

## Upsales ARR update - Q1 2025

Annual recurring revenue (ARR) amounted to 144.7 MSEK at the end of Q1 2025, corresponding to a change of 6.5% during the last 12 months. ARR grew by 2.8 MSEK during the quarter.

"Q1 showed continued positive ARR development—our fourth consecutive quarter of growth—and a clear improvement compared to the same period last year. Historically, Q1 tends to be a challenging quarter due to seasonality in our churn from contract renewals, so it's encouraging to see that our ongoing efforts are making an impact. They're a direct outcome of the focused efforts from our entire team over the past year. The consistency we're seeing is encouraging, and we continue our efforts to accelerate growth."

says Daniel Wikberg, CEO

### Contacts

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*This information is information that Upsales Technology is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2025-04-01 08:00 CEST.*

### About Us

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Upsales is a software company that helps sales organisations find new customers and increase sales. The software is sold as a subscription and the target market is small and medium sized B2B companies.

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

### Attachments

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