

Interim report

January – March 2025



January – March 2025

- Net sales decreased by 19.6% to SEK 114.6 (142.5) million. Adjusted for currency effects, the decrease was 18.9%.
- EBITDA amounted to SEK 14.5 (26.4) million, corresponding to an EBITDA-margin of 12.6% (18.6%).
- EBIT amounted to SEK -9.1 (10.6) million, corresponding to an EBIT margin of -8.0% (7.4%). Adjusted for currency effects, EBIT amounted to SEK -14.6 (13.3) million.
- Net profit/loss for the period amounted to SEK -14.0 (14.2) million.
- Earnings per share diluted were SEK -0.04 (0.04).
- Total cash flow excluding stock-related transactions amounted to SEK -66.4 (-6.9) million, largely affected by extended payment terms on a number of orders.

Q1 in brief

- Growth in Americas, but increased geopolitical uncertainty and a hesitant market in EMEA and APAC
- Growing interest in solutions for unmanaged (internet and cloud-based) networks
- Strengthened media product portfolio, with several new feature launches
- Growing awareness of the need for GNSS-independent time synchronization among governments

Financial overview

SEK millions	Jan-Mar		Change	Apr 2024- Mar 2025	Jan-Dec 2024	Change
	2025	2024				
Net sales	114.6	142.5	-19.6%	580.1	608.0	-4.6%
Growth, FX adjusted	-18.9%	12.0%			9.1%	
Gross earnings	57.3	85.5	-33.0%	344.6	372.8	-7.6%
Gross margin	50.0%	60.0%		59.4%	61.3%	
EBITDA	14.5	26.4	-45.3%	147.8	159.8	-7.5%
EBITDA margin	12.6%	18.6%		25.5%	26.3%	
EBIT	-9.1	10.6		59.1	78.9	-25.0%
EBIT margin	-8.0%	7.4%		10.2%	13.0%	
Net margin	-12.2%	9.9%		7.4%	11.7%	
Total cash flow	-0.04	0.04		0.12	0.21	
Cash flow from operating activities	-38.6	25.4		64.2	128.2	
Cash flow excluding stock related transactions	-66.4	-6.9		-45.7	13.9	

For definitions, see pages 16-18.

Net Insight AB (publ) org.nr. 556533-4397

CEO statement

Hesitant market – strong future prospects

At the beginning of the year, we saw growth in our focus region, Americas, while our largest market, EMEA, was subdued. We are accelerating investment in our media solutions for unmanaged networks and are seeing several international initiatives aimed at reducing reliance on GNSS/GPS-based time synchronization.

Subdued market in EMEA and APAC, growth in the Americas

In line with previous communication, EMEA and APAC EMEA were marked by a cautious stance during the quarter. This resulted in revenue declines of 15 percent and 78 percent, respectively. By contrast, Americas grew by 46 percent year-on-year. Taken together, this led to a decline in operating earnings and a negative impact on cash flow. During the quarter, cash flow was also affected by extended payment terms for a number of orders.

During the quarter, we strengthened our media product portfolio with several new feature releases, and in time synchronization we see a growing demand for GNSS-independent solutions.

Customer acquisitions provide solid growth foundation

The ongoing transition to IP and a growing market for centralized and remote production remain strong drivers of demand for our media products. Having just returned from the NAB Show in the US—one of the most significant events in the media and entertainment industry—we can confirm a high activity level and strong interest in our products, particularly an increasing interest in solutions for unmanaged networks.

However, the timing of individual business deals has become harder to predict. Live media and specifically live sport and pay-TV are resilient to economic cycles, but we are seeing a higher degree of uncertainty as a result of the current geopolitical uncertainty.

We are working systematically to strengthen and deepen relationships with our larger customers, such as Tata Communications, NEP, and Red Bee Media. In parallel, we have added 21 major new customers over the past three years—including 11 in 2024—and increased the share of Group revenue generated from these new accounts from 1 percent to almost 15 percent during the same period. Continued success with existing customers, combined with a growing new-business pipeline, provides a solid foundation for growth.

Growing awareness of GNSS independence among governments

Since the launch of our GNSS-independent time synchronization solution, Zyntai, early last year, we have delivered nearly 1,000 products to around ten customers. Our primary focus remains on

5G operators, but we are also seeing growing interest from other segments with critical network requirements.

At the telecom and technology trade show Mobile World Congress in Barcelona this March, we observed a clear increase in interest in GNSS/GPS-independent synchronization—driven by geopolitical uncertainty and growing awareness of security in 5G networks. GSMA (Global System for Mobile Communications Association) confirmed this need in a press release together with Türk Telekom. We are also seeing several international initiatives aimed at reducing dependence on GNSS/GPS. In the US, the Federal Communications Commission (FCC) has called for alternative solutions for positioning and timing. In India, stricter requirements have been proposed, and countries across Europe and Asia are also placing greater emphasis on this area.

The standardization of our time synchronization solution within the UN agency ITU is progressing according to plan and is expected to be completed by the turn of the year 2025/2026. Our assessment is that the dominant business dynamic will be ongoing order confirmations aligned with customers' time synchronization upgrades, and I continue to expect Zyntai to account for a growing share of Group revenue in the second half of the year.

Well positioned in a changing world

With a robust product portfolio and an expanding customer base Net Insight is well positioned to drive profitable growth and deliver on our long-term financial targets.

However, we see a general uncertainty in the market, where the timing of business deals in the short term has become more difficult to assess due to the geopolitical situation. Given this, we have decided to initiate a cost-saving program. In addition, we are closely monitoring the development of the recently announced U.S. tariffs and are taking countermeasures.

I want to extend my heartfelt thanks to my colleagues for their outstanding ability to navigate an ever-changing world—an essential driver of our continued success.

Crister Fritzson, CEO
Solna, Sweden, April 29, 2025



Net Insight in brief

Net Insight is a leading provider of solutions for live media transport and time synchronization in 5G networks and other critical infrastructures

Net Insight combines advanced technology with close customer relationships to deliver solutions that meet the need for reliability and precision in live media transport. The company also offers solutions for GNSS/GPS-independent time synchronization in 5G and other critical networks.

With over 25 years of experience and a proven track record in turning innovation into successful commercialization, Net Insight delivers end-to-end solutions to a global and growing customer base, with a strong focus on long-term relationships with customers and business partners.

The company's live media transport products enable high-quality, efficient, and reliable distribution—primarily of sports content—to large audiences around the world.

The network-based time synchronization solution provides cost-effective and secure time synchronization for 5G and other critical networks. The solution has been developed from technology that has been part of the company's media products for over 15 years.

Business model

Net Insight focuses on long-term, sustainable growth by offering high-quality end-to-end solutions to a global and expanding customer base.

The company operates in EMEA, the Americas, and APAC, with sales conducted both directly to end customers and indirectly through business partners.

Revenue is generated through hardware sales, software licensing, as well as subscriptions and support agreements for four main

customer groups within media, as well as companies reliant on time synchronization (see "Customers" below).

Strong partnerships, long-term customer relationships, and research and development are key priorities to ensure market-leading technology solutions with high reliability and quality.

Customers

In the media sector, Net Insight serves service providers, broadcasters, production companies, and rights holders. In time synchronization, the primary customers are telecom operators and service providers of 5G networks and other critical infrastructure networks.

Strategy

Net Insight strives to deliver the highest quality and most reliable technology for live media transmission and GNSS/GPS-independent time synchronization through strong innovation capabilities.

Guided by its core values — innovation, collaboration, and trust — the company's vision is to be a highly regarded partner and a global leader by 2028. Through technical expertise and close customer relationships, Net Insight works to strengthen its market position, with a primary focus on the rapidly growing sports segment within media.

Strategic initiatives include growing alongside existing customers, securing new business, increasing the share of cloud-based software revenues, and ensuring efficient scalability of operations.

Net Insight in numbers, rolling 12 months

580

Net sales, SEK million

72%

Gross margin before amortization of capitalized development expenditure

24%

Innovation* as a percentage of net sales

59

EBIT, SEK million

0.12

Earnings per share, SEK (after dilution)

156

Net cash, excluding IFRS16, SEK million

* Total development expenditures

Financial information

January-March

Net sales

Net sales in the first quarter of 2025 amounted to SEK 114.6 (142.5) million, a decrease of 19.6% compared to the same quarter last year. Adjusted for currency effects, revenue decreased by 18.9%. The lower revenue is related to hesitant markets in EMEA and APAC, while Americas showed growth.

Revenue from time synchronization for 5G and other critical networks in the quarter amounted to SEK 10.7 (10.2) million, corresponding to a growth of 4.9%. Deliveries related to the agreement with Türk Telekom accounts for the majority of the revenue. The orderbook for the time synchronization offer extends several years into the future and at the end of the quarter amounted to approximately SEK 145 million. The reduction compared to the end of 2024 is mainly related to deliveries and negative exchange rate effects.

Gross profit

Gross profit for the first quarter amounted to SEK 57.3 (85.5) million, a decrease of 33.0%. The gross profit included amortization of capitalized development expenditure of SEK -18.6 (-11.7) million. Gross margin excluding and including amortization of capitalized development expenditure was 66.2% (68.3%) and 50.0% (60.0%) respectively. The lower gross profit and the lower gross margin were primarily attributable to the lower turnover.

Operating expenses

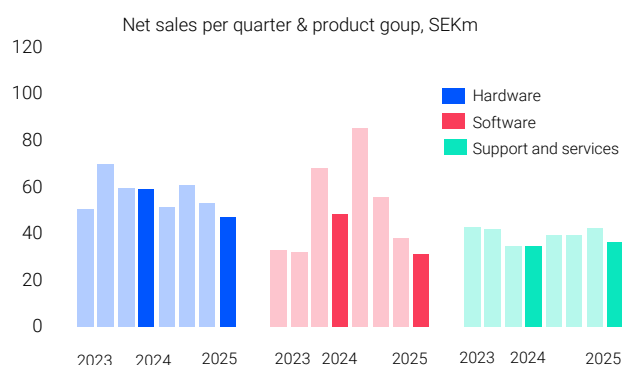
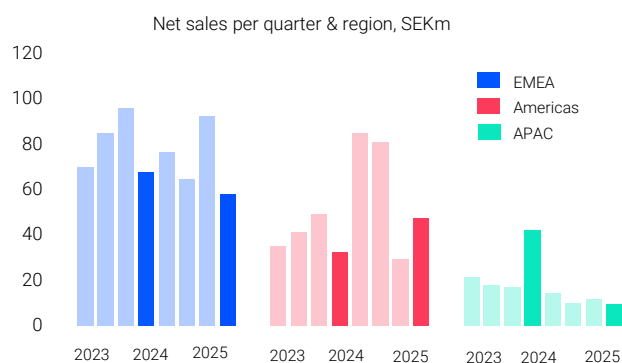
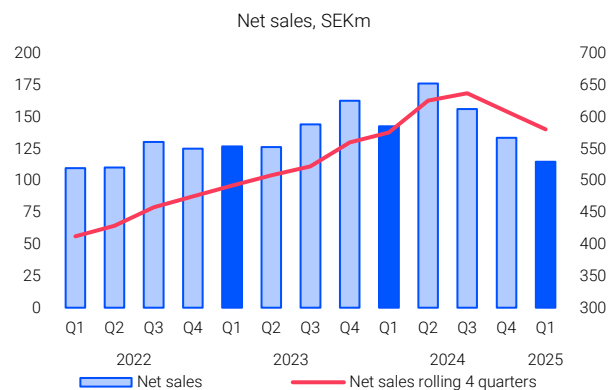
Sales and marketing expenses amounted to SEK -42.7 (-41.3) million. Administration expenses were SEK -17.8 (-17.4) million. Development expenses were SEK -11.5 (-13.5) million and development expenditures before capitalization amounted to SEK -36.1 (-42.2) million. The decrease in total development expenses is attributable to lower expenses after development in Camarillo, California, was moved to Stockholm during the first quarter of 2024.

Overall, operating expenses for the first quarter amounted to SEK -72.0 (-72.2) million, a decrease of 0.3% year-on-year. Other operating income and expenses were SEK 5.5 (-2.7) million, of which currency exchange rate differences account for SEK 5.5 (-2.7) million.

Earnings

EBIT amounted to SEK -9.1 (10.6) million, corresponding to an EBIT margin of -8.0% (7.4%). Excluding items affecting comparability of SEK 0.0 (-2.5) million and exchange rate differences of SEK 5.5 (-2.7) million, operating earnings amounted to SEK -14.6 (15.8) million, corresponding to an operating margin of -12.8% (11.1%). The lower profit is due to the lower revenue. For more information, see the table "Material profit and loss items" on page 15.

EBITDA and EBITDAC (EBITDA including reversal of capitalization of development expenditures) amounted to SEK 14.5 (26.4) million and SEK -10.2 (-2.2) million respectively, corresponding to an EBITDA margin of 12.6% (18.6%) and an EBITDAC margin of -8.9% (-1.6%). The lower EBITDA and EBITDAC margin in the quarter is mainly related to the lower revenue.



As a result of the increased geopolitical uncertainty, the company has decided to initiate a cost savings program. The company continuously monitor the prevailing demand situation to be able to adjust our actions if needed.

In the first quarter, net financial items amounted to SEK -5.1 (7.4) million, of which SEK -6.7 (4.6) million is related to exchange rate differences, SEK 0.2 (0.8) million is relating to the value of endowment insurance and SEK 1.4 (2.0) million to net interest income. Profit before tax amounted to SEK -14.2 (18.0) million and net income SEK -14.0 (14.2) million, corresponding to a net margin of -12.2% (9.9%).

Financial information

Financial position and cash flow

Cash flow

Cash flow from operating activities in the first quarter amounted to SEK -38.6 (25.4) million. The decreased cash flow from operating activities is due to the lower profit and an increase in capital tied up in working capital. The increase in capital tied up is primarily attributable to longer payment terms on a number of orders.

Cash flow from investment activities in the first quarter amounted to SEK -24.8 (-29.6) million and is primarily attributable to capitalized development expenditures.

Cash flow from financing activities in the first quarter amounted to SEK -13.3 (-11.0) million and is primarily attributable to repurchase of own shares by SEK -10.2 (-8.2) million.

The total cash flow for the first quarter amounted to SEK -76.6 (-15.1) million. Excluding the cash impact from share-related transactions (repurchase of own shares) the cash flow for the first quarter was SEK -66.4 (-6.9) million. For additional information, see pages 10 and 12.

To ensure component availability for several years to come of programmable circuits (FPGAs) whose product life cycles have been shortened, inventory levels for these circuits will temporarily increase. The purchase cost is estimated at USD 7-9 million. The purchases are financed with own cash and are expected to begin during the second quarter of 2025, with estimated final delivery at the end of 2025.

Investments

The investments in the first quarter were SEK 24.8 (29.6), of which SEK 24.7 (28.7) million were related to capitalization of expenditure for development.

Depreciation and amortization in the first quarter amounted to SEK -23.6 (-15.8) million, of which SEK -18.6 (-11.7) million related to amortization of capitalized expenditure for development.

Changes in capitalized development costs and depreciation are driven by the completion status of development projects combined with the timing of launches of fully developed products.

At the end of the quarter, net value of capitalized expenditure for development was SEK 276.8 million, compared to SEK 270.7 million per March 31, 2024.

Net cash

Cash and cash equivalents at the end of the quarter amounted to SEK 156.3 million, compared to SEK 251.7 million per March 31, 2024.

Net cash, excluding effects of IFRS16 amounted to SEK 156.3 million, compared to SEK 251.7 million per March 31, 2024.

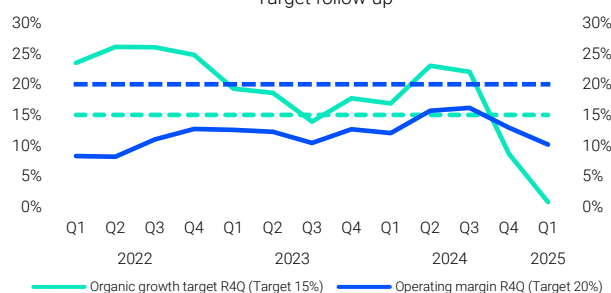
Equity

Equity at the end of the quarter amounted to SEK 620.7 million, compared to SEK 328.8 million per March 31, 2024. The decrease in equity is primarily driven by the buyback of own shares.

Earnings trend, SEKm



Target follow-up



Financial targets 2023-2027:

- Average annual organic Net sales growth exceeding 15 percent
- Operating margin (EBIT margin) to reach 20 percent in the same period

Equity/asset ratio

Equity/asset ratio was 78.7% compared to 73.7% per March 31, 2024.

Employees

The average number of employees and consultants in the first quarter was 209 (196), of which 177 (163) in the Parent Company Net Insight AB (publ.). The increase is primarily attributable to the investment in time synchronization.

Parent company in summary

Net sales for the parent company in the first quarter amounted to SEK 114.6 (142.5) million and net loss to SEK -14.7 (13.2) million. During the first quarter the intra-group sales were SEK 0.0 (0.0) million while intra-group purchases were SEK -19.7 (-26.8) million.

Development of the Parent Company for the year and its financial position essentially followed that of the Group as presented above (excluding intra-group transactions).

Other information

Events during the quarter

- Globecast has expanded its use of Net Insight's Nimbra technology by implementing Nimbra Edge, significantly streamlining their media transport operations while ensuring the highest quality and security.
- Facility Connect has been launched as a powerful new solution designed to connect different broadcast facilities with each other. It provides a robust, scalable and efficient way to connect different broadcast facilities.
- Net Insight has announced that NETINT Technologies video processor chip ASIC Smart VPU™ will be integrated into the next version of Nimbra Edge. This integration marks a strategic expansion of Net Insight's capabilities as it goes beyond transport to also include advanced video processing and transcoding capabilities directly within the platform.
- Riksteatern has procured Net Insight's media solution. The collaboration opens new business opportunities beyond traditional markets such as the sports industry and demonstrates the potential for revenue streams from new sectors.
- In line with Net Insight's strategic initiative to increase the share of sales of products and services for unmanaged networks, the company's products Nimbra 400 and Nimbra Edge were used at a major winter sports event in Asia in February. Nimbra Edge is designed to handle live broadcast of premium sports and enabled flexibility in creating, networking and monitoring media streams, providing a dynamic and scalable solution for this prestigious sporting event.

Events after the reporting period

No significant events occurred after the reporting period.

Risk and sensitivity analysis

Net Insight's operations and results of operations are affected by a number of external and internal factors. There is a continuous process to identify risks, and to assess how each such risk should be mitigated.

The main risks the company is primarily exposed to include market-related risks (including, but not limited to, competition, technological progress, and political risks), operational risks (including product liability, intellectual property, disputes, customer dependence and contract risks), as well as financial and sustainability-related risks.

International exposure

The current geopolitical uncertainty causes hesitation in the market, and timing of business deals is harder to predict. In addition to the increased geopolitical uncertainty, the announcement of increased US tariffs brings further concerns. At the time of publication of the report, Net Insight's products are exempt from the tariffs introduced

in April, but this may change and affect the company's profitability through the risk of price pressure on the company's hardware sales in US (accounted to 12 percent of the Group's total Net sales in 2024). The impact of a potentially lifted exemption cannot be quantified at this time. Net Insight is taking countermeasures to mitigate the risk of increased tariffs, including a review of the value chain, and has a long-term expectation of a gradual reduction in exposure to this risk through an increased share of software sales.

In recent years, currency fluctuations have been high. The company is exposed to changes primarily in USD and EUR, where a strengthened Swedish krona negatively impacts reported revenue, partly offset by hedging.

Inventory obsolescence

The product life cycle of programmable circuits (FPGA) has been shortened, which has led to an increased need to secure supply of components. As a result, a decision was made in 2024 to temporarily increase inventory levels of these FPGAs, with purchases commencing in the second half of 2025. The consequence is an increased risk of inventory obsolescence due to incorrectly estimated future sales. The company is actively working to monitor inventory levels and sell any surplus on the spot market.

Except for this, no significant risks and uncertainties have changed compared to those described in the 2024 annual report.

The risks and uncertainties are essentially the same for the parent company and the Group as a whole.

For a comprehensive review of the company's risk and sensitivity analysis, and its risk management process, see pages 55–57, 58–59 and 73–74 of the 2024 Annual Report.

Transactions with related parties

In 2025, the parent company hired a member of the management team's related party company for consulting services. Charged fees during the year amounted to SEK 0.1 (0.0) million.

Dividend

The Board of Directors proposes that no dividend be paid for the financial year 2024.

Annual General Meeting

The Annual General Meeting will be held on May 14, at 10.00 o'clock in the office of Net Insight at Smidesvägen 7, Solna, Sweden.

This report has not been reviewed by the company's auditors.

Solna, Sweden, April 29, 2025

Crister Fritzson
CEO

This information is information that Net Insight AB is obliged to make public pursuant to the EU Market Abuse Regulation. The report has been prepared in a Swedish and an English version. In case of discrepancies between the two, the Swedish version shall prevail. The information was submitted for publication, through the agency of the contact persons set out above, at 7:30 CEST on April 29, 2025.

Financial reports

Consolidated income statement, in summary

SEK thousands	Jan-Mar		Apr 2024-	Jan-Dec
	2025	2024	Mar 2025	2024
Net sales	114,573	142,456	580,128	608,011
Cost of sales	-57,251	-56,926	-235,551	-235,226
Gross earnings	57,322	85,530	344,577	372,785
Sales and marketing expenses	-42,747	-41,344	-173,397	-171,994
Administration expenses	-17,751	-17,375	-71,916	-71,540
Development expenses	-11,455	-13,479	-47,542	-49,566
Other operating income and expenses	5,485	-2,728	7,389	-824
EBIT	-9,146	10,604	59,111	78,861
Net financial items	-5,087	7,380	-1,831	10,636
Profit/loss before tax	-14,233	17,984	57,280	89,497
Tax	221	-3,820	-14,410	-18,451
Net profit/loss	-14,012	14,164	42,870	71,046
Net profit/loss for the period attributable to the shareholders of the parent company	-14,012	14,164	42,870	71,046

Earnings per share, based on net income attributable to the parent company's shareholders during the period	Jan-Mar		Apr 2024-	Jan-Dec
	2025	2024	Mar 2025	2024
Earnings per share				
-Basic, SEK	-0.04	0.04	0.12	0.21
-Diluted, SEK	-0.04	0.04	0.12	0.20
Average number of outstanding shares in thousands				
-Basic	341,449	348,772	348,414	346,480
-Diluted	342,351	350,527	350,007	348,255

Consolidated statement of comprehensive income

SEK thousands	Jan-Mar		Apr 2024-	Jan-Dec
	2025	2024	Mar 2025	2024
Net profit/loss	-14,012	14,164	42,870	71,046
Other comprehensive income				
Translation differences	-1,474	754	-972	1,256
Total other comprehensive income, after tax	-1,474	754	-972	1,256
Total other comprehensive income for the period	-15,486	14,918	41,898	72,302
Total comprehensive income for the period attributable to the shareholders of the parent company	-15,486	14,918	41,898	72,302

Financial reports

Consolidated balance sheet, in summary

SEK thousands	31 Mar 2025	31 Mar 2024	31 Dec 2024
ASSETS			
Non-current assets			
Capitalized expenditure for development	276,808	253,391	270,700
Goodwill	38,751	38,751	38,751
Other intangible assets	326	911	473
Right-of-use assets	10,903	22,309	14,466
Equipment	10,491	12,348	11,922
Deferred tax asset	3,685	2,897	3,653
Deposits	5,121	5,134	5,142
Total non-current assets	346,085	335,741	345,107
Current assets			
Inventories	86,808	80,772	87,986
Accounts receivable	153,111	147,941	137,520
Other receivables	46,754	37,621	31,225
Cash and cash equivalents	156,329	251,651	232,941
Total current assets	443,002	517,985	489,672
TOTAL ASSETS	789,087	853,726	834,779
EQUITY AND LIABILITIES			
Equity attributable to parent company's shareholders			
Share capital	13,930	14,362	13,930
Other paid-in capital	1,200,443	1,200,443	1,200,443
Translation reserve	792	1,764	2,266
Accumulated deficit	-594,492	-587,725	-570,274
Total shareholders' equity	620,673	628,844	646,365
Non-current liabilities			
Lease liabilities	337	9,557	1,555
Other liabilities	14,696	52,889	16,146
Total non-current liabilities	15,033	62,446	17,701
Current liabilities			
Lease liabilities	9,921	12,077	11,738
Accounts payable	20,324	35,905	35,496
Other liabilities	123,136	114,454	123,479
Total current liabilities	153,381	162,436	170,713
TOTAL EQUITY AND LIABILITIES	789,087	853,726	834,779

Financial reports

Changes in consolidated equity, in summary

SEK thousands	Attributable to parent company's shareholders				
	Share capital	Other paid-in capital	Translation reserve	Accumulated deficit	Total shareholders' equity
January 1, 2024	14,362	1,200,443	1,010	-593,656	622,159
Repurchase of own shares	-	-	-	-8,232	-8,232
Total comprehensive income	-	-	754	14,164	14,918
March 31, 2024	14,362	1,200,443	1,764	-587,725	628,844
January 1, 2025	13,930	1,200,443	2,266	-570,273	646,365
Repurchase of own shares	-	-	-	-10,207	-10,207
Total comprehensive income	-	-	-1,474	-14,012	-15,485
March 31, 2025	13,930	1,200,443	792	-594,492	620,673

Financial reports

Consolidated statement of cash flows

SEK thousands	Jan-Mar		Apr 2024-	Jan-Dec
	2025	2024	Mar 2025	2024
Operating activities				
EBIT	-9,146	10,604	59,111	78,861
Depreciation, amortization & impairment	23,612	15,823	88,705	80,916
Other items not affecting liquidity	-909	-266	45	688
Sub-total	13,557	26,161	147,861	160,465
Interest received	1,625	2,259	7,609	8,243
Interest paid	-206	-223	-746	-763
Other financial income and expenses	-6,506	5,344	-8,695	3,155
Income tax paid	-5,554	-9,884	-18,879	-23,209
Cash flow from operating activities before changes in working capital	2,916	23,657	127,150	147,891
Changes in working capital				
Increase-/decrease+ in inventories	715	7,350	-8,294	-1,659
Increase-/decrease+ in receivables	-31,035	-21,242	-16,086	-6,293
Increase+/decrease- in liabilities	-11,149	15,680	-38,529	-11,700
Total changes in working capital	-41,469	1,788	-62,909	-19,652
Cash flow from operating activities	-38,553	25,445	64,241	128,239
Investment activities				
Capitalized expenditure	-24,683	-28,672	-94,436	-98,425
Investment in intangible assets	-	-	-3	-3
Investment in tangible assets	-129	-907	-4,103	-4,881
Cash flow from investment activities	-24,812	-29,579	-98,542	-103,309
Financing activities				
Amortization leasing	-3,067	-2,739	-11,358	-11,030
Repurchase of own shares	-10,207	-8,232	-50,071	-48,096
Cash flow from financing activities	-13,274	-10,971	-61,429	-59,126
Net change in cash and cash equivalents	-76,639	-15,105	-95,730	-34,196
Exchange differences in cash and cash equivalents	27	352	408	733
Cash and cash equivalents at the beginning of the period	232,941	266,404	251,651	266,404
Cash and cash equivalents at the end of the period	156,329	251,651	156,329	232,941

Financial reports

Disaggregation of revenue

SEK thousands	Jan-Mar		Apr 2024-	Jan-Dec
	2025	2024	Mar 2025	2024
Net sales by product group				
Hardware	47,036	59,199	212,414	224,577
Software	31,213	48,434	210,172	227,393
Support & Services	36,324	34,823	157,542	156,041
Total	114,573	142,456	580,128	608,011
Net sales by region				
EMEA	57,898	67,862	291,924	301,888
AM	47,326	32,381	242,903	227,958
APAC	9,349	42,213	45,301	78,165
Total	114,573	142,456	580,128	608,011
Timing of revenue recognition				
Products and services transferred at a point in time	76,209	103,205	414,199	441,195
Products and services transferred over time	38,364	39,251	165,929	166,816
Total	114,573	142,456	580,128	608,011

Parent company income statement, in summary

SEK thousands	Jan-Mar		Apr 2024-	Jan-Dec
	2025	2024	Mar 2025	2024
Net sales	114,573	142,456	580,128	608,011
Cost of sales	-57,426	-57,055	-233,435	-233,064
Gross earnings	57,147	85,401	346,693	374,947
Sales and marketing expenses	-43,712	-42,466	-176,114	-174,868
Administration expenses	-17,734	-17,184	-74,161	-73,611
Development expenses	-11,683	-14,002	-48,013	-50,332
Other income expenses	5,485	-2,728	5,838	-2,375
EBIT	-10,497	9,021	54,243	73,761
Net financial items	-4,890	7,587	-1,159	11,318
Profit before tax	-15,387	16,608	53,084	85,079
Tax	699	-3,449	-13,313	-17,461
Net profit/loss	-14,688	13,159	39,771	67,618

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Parent company balance sheet, in summary

SEK thousands	31 Mar 2025	31 Mar 2024	31 Dec 2024
ASSETS			
Non-current assets			
Capitalized expenditure for development	276,808	253,391	270,700
Other intangible assets	326	911	473
Equipment	10,062	11,233	11,397
Participations in group companies	3,198	3,173	3,198
Deferred tax asset	1,832	1,309	1,705
Deposits	4,855	4,855	4,855
Total non-current assets	297,081	274,872	292,328
Current assets			
Inventories	86,808	80,772	87,986
Accounts receivable	153,995	148,745	138,318
Receivables from group companies	346	346	346
Other receivables	48,454	40,123	33,767
Cash and cash equivalents	147,785	246,042	221,894
Total current assets	437,388	516,028	482,311
TOTAL ASSETS	734,469	790,900	774,639
EQUITY AND LIABILITIES			
Equity			
Restricted equity	367,415	344,592	361,282
Non-restricted equity	204,184	237,307	235,213
Total equity	571,599	581,899	596,495
Non-current liabilities			
Other liabilities	12,680	51,436	14,271
Total non-current liabilities	12,680	51,436	14,271
Current liabilities			
Accounts payable	20,203	35,798	35,372
Liabilities to group companies	13,244	14,619	13,279
Other liabilities	116,743	107,148	115,222
Total current liabilities	150,190	157,565	163,873
TOTAL EQUITY AND LIABILITIES	734,469	790,900	774,639

The division of shares	31 Mar, 2025			31 Dec, 2024		
	A-shares	B-shares	Total	A-shares	B-shares	Total
Outstanding shares	1,000,000	339,376,009	340,376,009	1,000,000	341,233,009	342,233,009
Repurchased own shares	-	7,867,000	7,867,000	-	6,010,000	6,010,000
Issued shares	1,000,000	347,243,009	348,243,009	1,000,000	347,243,009	348,243,009

Financial reports

Financial information

SEK millions (if not defined differently)	Jan-Mar		Apr 2024-	Jan-Dec
	2025	2024	Mar 2025	2024
Earnings				
Net sales	114.6	142.5	580.1	608.0
Gross earnings	57.3	85.5	344.6	372.8
Operating expenses	72.0	72.2	292.9	293.1
Total development expenditure	36.1	42.2	142.0	148.0
EBITDA	14.5	26.4	147.8	159.8
EBITDAC	-10.2	-2.2	53.4	61.4
EBIT	-9.1	10.6	59.1	78.9
Profit/loss before tax	-14.2	18.0	57.3	89.5
Net profit/loss	-14.0	14.2	42.9	71.0
Balance sheet and cash flow				
Cash and cash equivalents	156.3	251.7	156.3	232.9
Working capital	120.5	113.1	124.7	118.1
Total cash flow	-76.6	-15.1	-95.7	-34.2
The share				
Dividend per share, SEK	-	-	-	-
Earnings per share, diluted, SEK	-0.04	0.04	0.12	0.20
Cash flow per share, diluted, SEK	-0.22	-0.04	-0.27	-0.10
Average number of outstanding shares diluted, thousands	342,351	350,527	350,007	348,255
Number of outstanding shares at the end of the period, diluted, thousands	340,376	349,998	340,376	344,038
Share price at end of period, SEK	4.63	5.92	4.63	7.53
Employees and consultants				
Average number of employees and consultants	209	196	202	200
KPI				
Net sales YoY, change in %	-19.6%	12.5%	0.9%	8.7%
Gross margin	50.0%	60.0%	59.4%	61.3%
Total development expenditure/Net sales	31.5%	29.6%	24.5%	24.3%
EBIT margin	-8.0%	7.4%	10.2%	13.0%
EBITDA margin	12.6%	18.6%	25.5%	26.3%
EBITDAC margin	-8.9%	-1.6%	9.2%	10.1%
Net margin	-12.2%	9.9%	7.4%	11.7%
Return on capital employed	10.3%	12.1%	10.2%	13.2%
Equity/asset ratio	78.7%	73.7%	78.7%	77.4%
Return on equity	6.7%	10.3%	6.7%	11.1%

Financial reports

KPI Income Statement	Jan-Mar		Apr 2024-	Jan-Dec
SEK millions (if not defined differently)	2025	2024	Mar 2025	2024
Net sales	114.6	142.5	580.1	608.0
Net sales YoY, change in %	-19.6%	12.5%	0.9%	8.7%
Cost of sales ex. amortization of capitalized development	-38.7	-45.2	-164.5	-171.0
Gross earnings ex. amortization of capitalized development	75.9	97.3	415.6	437.0
Gross margin ex. amortization of capitalized development	66.2%	68.3%	71.6%	71.9%
Cost of sales amortization of capitalized development	-18.6	-11.7	-71.0	-64.2
Gross earnings	57.3	85.5	344.6	372.8
Gross margin	50.0%	60.0%	59.4%	61.3%
Sales and marketing expenses	-42.7	-41.3	-173.4	-172.0
Administration expenses	-17.8	-17.4	-71.9	-71.5
Development expenses	-11.5	-13.5	-47.5	-49.6
Operating expenses	-72.0	-72.2	-292.9	-293.1
Operating expenses/net sales	62.8%	50.7%	-50.5%	48.2%
Other operating income and expenses	5.5	-2.7	7.4	-0.8
EBIT	-9.1	10.6	59.1	78.9
EBIT margin	-8.0%	7.4%	10.2%	13.0%
Net financial items	-5.1	7.4	-1.8	10.6
Profit/loss before tax	-14.2	18.0	57.3	89.5
Tax	0.2	-3.8	-14.4	-18.5
Net profit/loss	-14.0	14.2	42.9	71.0
Net margin	-12.2%	9.9%	7.4%	11.7%

EBITDA margin	Jan-Mar		Apr 2024-	Jan-Dec
SEK millions (if not defined differently)	2025	2024	Mar 2025	2024
Net sales	114.6	142.5	580.1	608.0
EBIT	-9.1	10.6	59.1	78.9
Amortization of capitalized development expenditure	18.6	11.7	71.0	64.2
Other depreciation & amortization	5.0	4.1	17.7	16.7
EBITDA	14.5	26.4	147.8	159.8
EBITDA margin	12.6%	18.6%	25.5%	26.3%
Capitalization of development expenditure	-24.7	-28.7	-94.4	-98.4
EBITDAC	-10.2	-2.2	53.4	61.4
EBITDAC margin	-8.9%	-1.6%	9.2%	10.1%

Change in net sales in comparable currencies	Jan-Mar		Jan-Dec
SEK millions (if not defined differently)	2025	2024	2024
Net sales	114.6	142.5	608.0
Net sales in comparable currencies	115.6	141.9	610.1
Change in net sales in comparable currencies	-18.9%	12.0%	9.1%

Financial reports

Development expenditure	Jan-Mar		Apr 2024-	Jan-Dec
SEK millions (if not defined differently)	2025	2024	Mar 2025	2024
Development expenses	11.5	13.5	47.5	49.6
Capitalization of development expenditure	24.7	28.7	94.4	98.4
Total development expenditure	36.1	42.2	142.0	148.0
Capitalization rate	68.3%	68.0%	66.5%	66.5%
Net Sales	114.6	142.5	580.1	608.0
Total development expenditure/net sales	31.5%	29.6%	24.5%	24.3%

Material profit and loss items

The Group has identified a number of items which are material due to the significance of their nature and/or amount. These are listed separately here to provide a better understanding of the financial performance of the Group:

Material profit and loss items		Jan-Mar		Apr 2024-	Jan-Dec
SEK millions	Note	2025	2024	Mar 2025	2024
Exchange rate differences					
Part of Other operating income & expenses		5.5	-2.7	7.4	-0.8
Part of Net Financial Items		-6.7	4.6	-9.5	1.8
Total Exchange rate differences		-1.2	1.9	-2.2	0.9
Items affecting comparability					
Restructuring	(a)	-	-2.5	-	-2.5
Total		-	-2.5	-	-2.5
EBIT excluding items affecting comparability					
EBIT		-9.1	10.6	59.1	78.9
Items affecting comparability, as per above		-	2.5	-	2.5
Total		-9.1	13.1	59.1	81.3
EBIT excluding exchange rate differences					
EBIT		-9.1	10.6	59.1	78.9
Exchange rate differences, as per above		-5.5	2.7	-7.4	0.8
Total		-14.6	13.3	51.7	79.7
EBIT excluding exchange rate differences & items affecting comparability					
EBIT		-9.1	10.6	59.1	78.9
Exchange rate differences, as per above		-5.5	2.7	-7.4	0.8
Items affecting comparability, as per above		-	2.5	-	2.5
Total		-14.6	15.8	51.7	82.2
Cash flow excluding share-base transactions	(b)				
Net change in cash and cash equivalents		-76.6	-15.1	-95.7	-34.2
Repurchase of own shares		10.2	8.2	50.1	48.1
Total		-66.4	-6.9	-45.7	13.9

All items in the table above effects operating earnings, except for (b) that affects cash flow.

(a) Severance pay in due to structural changes.

(b) Presenting the cash flow without effects from the repurchase program of own shares and exercised warrants provides a better understanding and comparison of the underlying operations' cash flow.

Financial definitions

Alternative performance measures and other definitions

Non-IFRS financial measures are presented to enhance investors and management possibility to evaluate the ongoing operating results, to aid in forecasting future periods and to facilitate meaningful comparison of results between periods. The APMs in this report may differ from similar-titled measures used by other companies. The section has also been supplemented with some other definitions.

Any key figures in text, diagrams or tables that include periods earlier than 1 April 2021, refer to continued operations, i.e. excluding the effect from divested operations. For more information, see interim reports and the 2024 annual report.

Calculation of performance measures not included in IFRS framework, and some other definitions.

Various types of performance measures and margin measures as a percentage of sales.		
Performance measures		
Non-IFRS performance measures	Description	Reason for the use of the measure
Gross margin	Gross earnings as a percentage of net sales.	The gross margin is of major importance, showing the margin for covering the operating expenses, supplemented by the margin to cover the operating expenses as well as the cost of amortization of capitalized development expenditures.
Gross margin excl. amortization of capitalized development	Gross earnings excl. amortization of capitalized development as a percentage of net sales.	
Operating expenses	Sales and marketing expenses, administration expenses and development expenses.	Shows the company's total operating expenses. Putting them in relation to net sales shows the company's cost efficiency.
Operating expenses/net sales	Operating expenses as a percentage of net sales.	
Operating earnings (EBIT)	Calculated as operating earnings before financial items and tax.	Operating earnings provides an overall picture of earnings generated in the operating activities.
Operating margin (EBIT%)	Operating earnings as a percentage of net sales.	The operating margin is a key measure together with sales growth and capital employed for monitoring value creation.
Net sales YoY, change in %	The relation between net sales for the period and the corresponding sales for the comparative period in the previous year.	The sales growth is a key measure together with operating margin and capital employed for monitoring value creation.
Change in Net sales in comparable currencies	The relation between the net sales for the period, recalculated using the foreign currency exchange rates from the comparative period, and the corresponding sales for the comparative period in the previous year. Only sales from business combinations that have been part of the Group for the whole comparative period are recalculated.	This measure is of major importance for management in its monitoring of the underlying sales growth driven by changes in volume, price and product mix for comparable exchange rates between different periods.
Net margin	Net Income as a percentage of net sales.	The net margin shows the remaining share of net sales after all the company's costs have been deducted.
Total development (R&D) expenditure	Development expenses and capitalized expenditures for development.	The measure is a good complement to development expenses, as it shows the company's total development expenditures. The development expenditures effect on income, financial position, and presentation in the statement of cash flow is affected by the periods level of capitalized development expenditures.
Capitalization rate	Capitalized development expenditures as a percentage of total development expenditures.	
Total development (R&D) expenditure/net sales	Total development expenditure as percentage of net sales.	
Regions	Definition of regions for designation of revenue:	Definition of regions for designation of revenue.

Financial definitions

Performance measures		
Various types of performance measures and margin measures as a percentage of sales.		
Non-IFRS performance measures	Description	Reason for the use of the measure
	<ul style="list-style-type: none"> • EMEA – Europe, the Middle East and Africa • Americas (AM) - North and South America • APAC – Asia and Pacific 	
Working capital	<p>Current assets minus cash and cash equivalents, accounts payable and other interest-free current liabilities. The Company has no interest-bearing liabilities, excluding lease liabilities.</p> <p>Changes in working capital in the cash flow statement also includes adjustments for items not affecting liquidity and changes in non-current operating assets and liabilities.</p>	This measure shows how much working capital is tied up in the operations and can be put in relation to sales to understand how effectively tied up working capital is used.
Capital employed	The Company capital employed is calculated as an average of total assets, less total liabilities, excluding interest-bearing liabilities. The Company has no interest-bearing liabilities, excluding lease liabilities.	Return on capital employed is the central ratio for measuring the return on the capital tied up in operations.
Return on capital employed	Operating earnings plus interest income, in relation to average capital employed, rolling four quarters (R4Q).	
Equity/asset ratio	Shareholders' equity divided by the balance sheet total.	A traditional measure for showing financial risk, expressing the ratio of the assets that are financed by the owners.
Return on equity	Net income as a percentage of average shareholders' equity, rolling four quarters (R4Q).	Return on equity shows the total return on shareholders' capital and reflects the effect of the company's profitability as well as the financial leverage. The measure is primarily used to analyze owner profitability over time.
Investments	Investments in intangible and tangible assets.	Definitions to rows in the cash flow statement.
Total cash flow/cash flow	Change in cash and cash equivalents during the period, excluding exchange differences in cash and cash equivalents.	

Shareholders' information		Measures related to the share
Non-IFRS performance measure	Description	Reason for the use of the measure
Average number of outstanding shares	Total number of shares in the Parent company, less the number of group companies' holdings of shares in the Parent company (own/treasury shares).	Definitions of IFRS performance measures. Measures showing the return of the business to the owners, per share.
Dividend per share	Dividend divided by the average number of outstanding shares during the period.	
Earnings per share (EPS)	Net income divided by the average number of outstanding shares during the period.	

Financial definitions

Shareholders' information		Measures related to the share
Non-IFRS performance measure	Description	Reason for the use of the measure
Cash flow per share	Total cash flow, divided by average number of outstanding shares during the period.	Measures showing the return of the business to the owners, per share.
Equity per share	Shareholders' equity divided by number of outstanding shares at the end of the period.	

Employees		Measures related to employees
Non-IFRS performance measure	Description	Reason for the use of the measure
Average number of employees and consultants/co-workers	The average number of employees and consultants for non-temporary positions (longer than nine months) and who do not replace absent employees, in FTE (Full-time equivalent).	To supplement the number of employees with consultants gives a better measure of the Company's cost.

Financial calendar

Annual General Meeting	14 May 2025
Interim report Q2 2025	18 July 2025
Interim report Q3 2025	6 November 2025
Year-end report Q4 2025	11 February 2026

Invitation to presentation

On 29 April 2025 at 09:00 CEST, CEO Crister Fritzson together with CFO Cecilia Höjgård Höök will present the quarterly report in a live-streamed web conference.

Link to the live presentation, which will also be available for replay: [Net Insight Q1 25](#)

For further information

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