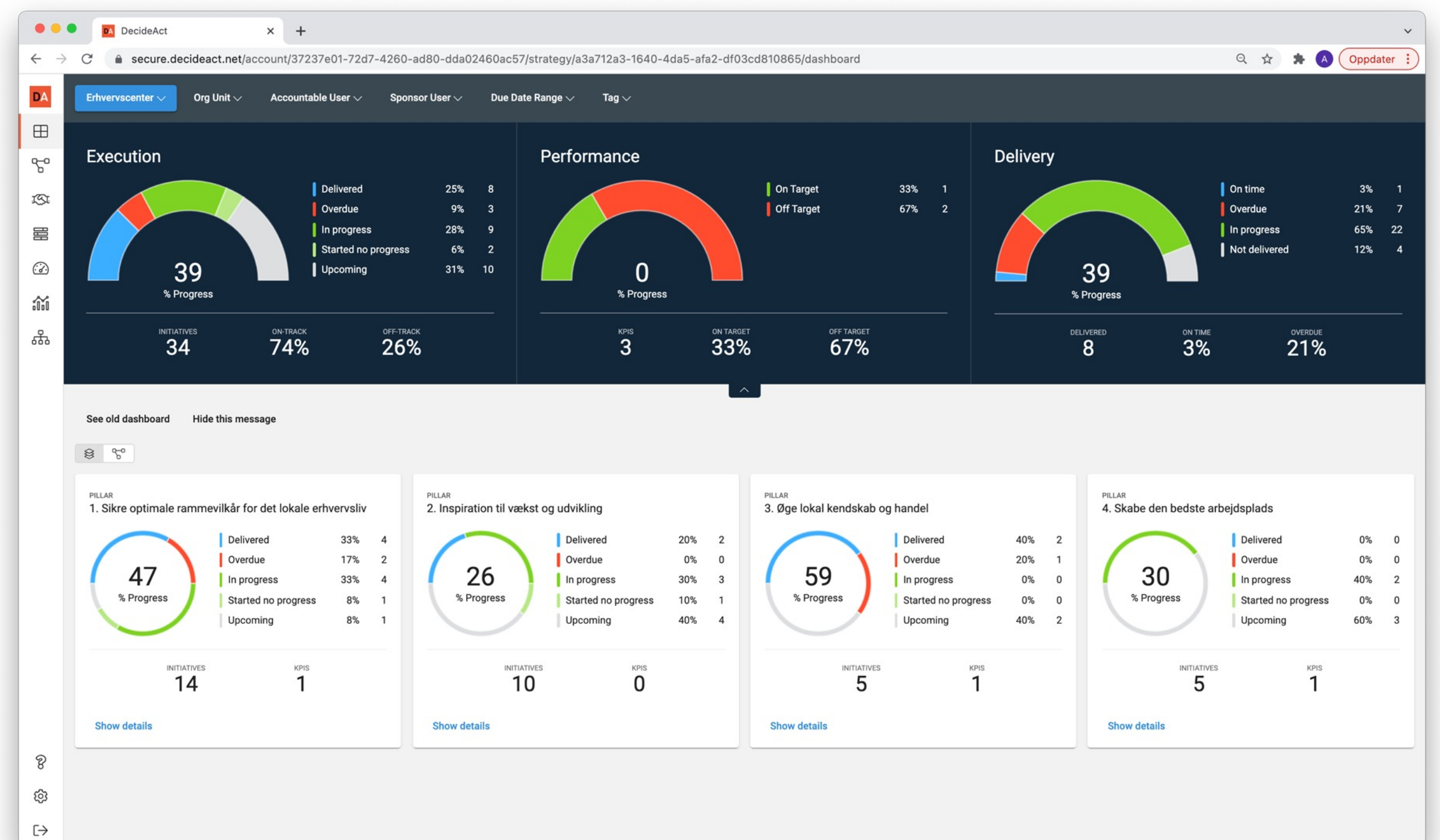
**Works on multiple platforms and devices and on-the-go** wherever there is an internet connection.

**Easy to get started with** all the help you need from our world-class Technical Support and Customer Success Teams.




# UNIQUE FEATURES AND BENEFITS

- SaaS with a simple and clear user interface
- Offers the same overview of your strategy as you have over your finances
- Cloud-based and available anywhere, anytime
- Helps management follow up on strategic decisions
- Intuitive and easy to use—requires no prior technical knowledge
- Ensures that strategic initiatives are carried out according to plan and on time
- Easy involvement and alignment of all employees





The background of the slide features a dramatic sunset scene. Two individuals are silhouetted against the bright, orange, and cloudy sky as they climb a dark rock face. They are holding hands, symbolizing teamwork and overcoming challenges. The sun is low on the horizon, creating a strong lens flare effect across the lower portion of the image.

# DecideAct

## A TECHNICAL SOLUTION TO A RECURRING PROBLEM

Our customers include both public and private companies in the entire world that want to succeed in their business strategy – from large multinationals to smaller companies and affiliates; from Car industry in Canada over nanotech in France to People's Church in Iceland and rescue squads.



145% ARR Growth 2021

# KEY METRICS 2021

ARR

**DKK 8.74 million**

GROWTH IN AVERAGE  
CONTRACT AMOUNT:

**6 %**

CHURN

**0 %**

ARR GROWTH

**145 %**

CONTRIBUTION TO ARR GROWTH  
FROM NEW CUSTOMERS

**57 %**

CONTRIBUTION TO ARR GROWTH  
FROM EXISTING CUSTOMERS

**43 %**

GROWTH IN NUMBER  
OF CUSTOMERS

**131 %**



# KEY POINT OF NAVIGATION::

## DKK 100 MILLION IN ARR

### 5 MUST WIN BATTLES 2022

1.

#### STRENGTHEN SALES

- Online conversion in 2 steps
- Go in debt in territories
- Predictable
- Data-driven
- Funnel management
- Strong Pipeline
- Closing time.

2.

#### SELL EXPERTISE ON SUBSCRIPTION

- Establish expertise centre
- Seamless Onboarding
- Excellence in SEM
- Organically increases sales
- Prevent Churn

3.

#### OPTIMIZE ORGANIZATION

- Optimize operations & organizational infrastructure
- First-class administrative kills and procedures
- Strengthen risk management
- Strong governance & compliance
- Enhance security & legal setup

4.

#### STRENGTHEN PRODUCT DEVELOPMENT

- Keep our momentum
- Enhance automated nudging
- Custom Workflows
- Integrations
- New modules for risk, budget..
- Special market featuring for public, defence, large org

5.

#### DATA-DRIVEN MARKETING

- Super-digital
- Data-driven approach
- Brand Awareness
- Automated nurturing
- Domain authority
- Content to win the knowledge domain



80-150% ARR Growth 2022

# 2022 IN SHORT

Growing in depth in known territories

Canada as a sweet spot for our future growth

Enter the public sector in Denmark

Target approach to private Equity

Configure the platform for special business issues

Test partner strategy

Sales growth and a healthy pipeline

DECIDE**ACT**





**DECIDE**ACT

**MAKE STRATEGY WALK THE TALK™**

