

Upsales Introduces New AI-Based Pricing Model Following AI Agent Workspace Launch

Upsales Technology AB (publ) today announced a new AI-based pricing model, following the launch of its AI Agent Workspace on 12 May 2026. The new pricing model combines subscription and consumption-based elements, designed to create transparency and direct alignment between customer value and Upsales' commercial model.

Recap: The AI Agent Workspace

Launched on 12 May, the Agent Workspace lets customers build agents, workflows, dashboards, and analytics simply by chatting. The system has relevant memory, is self-learning, and adapts to each customer's specific revenue processes.

Two elements set it apart from generic AI tools. It has direct access to verified financial data from more than 50 million companies across 14 European countries through Upsales' Company Data Hub. And it is trained on the accumulated experience from thousands of Upsales implementations, encoding the do's and don'ts of B2B revenue processes that are difficult for competitors to replicate.

Early feedback has been strongly positive, and Upsales believes the Agent Workspace can be a game changer for customers looking to drive more efficient sales and revenue processes.

A new pricing model aligned with customer value

The new AI-based pricing model introduces transparency for customers and aligns Upsales' interests directly with the outcomes customers capture from the platform, creating a clear win-win relationship.

The shift toward partly consumption-based pricing also reflects a broader market trend. As B2B software moves toward on-demand and usage-based models, Upsales sees this as an opportunity to develop a new type of revenue stream that is more scalable, more product-led, and less dependent on sales effort, creating conditions for more profitable growth over time. Rolled out across Upsales' existing customer base, the combination of the Agent Workspace and the new pricing model is expected to be a meaningful driver of additional ARR growth, with potential to further accelerate the company's growth rate.

Comment from the CEO

"I'm excited to start rolling this out to our entire customer base in Q2," said Daniel Wikberg, Founder and CEO of Upsales. "Upsales is clearly positioned on the winning side of the opportunities AI is bringing to our market."

Read more at upsales.com/launch.

Further information

All financial reports are available at www.upsales.com

Contacts

Daniel Wikberg, CEO
Kristina Fridheimer, CFO

IR contact:

ir@upsales.com

+46 70-261 84 05

About Upsales

Upsales is a Stockholm-based software company on a mission to build the leading AI platform for B2B revenue growth. With best-in-class data and proprietary AI agents, Upsales helps companies accelerate profitable growth. In the last two decades, the company has built a track record of organic, profitable growth. Upsales is a net cash company with zero debt and strong cash flows. Its scalable business model is powered by over 90% recurring subscription revenue. Upsales serves customers in 10 countries, with the majority of its customer base in Sweden. The company is 44% founder- and management-owned, with institutional shareholders including Danske Invest, Nordea Funds, TIN Fonder, SEB Funds, Herald Investment Management, and Schrodgers.

Upsales Technology AB (publ) is a public company listed on the Nasdaq First North Growth Market. The Company's Certified Adviser is DNB Carnegie Investment Bank AB (publ).

Attachments

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