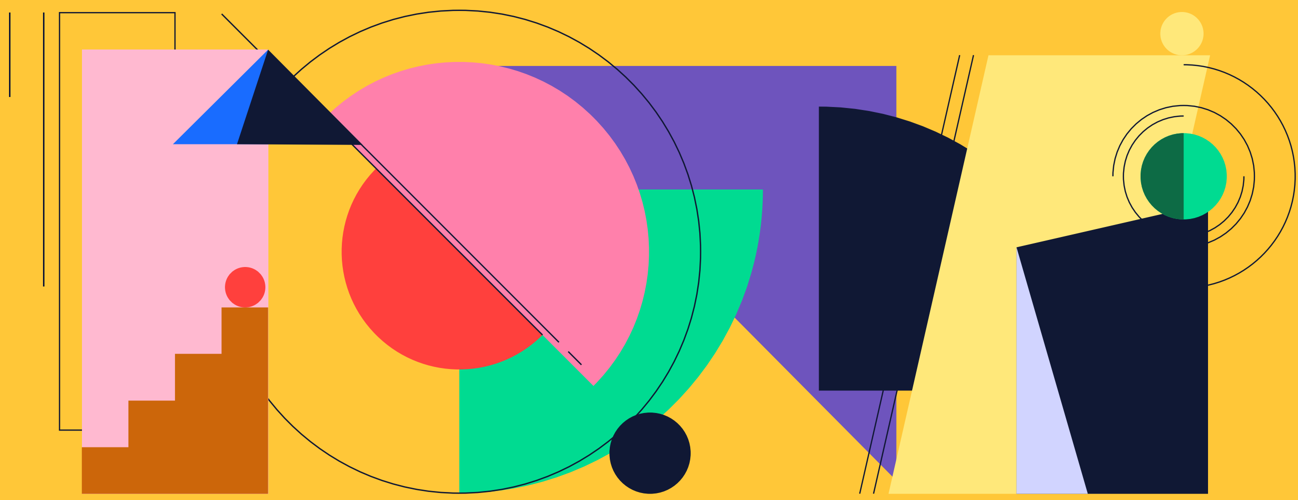

Annual Report
2022

Mentimeter

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This is Mentimeter

Why are we here?

Meetings, workshops, and lectures are fundamental building blocks of work and education. Mentimeter improves these significantly and provides the prerequisites to enhance efficiency with real-time insights, capturing ideas and activating the room - whether in person, hybrid or remote.

Mentimeter was founded with the belief that all types of meetings and presentations can be different; attendees should never leave without the chance to have their say, and presenters should have the opportunity to listen to their audience rather than just speak to them.

Since 2012, co-founder Johnny Warström, Niklas Ingvar, and upwards of 300 team members who have joined them on this journey have dared to change how we run meetings, lectures, workshops, and presentations. This vision has developed and matured over the years as we have grown from a startup building a Q&A tool to an organization looking to inspire action, inform-decision making, and improve learning outcomes.

Our platform transforms passive students, employees, and whoever votes on a Menti into active listeners and participants. Voting on Word Clouds, asking questions in a Q&A, or responding to a Live Poll makes presentations an inclusive experience for everyone involved.

The Mentimeter team creates a unique and psychologically safe environment for everyone - students, employees, and beyond - to freely and confidently share their opinions and contribute to discussions. More than this, Menitmeter converts a world of presenters into modern leaders - leaders who open up the floor to debate, encourage participation, and wish to enhance learning outcomes.

Our understanding of the value we provide to our users has grown and developed. As we move into 2023, our goal is to provide positive and lasting value for organizations in both the worlds of business and education. To do so, we are constantly working to build a comprehensive product that makes presentations, meetings, lectures, and check-ins more impactful.

We believe meetings can become more efficient, lectures more enlightening, and every type of presentation more effective by turning a passive audience into active listeners.

What we do and how we do it

Providing a best-in-class product to a global user-base that helps professionals and lecturers to turn a passive group into active contributors. Unlocking the full potential of teams and classes, regardless of what kind of meeting you're hosting or subject you're teaching.

So how do we inspire presenters, no matter if they are educators, marketers, or consultants, to become modern leaders? Is there a simple solution to creating this idealistic culture? To achieve these lofty goals and to instigate change, we provide our users with a platform that caters to a wide variety of needs and actively promotes participation, engagement, and listening.

Changing the landscape of presentations

Our goal is to create a platform that improves efficiency and effectiveness across all use cases and situations. Educators, managers, team leads, and directors alike should be empowered to ask and be asked the right questions.

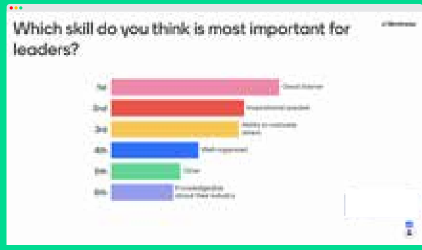
To accomplish this, we work to meet the needs of those creating and voting on a Mentimeter, as both play a crucial role while having differing demands and requirements.

For presenters, we want to make engagement easy. Establishing a connection with an audience and encouraging them to interact is not straightforward. Not only do we want to offer presenters the opportunity to engage their audience, but we want to help them tap into the group's collective intelligence. We want to help them become informed decision-makers that gather vital insights from those around them.

When it comes to voters, we provide them with a safe space for sharing ideas, expressing opinions, and posing questions without fear of interruption. A Mentimeter presentation is a transparent and open forum that seeks to imbue audiences with the confidence to speak up and have their voices heard. Everyone who joins has an equal opportunity to showcase their knowledge, ask for clarification, and participate.

Word Cloud

Scales



Ranking

Pie Chart

2x2 Grid

Pin on Image

Multiple Choice

Spider Chart

Open Ended

Creating Actionable Insights

Engagement comes from our interactive slides: Word Clouds, polls, quizzes, open-ended questions, and more. These interactive elements offer audiences the chance to vote, respond, and contribute right there and then. Presenters can thus leverage these slides to connect with their audience right from the outset of their presentation; no more anxious waiting to see someone nervously raise a hand among the crowd.

Most importantly, we want presenters to gain invaluable insights from every presentation; continually listening and understanding is the key to achieving peak engagement. Gathering input, displaying it on screen, and studying these results will help leaders better understand their audience and collect information that will turn into valuable insights.

Our presentations are transparent thanks to our anonymous voting, Q&As, and real-time results that everyone in the audience can see. Anyone who votes can confidently be open and honest when they submit their responses, questions, or comments. These features help to promote participation and debate in any meeting, class, or event.

Growing and developing our capabilities is helping us to improve productivity, performance, and knowledge. Integrations with online communications tools and traditional presentation software will make Mentimeter an invaluable tool and the top-of-mind option for every prospective presenter.

Our business model and strategy

Product-led growth is our go-to-market, while organizational adoption helps spread the value of Mentimeter.

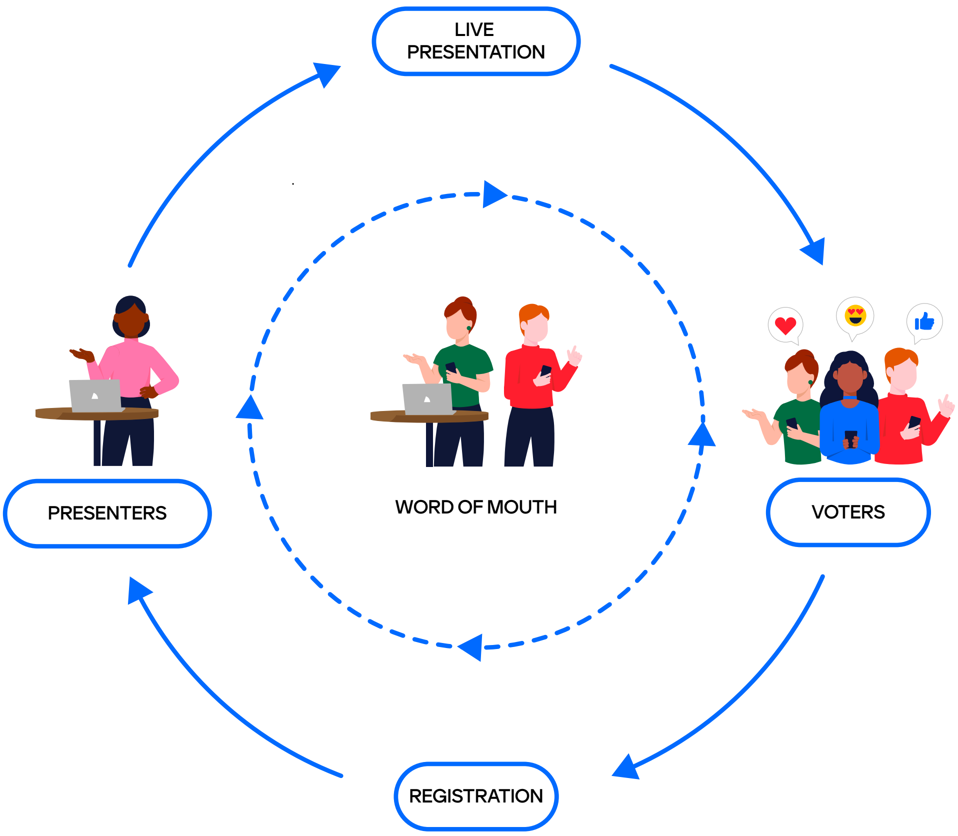
Building a platform and a product that our users love and benefit from has enabled us to go from strength to strength. The ultimate goal is to grow as a business, build on our position in the market, and become the top-of-mind solution for all modern leaders.

Driven by product-led growth

Our users have always championed our product, and when they create and host a presentation, their audiences experience Mentimeter for themselves. Everyone sees the benefits and wants to replicate this in their own meetings and presentations, thus creating a "viral loop."

This viral loop has been crucial to our success and development over this past decade. Our virality means we can reach new users every time someone uses our product without high customer acquisition costs. As of December 2nd, 2022, 98.2% of newly registered Mentimeter accounts originated from marketing channels that we have not paid for.

The secret to the viral loop is that users enjoy the product and recommend it to others, while audience members are impressed enough to consider using it for themselves. We have here the purest form of product-led growth, a strategy that helps guide our decisions and steer our growth.



Unlocking organizational value

We have long seen the impact Mentimeter has had on all of our users, but this past year has underlined how organizations have now begun to unlock the full value of our product. Proof of this is visible in the increase of organizations with $100k+ ARR from 10 to 18. Likewise, we now have 42,052 domains with 20 or more registered users.

In order to provide more value, we will actively work to increase adoption, activation, and retention while we continue to develop and innovate.

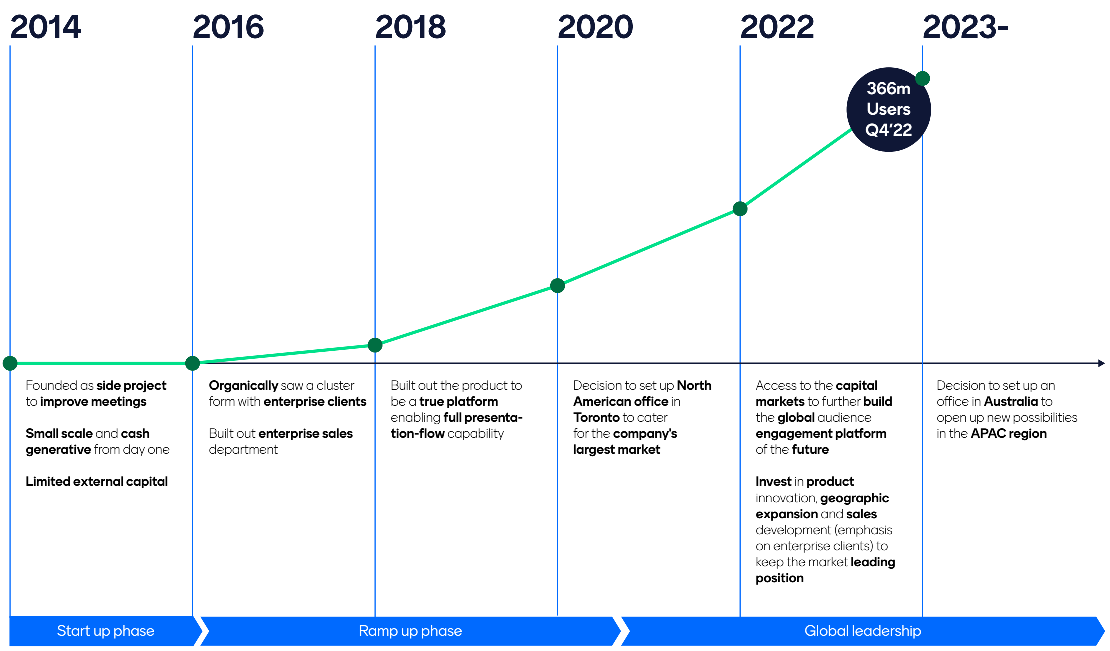
This initiative will combine efforts from our Product, Marketing, and Sales departments into one cohesive strategy.

Educating our users in all the ways they can use Mentimeter and the versatility we provide will help more and more organizations run more effective meetings that leverage the insights and knowledge of their colleagues and clients.

"To do a Menti" will become ubiquitous within organizations.

Mentimeter Milestones

What began as a fun way to interact and avoid boredom has now become a way for leaders and teachers to accomplish their objectives and for organizations to reach strategic goals.



Mentimeter Milestones

2012

Founded by Johnny Warström, Niklas Ingvar, Henrik Fräsén, and Kristoffer Renholm.

2014

Mentimeter receives its first angel investment and a loan from the venture capital company Almi, and - in doing so - becomes a full-time venture.

The U.S. becomes Mentimeter's largest market in both Self-Service and Enterprise.

2015

Johnny and Niklas define Mentimeter's five core values - Include Everyone, Work Smart, Consultant Mindset, Be Humble, and Have Fun.

These core values still help to shape our company culture to this day.

2016

An Enterprise sales department is established as the number of Mentimeter users in organizations continues to grow.

2018

The platform grows to allow users to create entire presentations.

One million presenters have used the product.

2019

More than 60 million presenters have used Mentimeter.

Mentimeter grows to 60 full-time employees.

2020

The pandemic shifts focus to remote work and learning as users log in from home in their millions.

Mentimeter establishes a sales office in Toronto to cater to our North American customer base.

2021

The Company continues to invest in future growth, product development, and growth strategies.

At the end of December 2021, Mentimeter employs 192 full-time members of staff.

2022

Alfvén & Didrikson, Creades, and Nordstjernan Growth invest in the company in a new share issue.

Continue the strategic focus on growing organizational adoption to bring more value to our customers.

2023

Focus on our goals of winning organizations, outgrowing competition, and maximizing engagement.

Integrate our new value proposition into our core messaging.

User and employee stories

Providing value to a valuable cause

Story with Gian Michele Zeolla of Fondazione ASPI.

Our users constitute a wide variety of organizations spread out across the globe. While key results and business goals are fundamental measures of success, we also take great pride in the impact and the assistance we can provide to every type of organization.

One of those organizations is ASPI *(Fondazione della Svizzera Italiana per l'Aiuto, il Sostegno e la Protezione dell'Infanzia)* – an organization dedicated to promoting the well-being, and protection of children and working to educate children and adults on how to prevent sexual abuse and mistreatment of minors.

We had the pleasure to speak to Director Gian Michele Zeolla, who offered some insights into the work of ASPI, how Mentimeter has assisted them thus far, and their plans for the future.

Since its foundation in 1991, they have presented to over 80,000 children and 35,000 adults. Today they use Mentimeter to initiate discussions, assess understanding, and connect with these groups.

Gian Michele notes that when presenting to a large group of parents that can sometimes number in the hundreds, Mentimeter helps presenters analyze audience responses and better understand how their message is received. By asking audiences to rate their understanding of specific topics before and after meetings, they can see how effective their presentation has been and how it can be modified and improved. Moreover, participants can submit honest answers in an environment that promotes sharing and learning.

Not only do the Menti users at ASPI find their presentations to be more efficient and effective, they, as an organization, can highlight their value and importance to relevant stakeholders.

Going forward, Gian Michele and his team hope to use Mentimeter for more expansive projects and with a wider variety of groups in 2023. We hope that our platform and service will continue to support the invaluable work undertaken by Gian Michele and everyone at ASPI.

"Mentimeter is a great instrument and in 5 or 10 minutes that quickly and efficiently lets you know who is in attendance and how many people understand what you are teaching. When you can interact with a group you realize if your message really connects and understand if you are achieving your goals".

While changing the landscape and culture of meetings is one of our primary goals, it is always heartening to see Mentimeter being used for good. The work done by all of the team at ASPI is incredibly admirable and we are happy to have played some small part in their journey and hope to continue to help all of their incredible work going forward.

From Stockholm to Toronto

Story with Francis Kweku Ansah, Sales Director at Mentimeter.

Francis joined Mentimeter in 2019, yet he still sees and takes great pride in the striking resemblance between that burgeoning startup and today's successful company.

Name: Francis Kweku Ansah
Role: Sales Director
Time at Menti: 4 Years
Favorite Memory: Growing the Toronto Office

His own progression from an Account Executive in Stockholm to a Sales Director in our North American office mirrors our company's growth. In particular, he notes how our core values helped to propel his rise through our sales department and that "Be Humble" has been particularly influential.

"I come from a big family and have struggled to find my own place. This means I care a lot about moving forward and developing. Being humble has really empowered me and my love of learning".

Francis has grown from a passionate learner intent on crafting his journey into a leader who is devoted to helping those around him with the same passion and enthusiasm to achieve their goals.

Initially, Francis found Mentimeter's people and the product as the most appealing aspects, and even in those early days, he could see the company's potential. Now four years later, he highlights those same unique qualities as he interviews candidates, manages his sales team, and coaches colleagues.

Over this time, he has been joined by more than 250 new colleagues, 32 of whom he has been there to welcome first-hand in Toronto. Taking on greater responsibility, Francis has been one of the driving forces behind the initial success of our Toronto office.

Never one to rest on his laurels, Francis and his team have gone to set new sales milestones this year. His own unwavering confidence in Mentimeter reflects that of the customers he brings into the fold and the investment they continue to make.

"The people and the product attracted me to Mentimeter. I saw the benefit of bringing engagement to meetings based on my experience doing presentations. Now I see the confidence our clients have in Mentimeter and the benefit we provide to organizations.

Today I see how much time and effort we put into ensuring that those who join, share, and appreciate our values so that we can continue growing and making an impact."

"Before Mentimeter, I was working hard, but now, I am working smart. I've started pushing myself to prioritize and to enjoy my life as much as possible because it's too short not to".

The year in brief

A sit down with our CEOs

This year our CEO and one of Mentimeter's co-founders Johnny Warström welcomed the arrival of his first child. During his paternity leave, Chief People and Culture Officer, Anna Gullstrand, stepped in as acting CEO, a position she held from August 2022 until January 2023.

Here are their reflections on the past year and beyond.

How would you summarize 2022?

Anna:
It has been a year of learning and growth, both for Mentimeter and for me personally. While the world faces many tough challenges and transitions, we still see our product as having an important place in that changing world. In many ways Mentimeter was ahead of the curve in terms of identifying a need for better employee engagement, creating equitable experiences in meetings and lectures, and for tools to help organizations to make more informed decisions. 2022 was a year where we saw many organizations realize this need for themselves as they turned to our product category to meet that need.

Johnny:
For my part, the year was very much about testing whether we managed to build what we always wanted. The ambition from the beginning was a company that is not dependent on either myself or Niklas Ingvar. It turned out to go very well, both Niklas and I were on parental leave from August 2022 until January 2023 and Mentimeter continued to grow from strength to strength without our input. This is a huge testament to the talents and expertise of the team we have helped to assemble in the last 10 years.

Has there been a standout highlight, a milestone, or an achievement from 2022 that you're proud of?

How smoothly the build-up and scale-up of the North American office have been. A local presence is important considering the US is our largest market, but opening a local office is definitely not an easy process. The eight colleagues who landed in Toronto in the fall of 2021 have today become 30 employees that more comprehensively cater to the market.

Anna:
For me, the most exciting developments in 2022 have been how we work with product-led growth. Some amazing work was done to drill down into where our users get value from our product and how we can cater to that in the best way. We challenged assumptions about the fundamental principles of our freemium tier - such as the merits of a question limit vs. other functionality limitations. We executed some of the most methodical and well-planned experiments I have ever seen. Producing insights that will set us up in the future to have a business model based on principles of product-led growth and product-led sales that is world-class in its implementation.

What then would you say have been the challenges or obstacles?

Anna:
Growth mode is fun but comes with some challenges. We have grown our number of users, and customers, but we have also grown as an organization. This year we have welcomed over 100 new employees, and they all come in with new backgrounds and perspectives. I want to listen to all these good ideas and not be overwhelmed by all this change.

With a view to the upcoming years, how do you see the near future playing out for the company?

Johnny:
First of all, it's been an extraordinary few years - the pandemic, a terrible war is raging in Europe, and we're staring right into a recession. From a business perspective, it will be even more important to show the full value our product can provide to any organization or educational insti-

tution. Likewise, the benefits it provides in the new landscape of work that has been shaped by the pandemic.

Today, remote solutions are more or less standard, and many meetings and lessons take place online or remotely. This places completely new demands on inclusion and engagement and getting participants to lean in instead of zoning out.

Anna:

It's about the position of the product. Much of what is happening in the world right now is forcing businesses into transformational processes, and companies need to review business strategies, product development, but also culture and leadership. Change requires involved employees, and we are a platform that creates commitment and transparency internally.

How would you reflect on the decade building up until now?

Johnny:

In retrospect, I find it interesting how early we were with inclusive leadership and the importance of listening to what employees have to say to create engagement in the workplace and improve employee satisfaction and retention. Our idea grew out of frustration with how much time we were wasting in meetings that neither inspired nor had a real outcome.

At the same time, it's incredible to see the product development, and that the need for our product and the breadth we can offer, is so much greater than we could ever have imagined.

Anna:

In the beginning, the customer conversations were about meetings that are inefficient, boring, and unengaging and how we are wasting people's time in too many meetings. In these ten years, the focus on the human-centered organization where you actually listen to people has matured. So I think the world is more ready for Mentimeter now than it was back then.

If you were going to use one word, to summarize the year, what would it be and why?

Anna:

Trust. I feel that we can trust our product to deliver value and that I put a lot of trust in everyone's competence. Trust can be data-driven but it can also be more from instinct. For me, it's fun with SaaS because there are a lot of best practices but also unknown terrain to be explored.

Johnny:

Okay, mine would for sure be 'Impact'. Like the change that Anna has been leading during the fall and the realization that we had through the last 18 to 24 months. Really the biggest impact is through organizational adoption.

Product Performance

500,000,000
cumulative voices heard

6,000,000
total presentations held in 2022

1,500,000,000
total votes made

49,320,000
number of total slides used

1,300,000
number of questions in Q&A

Delivering a high-quality and innovative product will advance growth into sales.

The ultimate goal of our Product department is to create a comprehensive platform that empowers our users to create interactive, beautiful, professional, yet playful presentations, icebreakers, check-ins, and more.

Continued focus on Organizational Adoption and Product-Led Sales

Throughout the past decade, our strategy has highlighted that increasing the adoption and usage of Mentimeter within organizations needs to be a clear objective of our work. Improving the performance, stability, and functionality of the Mentimeter platform will make us an integral part of leaders' and organizations' workflows.

As in the past, we aim to leverage our greatest asset - Mentimeter. Once a user from within an organization begins to use Mentimeter, our product will continue to impress others within their team or department and generate more users under one roof. We must, therefore, offer leaders a valuable experience while highlighting the countless benefits our platform offers.

To help achieve this *"land and expand"* tactic and to drive our product-led sales approach, we have undertaken a series of initiatives to increase engagement and offer users more value. Combined with this are endeavors to boost user activation: offering contextual guidance in our product, relevant offering of both standard and pre-designed templates and slides, and promoting advanced usage.

Continued innovation and development

Innovating and working to develop our platform has seen us take great strides in 2022. These developments range from improving the user experience by offering them bigger and better features to smoothening the payment process for users worldwide. A primary focus this year has been to invest in our tech stack. Building this foundation will allow us to be more agile, flexible, and efficient.

To cater to more users and expand Mentimeter's versatility, our Slide Library launched 12 new slide types - four new interactive and eight new content slides. Thanks to feedback gathered from users, internal ideations, and partnerships with other tools, our new slide types offer users a more complete and comprehensive experience.

Innovation and development also extend beyond adding additional features. This year's implementation of Stripe, the payment processing platform, provides those wishing to pay for our service with a frictionless experience. We have gained more flexibility and opportunities for experiments, all while being able to run more projects on our roadmap. Experimentation perfectly encapsulates the work done in the Product department this year.

Enterprise Sales Performance

$17.5M ARR
enterprise Sales

$100,000
record self-service revenue for a day

$100k+ARR
of 8 new Enterprise contracts

+$3.7M ARR
from existing Customer base

40,000
work domains with more than 20 registered leaders/users cumulative

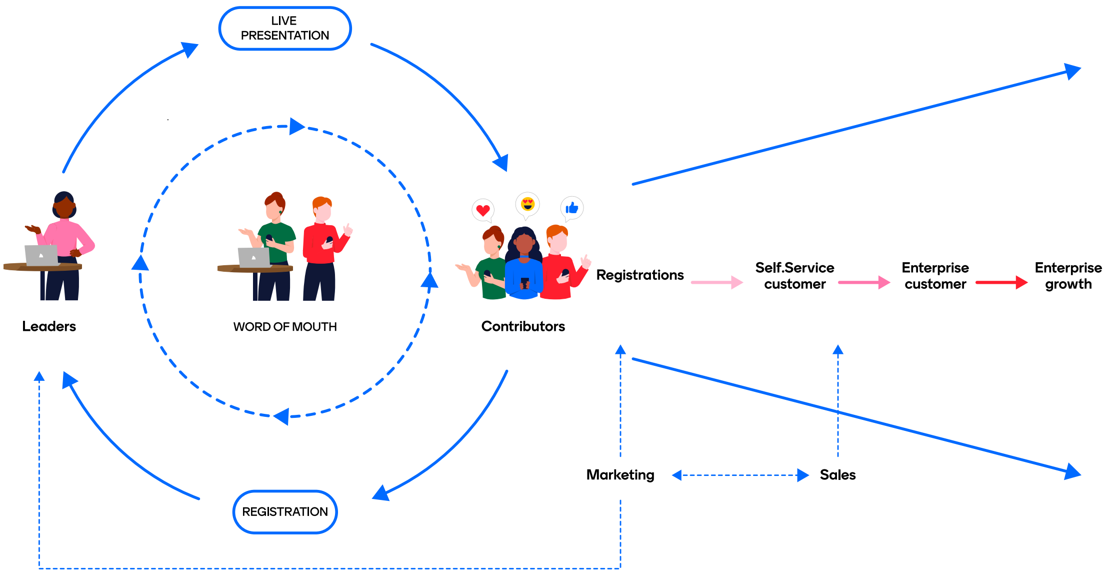
New opportunities continue to emerge and develop while business cornerstones are reaching new heights.

Following on from the pandemic years, when there was a rush on communications tools and ways to improve online meetings, our goal has been to position ourselves as the leading player within our ever-growing market. Not only that, but we aim to forge new opportunities and continue improving upon the foundations that have led us to this point.

Milestones for enterprise and self-service business

Enterprise sales have continued to show increasing results and August saw it surpass self-service in invoiced sales for the first time in company history. Eight new Enterprise customers have signed contracts with an ARR of over $100k, highlighting the exponential value organizations gain when adopting Mentimeter en masse. Our ever-developing Enterprise sales strategy has helped us drive higher-quality leads and sign more high-profile clients.

Enterprise Sales Performance



Our product-led sales strategy has a bright future thanks to a pool of over 40,000 organizations with more than 20 registered Mentimeter users.

Despite this growth in our enterprise segment, we have not forgotten what has led us to this point. Self-service continues to be a cornerstone for us as we have seen several all-time highs in self-service revenue per day, most notably >$100,000 for the first time in company history for one day. This validates our belief that our product is highly valued, even in times of great uncertainty.

Finding new opportunities

Alongside these efforts, our Stripe implementation has helped to optimize and improve our payment process. We have been rewarded with an uplift in payment acceptance rate, securing revenue that would otherwise have been lost through failed payments. Localized currencies, local payment methods, and product-led B2B billing are some of the initiatives to come.
New opportunities do not just mean new revenue streams - they also extend to new locations, teams, and projects where we can better connect with high-potential markets. Our Toronto-based sales office is now a diverse and high-performing team of 30 members.

Following in their footsteps is our Asia-Pacific project which worked to develop our influence in the region to have the same impact as we have in Europe and North America. The sales team established deeper connections with existing and potential customers in the region and evaluate the benefits of establishing a regional office.

Working directly with these clients in their time zone and in person has helped us to improve our collaborative efforts and create deeper and more impactful relationships.

People and Culture Performance

91%
employee satisfaction score

76%
wellbeing Index Score

Grew from
222 to 298
employees

55
nationalities represented among employees

Engagement everywhere starts at home.

While our Product, Sales, and Marketing departments diligently work to bring engagement to the masses, our People & Culture team aspires to keep every Mentimeter employee engaged, no matter if they are new or experienced. We don't just want to spread the message of engagement; we want to promote it within our own company.

A week dedicated to strategy

To help everyone better understand our company and department strategies, we devoted a week to bringing everyone together to debate, discuss, and learn about the value of their work. Department and team workshops offered teams the chance to develop and suggest strategic focuses in cooperation with one another that harnessed the power of togetherness.

This week helped us all to understand how we can and will contribute towards company growth.

The objective was not just to present our company-wide strategy, but to find opportunities for cross-team and cross-departmental collaboration, brainstorm potential projects, and help teams and departments align and set their goals.

Surveying engagement levels

Charting engagement levels over time is another staple of the work our P&C team does along with the company-wide implementation of Culture Amp to track survey results and submit feedback. They have been working to provide those capable of enacting change with the data they need. The team has streamlined this process to ensure we continue to work openly and transparently.

The most recent survey highlights how invaluable this work has been as we have increased engagement levels and satisfaction across the board within the past six months. Not only that, but thanks to the employee experience platform Culture Amp, we can give continuous feedback to one another, run more efficient and effective career development talks, and engage in more open and transparent discussions about our company culture.

Financial Performance

410 MSEK
invoiced sales

43%
total revenue growth

150 MSEK
raised from Alfvén & Didrikson, Creades and Nordstjernan Growth

44 MSEK
free cash flow

Continued strong performance, complimented by external confidence.

While the pandemic years proved to be somewhat of an uncertain time when it came to day-to-day work, this year is starting to see tough decisions facing startups and established companies around the globe. Despite this, 2022 has been another year of growth and strong financial performance.

Growing investments

The current financial climate paints an uncertain picture. Creades, Nordstjernan Growth, and Alfvén & Didrikson are some of the highest-regarded investors in Sweden, and their investment in the company signifies external confidence in our future. Beyond the financial investment, we have also gained a wealth of experience to add to our Board that will undoubtedly help us develop in the coming years.

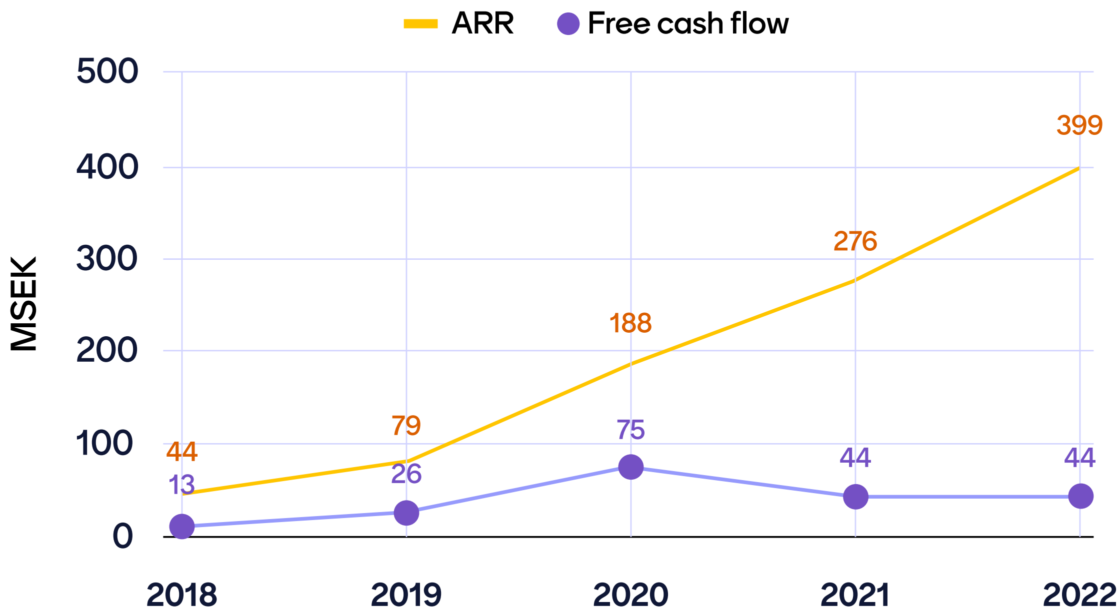
As our CEO Johnny Warström summed up: *"I'm incredibly excited to have continued support from Alfvén & Didrikson and new support from Creades and Nordstjernan Growth. With extra muscle, we can carry out important investments and stay in our global leadership position. We are building a product for the benefit of one billion people, and that journey has just begun."*

Maintaining a positive cash flow

We did not take on these investments from a cash perspective, and 2022's positive cash flow underscores the stable financial position our business strategy and financial planning have put us in. We have invested heavily in growing our organization by 34%, from 222 to 298 employees this past year. This continued investment into all levels of the organization has not impacted the company's ability to generate profit.

We take pride in having a financially sound business that has been cash flow positive for the past six years, including free cash flow of 44 MSEK in 2022. These results are a testament to the strength of our business model and financial planning, especially given our heavy investment in the organization. The external investment from Creades, Nordstjernan Growth, and Alfvén & Didrikson is about creating an equity buffer so we can front-load investments in the coming year or two.

Profitable growth



Sustainability Performance, KPIs and goals

Area	Measurable KPI	Goal	Performance
CO_2 effect by our business	Reduce scope 1 and scope 2 GHG emissions	Reduce emissions by 90% from the base year of 2021 (32,71t CO_2) by 2030	86t CO_2
	Reach Net-Zero greenhouse gas emissions across the value chain	Net zero by 2040 from the base year of 2021 (1272t CO_2)	908t CO_2 in the whole value chain and everything removed with investment in Carbon Removal technologies.
Gender balance	***Board composition***	Maximum 60% of one gender	57% male, 43% female
	Leader composition	Maximum 60% of one gender	54% male, 46% female
	Departmental composition		
	Product	Maximum 60% of one gender	65%male, 35% female
	Marketing	Maximum 60% of one gender	60% male, 40% female
	Sales	Maximum 60% of one gender	55% male, 45% female
	People & Culture	Maximum 60% of one gender	12.5% male, 87.5% female
	Finance and Legal	Maximum 60% of one gender	66.6% male, 33.3% female
	Central Functions	Maximum 60% of one gender	57% male, 43% female
A positive impact on society	Code of Conduct	100% acceptance	92% acceptance rate*
	Sanctions Policy	100% acceptance	92% acceptance rate*
	Whistleblower Policy	100% acceptance	92% acceptance rate*

**for working employees that are not in onboarding*

CO_2 effect by our business

Mentimeter strives to have a net zero effect on our climate through three steps: measure, reduce, and compensate for CO_2 emissions in Scope 1, 2, and 3 according to greenhouse gas protocols.

Mentimeter has no Scope 1 CO_2 emissions, while heating, cooling, and the electricity supply for our offices in Stockholm and Toronto are our only Scope 2 emissions.

The state-of-the-art Carbon Accounting Engine, Normative (normative.io), calculates our Scope 3 emissions.

Since 2018 Mentimeter has been a Net Zero contributor since we started compensating for our CO_2 emissions. During 2020 and 2021, we used Direct Air Capture technology to capture and remove CO_2 from the atmosphere.

In 2022, we invested through the Climate Transformation Fund run by Milkywire and set our internal carbon fee to $100 per tonne of CO_2, according to their best practice whitepaper.

Gender balance

We aim to build a company where everyone's voice matters and decision-making is technocratic. Our goal is to mirror our customer base and society: a well-balanced group of all genders, cultures, and personalities.

Gender balance is an important KPI and a proxy metric for other types of diversity that we use to measure and plan follow-up actions. Under Swedish law, we are not allowed to register the ethnicity of our employees as companies are obligated to do in the United States.

We have also chosen three ways to cut the gender data that we have: by Board of Directors, those with management positions, and per our six primary departments: Product, Sales, Marketing, People & Culture, Finance & Legal. We also do this with our Central Functions team (Data & Analytics, Customer Support, and Business Development).

When it comes to recruitment, we use the following tactics to achieve a balance when hiring new employees:

- Balanced gender representation on the part of Mentimeter
- At least two people in each interview
- Set interview questionnaire
- Alva Labs for unbiased tests
- Headhunting to reach a balance in the first stage of the recruitment of each role

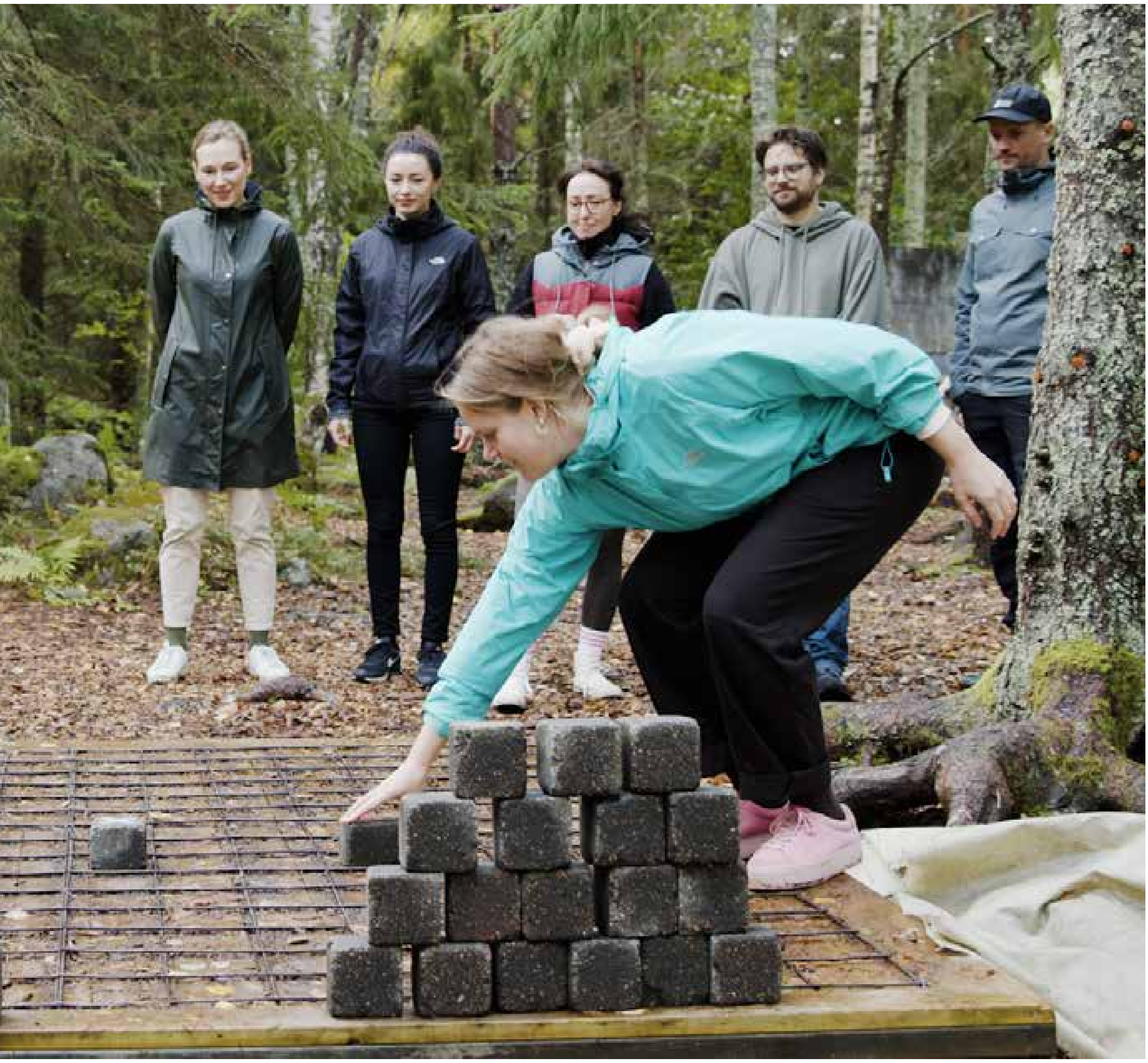
Mentimeter does not believe in nor applies affirmative action.

A positive impact on society

We have also chosen three ways to cut the gender data that we have: by Board of Directors, those with management positions, and per our six primary departments: Product, Sales, Marketing, People & Culture, Finance & Legal. We also do this with our Central Functions team (Data & Analytics, Customer Support, and Business Development).

The Board of Directors approves and follows up on a list of internal and external policies each year are compiled in a Minimum Internal Control Requirements ("MICR"). These identified risks, established control activities to prevent said risks, and a description of the control activities' effectiveness through evaluations, are contained in the MICR.

We have chosen to present three core policies and our employees' acceptance compliance rate of these: Code of Conduct, Sanctions Policy, and Whistleblower Policy. The goal is that 100% of our employees should accept and comply with these policies.



Sustainability Update

Mentimeter Business Model

Mentimeter Business Model

Mentimeter's vision is to fundamentally change presentation, lecture, and meeting culture in business and education from one-sided talking to inclusive listening; it does this through a platform with a comprehensive range of tools and presentation elements. These are designed to meet the needs of creating meaningful engagement and turning passive audiences into active participants in remote working, distance training, work and training on-site, as well as in hybrid situations in between. Mentimeter is primarily aimed at corporate customers who subscribe to the Company's cloud-based software platform.

Mentimeter applies a Freemium and Software as a Service ("SaaS") business model and has two revenue streams: Self-Service and Enterprise.

Anyone can use and register for Mentimeter's platform online. Normally, a first-time user tests Mentimeter's platform through the free plan. Users who are satisfied with the service can choose to purchase an individual license to get access to more advanced features in the platform, this license is valid for one leader and most often paid for by the leader's employer with a credit card ("Self-Service"). As more users discover Mentimeter's platform, knowledge of the service spreads throughout an organization. Once a sufficiently large cluster of users has been created within an organization, the organization acquires a central company license to enable more employees to use Mentimeter ("Enterprise").

Risk Management

Below we list a number of the risks that we have identified in the Minimum Internal Control Requirements (MICR), how these are handled, and what policy is relevant. The Board of Directors reviews these each year and the review for 2022 was carried out at the Board meeting on December 6th, 2022.

Business Planning

Risk	Mitigating Measures	Control / Activities
Recession effects / Risk of declining demand and churn due to changes in global or regional economic market conditions, such as recession.	Reduced through customer offerings based on analysis of use. We have a horizontal customer base which decreases our risk for us from a macroeconomic perspective. We analyze our customer base and where revenues come from to ensure a continuance of revenues from multiple industries and sectors and avoid dependency. In addition to the above, we use Planhat, a customer management tool to help us manage customer behavior and make well-considered offerings. The risk is also reduced (slightly) by one-year agreements (customers pay in advance) Apart from what is stated we are also mitigating it by investing in Outbound efforts to not rely so heavily on Inbound demand and Customer Success to maximize usage and value provided to our highest paying $ARR Customers.	Monitoring of customers, sectors, revenues, and behaviors.
Compliance / Risk of not meeting legal requirements leading to sanctions, fees, and lack of trust due to violations of law.	We take reasonable steps to ensure that all employees and consultants are aware of the obligations related to Mentimeter's policy package.	All employees undergo policy training in the annual awareness training and onboarding sessions.

"Policy: Risk Assessment Policy"

Sales

Risk	Mitigating Measures	Control / Activities
Contractual Obligations / Risk of contractual liability and Claims from enterprise customers.	We have adjusted terms for the different versions of the applications (Free, Basic, Pro has one set - and Enterprise its own set of terms) to meet the need and minimize the need for negotiations. We have a contract management program ensuring that all separate contracts are stored properly. In this program, we can also add information about specific undertakings and keep track of our contractual obligations. We have a specific legal counsel within sales/commercial to ensure compliance with terms in discussions and an appropriate level of risk and this counsel also educates sales and keeps and monitors an FAQ. This legal counsel reports to the General Counsel and all material deviations from terms are approved by General Counsel. Deviations from contractual liability are decided on a group level together with the VP of Sales.	Annual/continuous review of terms Quarterly follow-ups of contents Annual education and continuous monitoring/updates of the FAQ. Material deviations from our terms/mainly liability caps are made in groups with commercial aspects in mind.

"Policy: Risk Assessment Policy"

People

Risk	Mitigating Measures	Control / Activities
Retention / Risk of incorrect salary data, which can lead to incorrect salary payments and irregularities.	A structured salary process every year.	A structured salary process every year to be able to deliver on our salary strategy, i.e for every role at Mentimeter we collect benchmark data through different sources.

"Policy: Risk Assessment Policy"

IT

Risk	Mitigating Measures	Control / Activities
Product related IT / Risk of reduced user engagement, negative reputation due to intrusions into presentations and/or inappropriate use of the system (eg offensive and inappropriate content in presentations, i.e. risks that business-critical information originating from the product is leaked.	**Intrusions:** Time-limited vote ids/codes and the possibility to use QR code. **Inappropriate use of the system:** Ability to ban users, clear of use reporting channel. Reduced by the use of infrastructure providers with established internal control systems.	Amazon continually manages risk and undergoes recurring assessments to ensure compliance with industry standards. Amazon's data center operations have been accredited under • ISO 27001 • SOC 1 and SOC 2/SSAE 16/ISAE • 3402 (Previously SAS 70 Type II) • PCI Level1 • FISMA Moderate • Documentation to confirm this is obtained annually. Salesforce.com is audited annually and remains in compliance with the Sarbanes-Oxley (SOX) Act of 2002. Documentation to confirm this is obtained annually.

"Policy: Vulnerability Management Policy, Vendor Management Policy, System Access Control Policy, Software Development Life Cycle Policy, Sanctions Policy, Risk Assessment Policy, Responsible Disclosure Policy, Physical Security Policy, Password Policy, Open Source License Policy, Internal IT and Security Policy, Information Security Policy, Incident Response Plan, Encryption Policy, Disaster Recovery Plan, Data Protection Policy, Data Deletion Policy, Business Continuity Plan and Backup Policy".

Finance

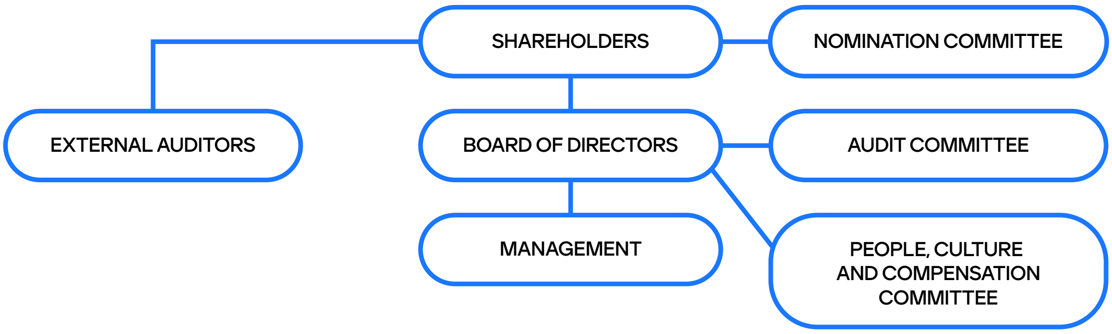
Risk	Mitigating Measures	Control / Activities
Finance / Risk of financial loss associated with exposure to foreign currency (USD, CAD, GBP, and EUR).	Monitored by the business following the financial development. There is an opportunity to quickly reduce costs by stopping investments if this should be needed.	The Business Controller does a monthly update of the annual budget with the latest FX rates and flags the CFO if it has significant negative effects on the forecasted result compared to the Budget. If so, CFO presents it to the CEO who decides whether action should be taken.

"Policy: Risk Assessment Policy and Finance Handbook"

Corporate Governance Update

Governance Structure

Mentimeter AB (publ) (hereinafter **"Mentimeter"** or the **"Company"** and together with Mentimeter North America Inc. referred to as the **"Group"**) is a Swedish public limited liability company. Corporate governance in the Company is regulated by Swedish law and internal rules and instructions. The external rules refer to the Swedish Companies Act and the Swedish Annual Accounts Act, and internal rules are for example stated in the Articles of Association (available on the Company's website), the instructions to the Board of Directors and CEO related to working procedures, the Corporate Governance Policy, the Finance Manual, the Code(s) of Conduct, the Instructions to the Audit Committee and the People, Culture, and Compensation committee and other internal policies and instructions within for example internal control and risk management.



Share Capital and Shareholders

As of December 31st, 2022, the total number of registered shares in the company amounted to 74 929 760 shares. There is only one class of shares and all shares carry the same number of votes: one vote per share.

Shareholders owning more than 10% of the company at the end of 2022 are presented below:

The largest shareholders in Mentimeter	Shareholding (%)
Johnny Warström (Karagwe Invest AB)	22.4%
Niklas Ingvar (Ingbacka AB)	22.4%
Alfvén & Didrikson (BEMH Financial AB)	12.6%

For more information about shareholders please refer to the *Note 14* of the Annual report.

General meetings of the share-holders

The decision-making rights of shareholders in Mentimeter are exercised at shareholder meetings, the Company's ultimate decision-making body.

At the annual shareholder meeting (the **"AGM"**), the shareholders resolve key issues, such as

- the adoption of income statements and balance sheets;
- appropriation of the Company's results (e.g. dividends);
- election of members of the Board of Directors and auditors; and
- remuneration to the Board of Directors and the auditors.

The AGM is held within six months from the end of the financial year. In addition to the AGM, extraordinary shareholder meetings may be convened for the time up to the next AGM. According to the articles of association, shareholder meetings are convened by the publication of the convening notice in the Swedish National Gazette (Sw. Post- och Inrikes Tidningar) and on the Company's website. At the time of the notice convening the meeting, information regarding the notice shall also be published in Svenska Dagbladet.

Shareholders included in the shareholder register (maintained by Euroclear Sweden) on the day falling six banking days prior to the meeting can participate in a shareholder meeting. They notify the Company of their participation no later than on the date stipulated in the notice convening the meeting and may attend shareholder meetings in person or by proxy. They may also register for the shareholder meeting in several different ways as indicated in the notice of the meeting.

There is no limitation on how many votes a shareholder may cast at the shareholder meeting (shareholders can vote for all Company shares owned although one share represents one vote).

Shareholders who wish to have a matter brought before the shareholder meeting must submit a written request to the Board of Directors. Decisions at the meeting are usually taken on the basis of a simple majority. However, as regards certain issues, the Swedish Companies Act stipulates that proposals must be approved by shareholders representing a larger number of the votes cast and the shares represented at the meeting. Decisions taken at the shareholder meetings are made publicly available on the Company's website.

Nomination Committee

The AGM resolves upon the nomination process for the Board of Directors and the auditors. The Nomination Committee's tasks include preparing a proposal for the next AGM regarding

- Chairman of the AGM, Board members and Chairman of the Board
- Remuneration to Board members, remuneration for committee work
- Auditors and auditors' fees, when these matters are to be decided by the following AGM
- Amendments of instructions for the Nomination Committee, if deemed necessary .

At the extraordinary shareholder meeting held on 28th September 2022, it was resolved that the Nomination Committee shall be elected in accordance with the following principles which applies until further notice. The Nomination Committee consists of four members - Chairman of the Board of Directors, representatives of the three largest shareholders Hjalmar Didrikson (appointed by Alfvén & Didrikson AB), Johan Wiklund (appointed by Ingbacka AB), Johnny Warström (appointed by Karagwe Invest AB)

Composition of the Committee is based on the ownership according to Euroclear Sweden AB as of the last banking day in October. The Chairman of the Board is responsible for contacting the three largest shareholders, who will then each appoint a member to the nomination committee. If any of the three largest shareholders waives their right to appoint a member of the nomination committee, the next shareholder in size shall be given the opportunity to appoint a member of the nomination committee. If the shareholder structure changes during the nomination process, the composition of the Nomination Committee may be adjusted accordingly. Changes to the composition of the Nomination Committee must be published on the Company's website as soon as the changes have taken place.

The Chairman of the Board is elected to be a member of the Nomination Committee, but the members of the executive management team (including the CEO) can't become a member of the Nomination Committee. The composition of the nomination committee for the AGM is announced no later than six months before that meeting. To this, the information shall also be provided on how shareholders can submit proposals to the nomination committee. Members of the Nomination Committee do not receive any remuneration.

Eric Persson and John Hedberg, both born in 1972, were nominated and elected board members in 2022. More details are made publicly available on the Company's website.

Board of Directors

The Board of Directors is the second-highest decision-making body of the Company after the shareholder meeting. The Board of Directors is responsible for the organization and the management of the Company's affairs, overall responsibility for establishing an effective system of internal control and risk management as well as a satisfactory process for monitoring the company's compliance with relevant laws and other regulations as well as internal policies.

Responsibilities of the Board of Directors include, among other things:

- sett ing targets and strategies, securing
- routines and systems for evaluation of set targets
- continuously assessing the financial condition and profits
- evaluating the operating management
- ensuring that annual reports and interim reports are prepared in a timely manner
- appointing the CEO.

The AGM has authorized the board of directors, for the period up to the next AGM, to resolve, whether on one or several occasions and whether with or without pre-emption rights for the shareholders, an issue of new shares in the Company. More details and information about authorizations are available on the Company's website.

Members of the Board of Directors are normally appointed by the annual shareholder meeting for the period until the end of the next annual shareholder meeting. According to the Company's articles of association, the members of the Board of Directors elected by the shareholder meeting shall be not less than three (3) and not more than ten (10) members without deputy members. The Chairman of the Board of Directors is to be elected by the shareholder meeting and has special responsibility for leading the work of the Board of Directors and for ensuring that the work of the Board of Directors is efficiently organized.

Working procedures of the Board of Directors

The work of the Board of Directors is governed by the rules of procedure that cover:

- the practice of the board of directors,
- functions, and
- the division of work between the members of the Board of Directors and the CEO.

At the inaugural board meeting, the Board of Directors revises and adopts the rules of procedure and instructions for the CEO, including instructions for financial reporting.

The Board of Directors meets according to an annual predetermined schedule. In addition to these meetings, additional board meetings can be convened to handle issues that cannot be postponed until the next ordinary board meeting. In addition to the board meetings, the Chairman of the Board of Directors and the CEO continuously discuss the management of the Company.

Currently, the Company's Board of Directors consists of seven ordinary members elected by the shareholder meeting, who are presented in the section "Board of directors, executive management and auditor".

When it comes to diversity among the board members, the board is to have a composition appropriate to the company's operations, phase of development, and other relevant circumstances. The board members elected by the shareholder meeting are collective to exhibit diversity and breadth of qualifications, experience, and background. The company strives for a gender balance on the board and up to the latest election of board members in 2022, the Board of Directors has consisted of three women and two men, and today this number is three vs four.

Independence of the Board

The Board is considered to be in compliance with the Swedish Companies Act.

Committees of the Board

The Board has established two committees that have preparatory and advisory functions, but the Board may delegate decision-making powers on specific issues to the committee.

Audit committee

The audit committee:

- monitors the Company's financial reporting;
- monitors the efficiency of the Company's internal controls, internal auditing, and risk management;
- stays informed of the auditing of the annual report and the consolidated accounts;
- reviews and monitors the impartiality and independence of the auditors;
- pays close attention to whether the auditors are providing other services besides audit services for the Company; and
- assists in the preparation of proposals for the shareholder meeting's decision on election of auditors.

The Company has an audit committee consisting of three members: Marcus Teilman (chairman), Hanna Meiton, and Miriam Grut Norrby. At least four meetings are held annually. Additional meetings are held as needed. The external auditors report to the Committee at each ordinary meeting.

People, Culture and Compensation Committee

The Company has a People, Culture and Compensation Committee consisting of two members: Katarina Bonde (chairman) and, up to the extraordinary general meeting held 28 September 2022, Per Appelgren. Per was replaced by a new member of the Board John Hedberg. The People, Culture, and Compensation Committee shall prepare matters concerning remuneration principles, remuneration, and other employment terms for the CEO and the executive management. To prepare and evaluate long-term incentive programs. At least two meetings are convened annually. Additional meetings are held as needed.

The remuneration amounts granted to the Board, including the Chairman, are determined by a resolution at the AGM.

Information about remuneration during 2022, meeting attendance, and independence of the members of the Board of Directors:

Members of the Board of Directors	Total remuneration, SEK thousand	Board meeting attendance	People, Culture and Compensation Committee attendance	Audit Committee attendance	Independent to the Company's executive management	Independent to the company's major shareholders
Katarina Bonde	300	17/17	3/3		Yes	Yes
Per Appelgren*	75	13/17	3/3		Yes	Yes
Hanna Meiton	75	17/17		4/4	Yes	Yes
Miriam Grut Norrby	75	17/17		4/4	Yes	No
Niklas Ingvar		17/17			No	No
Marcus Teilman	50	17/17		4/4	Yes	Yes
Eric Persson**		4/17			Yes	Yes
John Hedberg**		4/17			Yes	Yes

** Per Appelgren resigned from the Board of Directors in September 2022.*
*** Eric Persson and John Hedberg were elected to the Board of Directors at the extraordinary general meeting held on 28th September 2022.*

External Auditors

The auditor shall review the Company's annual reports and accounting, as well as the management of the board of directors and the CEO. Following each financial year, the auditor shall submit an audit report and a consolidated audit report to the annual shareholder meeting.

In 2022, the AGM re-elected Grant Thornton Sweden AB as the Group's external auditor for one year, until the AGM 2023. Joakim Söderin is the auditor in charge and Cecilia Årvik is a deputy auditor. The Company's auditors are presented in more detail in the section *"Board of directors, executive management and auditor"*.

Grant Thornton provides an audit opinion regarding the consolidated financial statements for the Group and the administration of the Company. The audit is conducted in accordance with the Swedish Companies Act, International Standards on Auditing (ISA), and generally accepted auditing standards in Sweden.

Remuneration to the auditors

SEK thousand	2022
Audit	491
Tax services	
Various services	146
Totalt	**637**

The CEO and other executive management

The CEO is subordinated to the board of directors and is responsible for the everyday management and operations of the Company. The division of work between the board of directors and the CEO is set out in the rules of procedure for the board of directors and the CEO's instructions.

The CEO is responsible for, among other tasks:

- preparation of reports and compiling information for the board meetings and for presenting

- such materials at the board meetings;
- financial reporting in the Company;
- ensuring that the Board receives adequate information for evaluation of the Company's financial condition;
- keeping the Board informed of developments in the Company's operations, the development of sales, the Company's result and financial condition, liquidity and credit status; and
- informing about important business and all other events, circumstances or conditions which are of significance to the Company's shareholders.

The CEO and executive management are presented in the section "Board of Directors, executive management and auditor".

Decisions as to the current remuneration levels and other conditions for employment for the CEO and the other members of the executive management have been resolved by the Board of Directors.

The table below presents an overview of remuneration to the CEO and other members of executive management for the 2022 financial year.

Name	Basic salary / board fee	Variable remuneration	Other benefits	Pension costs	Total
Johnny Warström, CEO	1,346			284	1,630
Other members of executive management	9,286			1,661	10,947
Total	**10,632**			**1,945**	**12,577**

The CEO is entitled to a fixed monthly remuneration of SEK 120,000. In addition, the Company pays individual occupational pension insurance where the premium may amount to a maximum of 30 percent of the CEO's fixed monthly remuneration. A mutual notice period of six months applies between the Company and the CEO.

Other senior executives have customary terms of employment and are entitled to occupational pension insurance. Members of the executive management domiciled in Sweden and their employers are entitled to a mutual period of notice of six months. However, the employer is obliged to apply the longer notice periods in accordance with the Employment Protection Act (1982:80).

Internal Control over financial reporting

The objectives of internal control within financial reporting include ensuring:

- that reliable and accurate financial reporting takes place;
- the compliance of the Company's and the Group's financial reporting with the law and applicable accounting standards;
- that the Company's assets are protected; and
- other applicable requirements are fulfilled.

The internal control cycle starts with a risk analysis where the Group identifies, assesses, and manages risks based on the Group's vision and goals.

The Board of Directors and the Audit Committee are responsible for internal control. The CEO is responsible for setting up the structure within the Group. Risk assessment of strategic, compliance, operational, and financial risks are performed annually by the CFO and presented to the Audit Committee and the Board of Directors. Control procedures mitigating identified risks are designed and implemented.

A self-assessment of minimum requirements of defined controls mitigating identified risks for each business process is performed annually. The results of such assessment are reported to the Audit Committee and the Board of Directors. The CFO is responsible for the self-assessment process.

Internal control over financial reporting has been developed to ensure accurate and reliable financial reporting and preparation of financial statements in accordance with applicable laws and regulations and generally accepted accounting principles.

Internal control over financial reporting includes routines and informational systems for collecting and communicating financial information.

The routines set aims at providing the internal and external stakeholders with relevant and reliable information about the development of the Group, its financial position, and its performance.

Mentimeter established a governance and internal control system, compliance with which is monitored regularly at different levels in the company. In light to this, the Board of Directors is of the opinion that there is currently no need to inaugurate a special audit function. This assessment is reviewed annually by the Board.

Executive Team and Board of Directors

Executive Team

Johnny Warström

Co-founder and CEO since 2014. Born 1982.
Education: Studies in M.Sc. in Electrical Engineering, Royal Institute of Technology, Stockholm.
Other ongoing engagements: Board member of Karagwe Invest AB.
Previous experience: Board member of the Company. Deputy board member of Aktiebolaget Kemtvättsguiden Sverige. Sole trader of J Warström.

Anna Gullstrand

CPCO (Chief People & Culture Officer) since 2021, Interim CEO until January 2023 (at Mentimeter since 2020). Born 1981.
Education: Media and Communication Science A and B and History of Ideas and Learning A and B, Uppsala University. Polytechnic degree in Digital Media Creative, Hyper Island.
Other ongoing engagements: Managing director of Intergalactic Gardeners of Consciousness AB and StudioHow AB. Board member of Strawbees AB, Intergalactic Gardeners of Consciousness AB, StudioHow AB, and Unipopcorn AB. Partner of Deasign in Russia.
Previous experience: VP People in the Company. Managing director and board member of Fröjd Interactive AB. Sole trader of Studio HowNowWow.

Christian Finstad

CSO (Chief Sales Officer) since 2023 (at Mentimeter since 2022). Born 1983.
Education: B.Sc. Industrial Engineering & Management, Linnaeus University. Postgraduate Diploma Studies, Strategy & Innovation, Saiid Business School of Oxford.
Other ongoing engagements: Board member of Creatful AB. Deputy board member of Digibygg i Sverige AB.
Previous experience: VP Sales at the Company, VP Sales at Meltwater Sweden AB.

Georg Rydbeck

CFO (Chief Finance Officer) since 2018. Born 1981.
Education: Studies in M.Sc. Industrial Engineering, Lund University.
Other ongoing engagements: Board member of Grande Days AB.
Previous experience: Strategic Planning Manager at Klarna AB.

Jakob Nettelbladt

CPO since 2021 (at Mentimeter since 2018). Born 1985.
Education: M.Sc. Industrial Engineering, Royal Institute of Technology, Stockholm.
Other ongoing engagements: Board member of Pine Gray Invest AB.
Previous experience: VP of Product & Head of Product Team in the Company. Business Performance Director at King.com Ltd.

Johanna Aronsson

COO (Chief Operating Officer) since 2023 (at Mentimeter since 2016). Born 1988.

Education: B.Sc. in Economics, Lund University.
Other ongoing engagements: Board member of Liljo Invest AB.
Previous experience: General Manager at Mentimeter North America Inc. and CMO (Chief Marketing Officer) of the Company.

Niklas Ingvar

Co-founder 2014 and CTIO (Chief Technology Innovation Officer) since 2021. Born 1983.
Education: M.Sc. in Engineering Physics, Royal Institute of Technology, Stockholm.
Other ongoing engagements: Board member of Brain Business AB and Ingbacka AB. Deputy board member of WHATRU41 AB and Tpain Menti Extravaganza AB.
Previous experience: Chief Product Officer (CPO) of the Company

Board of Directors

Katarina Bonde

Chairman of the Board since 2018. Born 1958.
Education: M.Sc. in Engineering Physics, Royal Institute of Technology, Stockholm.
Other ongoing engagements: Chairman of the board of Stratsys AB, FlatFrog Laboratories AB, Nepa AB(publ) and Zimpler AB. Board member of Mycronic AB (publ), Seafox AB, Stillfront Group AB (publ), Ysäter AB and ACQ Bure AB.
Previous experience: Chairman of the board of Opus Group AB, IMINT Image Intelligence AB, JonDeTech Sensors AB (publ), and Allihoopa AB. Board member of Fingerprint Cards AB, Micro Systemation AB (publ), Avega Group AB, Carlsquare AB, Aptilo Holding AB, and Nordex Group AB. In addition, Katarina Bonde holds positions within several subsidiaries of some of the abovementioned companies.
Independent to the Company and executive management: Yes
Independent to the Company's major shareholders: Yes

Eric Persson

Member of the Board since 2022. Born 1972.
Education: M.Sc. in Business Studies and Economics, Uppsala University.
Other ongoing engagements: Eric Persson has been engaged in Axel Johnson/Nordstjernan for the past 15 years and has extensive board experience. Today, he is deputy chair of the board of the Promobilia Foundation and a board member of Hellsten & Persson Consulting AB and tretton37.
Previous experience: For the past five years, he has, among other things, been a member of the board in Rosti, Academic Work, Filippa K, Livio, Apoex, and RCO Security. Examples of positions held at Axel Johnson/Nordstjernan through the years include Head of Business Development at Axel Johnson, CEO of Novax, and Investment Director at Nordstjernan.
Independent to the Company and executive management: Yes
Independent to the Company's major shareholders: Yes

Hannah Meiton

Board member since 2016. Born 1979.
Education: BA (HONS) in International Marketing, University of Greenwich.
Other ongoing engagements: Co-founder & CEO of Ampli Ventures AB, Managing Director of JH Advice & Invest AB. Deputy managing director and Board member of TKE Invest AB. Board member of Ampli Ventrues AB, Med Universe AB, All Ears AB, JH Advice & Invest AB and The Great Collective AB. Business Advisor of BoardClic AB.
Previous experience: Board member of Ftrack AB and Lanterna Holding AB, Chief Commercial/Growth Officer of Soundtrack Your Brand AB. Business Coach of Sting.
Independent to the Company and executive management: Yes
Independent to the Company's major shareholders: Yes

John Hedberg

Member of the Board since 2022. Born in 1972.
Education: Master of Science in Business Studies and Economics from Stockholm School of Economics (Sw. Handelshögskolan in Stockholm).
Other ongoing engagements: Since 2016, John Hedberg is the CEO of Creaspac AB, Hayman AB and Creades AB (publ). Chairman of

the Board of OPKLPRNT AB, Stickerapp AB, Board member of Avanza Pension, Budbee Holding AB, Chassi Group AB, Instabee Group AB, Instabox Holding AB, KGT Holding AB, LOTS Group AB and Spargrisen Hang Loose AB.
Previous experience: He was a partner at Nordic Capital. He has also worked in leading positions at Relacom AB, Bonnier, and McKinsey&Co. In addition, previous board assignments include, among others, Lindab, Note, Acne Studios, and Pricerunner.
Independent to the Company and executive management: Yes
Independent to the Company's major shareholders: Yes

Marcus Teilman

Board member since 2021. Born 1983.
Education: M.Sc. in Business Administration and Economics, Stockholm University.
Other ongoing engagements: Chairman of the board of Creddo AB. President and CEO of Fragbite Group AB (publ), Board member of Fragbite AB, FunRock Development AB, P Studios AB, Corploan Media AB, and Baryton Sweden AB.
Previous experience: Managing director and board member of ACROUD AB and Rock Intention Malta Limited. Board member of HLM Malta Limited, Mortgage Loan Directory & Information LLC, and PokerLoco Malta Limited.
Independent to the Company and executive management: Yes
Independent to the Company's major shareholders: Yes

Miriam Grut Norrby

Board member since 2019. Born 1985.
Education: Master of Business Administration (MBA), London Business School.
Other ongoing engagements: Partner at investment company Alfvén & Didrikson since 2017. Currently serves as Board member of Transfer Galaxy AB, Airmiz AB, Northvillage Holding AB and Great Gaits AB.
Previous experience: Previously worked at Schibsted Ventures and Facebook Inc and has served as board member of companies as Lendo, Compricer, Prisjakt and Ftrack amongst others.
Independent to the Company and executive management: Yes
Independent to the Company's major shareholders: No

Niklas Ingvar

Co-founder 2014 and CTIO (Chief Technology Innovation Officer) since 2021. Born 1983.
Education: M.Sc. in Engineering Physics, Royal Institute of Technology, Stockholm
Other ongoing engagements: Board member of Brain Business AB and Ingbacka AB.
Previous experience: Chief Product Officer (CPO) of the Company.
Independent to the Company and executive management: No
Independent to the Company's major shareholders: No

Financials

N.B. The English text is a translation of the official version in Swedish. In the event of any conflict between the Swedish and English version, the Swedish shall prevail.

Administration Report

The Board of Directors and the Chief Executive Officer of Mentimeter AB (publ), company registration number 556892-5505, hereby present the annual report and consolidated financial statements for the financial year January 1, 2022 -December 31, 2022.

The business

Mentimeter is a global software platform that engages audiences at meetings and presentations through interactive presentation elements, known as Audience Engagement, via an Audience Engagement Platform.

The platform transforms traditional linear communication into engaged interaction through tools designed for the three different stages of a presentation and a meeting: Preparation, Engagement and Follow-up. Mentimeter primarily targets enterprise customers who subscribe to the Group's cloud-based software platform (Software as a Service, SaaS). The platform offers a comprehensive range of tools and presentation elements designed to meet the need to create interaction and meaningful engagement by transforming passive listeners into active participants in situations such as teleworking and distance learning, as well as on-site work and training, or in hybrid situations involving combinations of the above. For example, the platform can be used to create interactive presentations, evaluations, surveys and quizzes at work and in private contexts.

Mentimeter has two revenue streams: Enterprise (corporate customers), offered to organizations, and Self-Service, offered to individual leaders. The company's cloud-based freemium business model offers users the opportunity to pay for a subscription to access more advanced features and enables Mentimeter to quickly scale up its business without significant investment.

As a complement to its business model, Mentimeter has a viral distribution model, which means that its platform reaches a large number of potential customers who are introduced to it by current customers.

Financial year 2022

Group and parent company

In 2022, Mentimeter continued its strong growth, mainly in the Enterprise segment. The market normalized during the year compared with 2021, which was affected by extraordinarily high sales volumes due to increased interest during the Covid-19 pandemic.

Net sales growth was 43%, while net sales totaled SEK 335.7 (235.3) million.

Net sales in Enterprise rose by 70% to SEK 142.2 (83.9) million, mainly driven by a growing customer base and several new major contracts with customers. The Enterprise segment's share of net sales was 42% in 2022, compared with 36% in the previous year.

Self-Service grew by 28% to SEK 193.2 (151.3) million. The average number of monthly active leaders decreased by 9% to about 469,000 leaders (518,000).

Profitability was affected by continued investments to accelerate and ensure future growth.

The investments targeted initiatives aimed at strengthening the company's market leadership position by increasing product engagement, accelerating usage growth and winning the Enterprise market. This strategy included investments in platform and product development, as well as investments to scale up the Enterprise sales organization.

Funding and liquidity

Cash and cash equivalents on December 31, 2022, amounted to SEK 329.1 (157.1) million for the Group and SEK 326.6 (156.5) million for the parent company. Cash flow from operating activities in 2022 amounted to SEK 45.2 (45.3) million for the Group and SEK 27.5 (38.7) million for the parent company.

	Group		Parent company	
SEK millions	**2022**	**2021**	**2022**	**2021**
Net sales*	335,7	235,3	335,5	235,3
ARR**	398,9	276,3	398,9	276,3
Invoiced sales**	409,9	290,8	409,9	290,8
Operating profit/loss*	-39,0	-17,9	-43,0	-19,1
Total assets	461,8	280,8	415,7	215,1
Equity ratio	27%	4%	30%	5%
Earnings before interest and taxes	-12%	-8%	-13%	-8%
Cash flow from operating activites	45,2	45,3	27,5	38,8
Monthly active leaders, thousands (average)**	469	518	469	518
Average number of employees	249	172	222	169

**Excl. intercompany income and expenses*

***Alternative performance measures, see definitions page 89*

In 2022, Mentimeter's wholly owned subsidiary Mentimeter North America Inc scaled up its operations. The company, which is headquartered in Toronto, Canada, will engage in sales and marketing activities aimed at Enterprise customers in North America. The number of employees at the end of the year was 38.

Development of the Group's business, earnings and financial position

SEK millions	2022	2021	2020	2019	2018
Net revenues	335,7	235,3	133,7	43,5	46,9
Earnings after financial items	-41,2	-19,3	14,9	-17,0	15,1
Equity/assets ratio	27%	4%	13%	12%	59%
Net revenues recalculated with accrued revenues*	335,7	235,3	135,7	68,5	30,1

**In 2019, the Group changed its assessment regarding revenue recognition. The key performance indicator estimated sales have been recalculated in order to show the sales trend if the current revenue recognition principle has been applied since the company was founded.*

Impact of Covid-19

As a result of the shift to working from home in response to the Covid-19 pandemic, many people have found a new way to use Mentimeter to lead effective, interactive and engaging video meetings. This trend contributed to the surge in the number of Mentimeter users in 2021. Covid-19 has not had any negative financial impact on the company. In 2022, this trend gradually normalized and returned to a more typical growth rate.

While Mentimeter has not actively sought support from the authorities, all companies in Sweden received some support from the authorities in connection with the Covid-19 pandemic; however, this support was negligible in both 2022 and 2021. The company received support in the form of reimbursements for sick pay costs, which reduced personnel-related costs.

Ownership

The Group has several shareholders, including both corporate and private investors. Individual shareholders holding more than 10% of shares are Johnny Warström (via Karagwe Invest AB), Niklas Ingvar (via Ingbacka AB) and Alfvén & Didrikson (via BEMH Financial AB).

Significant risks and uncertainties in the business and risk management

Personnel risk

The Group is subject to risks related to attracting and retaining key personnel. Since there is a shortage of and competition for experienced staff with relevant skills in the Group's business, there is a risk of losing key staff or failing to recruit people with relevant skills, which could limit the Group's ability to meet its development and commercial objectives. Furthermore, strong competition for employees may force the Group to increase its remuneration levels. The Group monitors retention and turnover statistics and works proactively on all aspects of the recruitment process, as well as on staff skills development and well-being (see below under the heading "Personnel").

Subcontractors

The Group relies on services provided by subcontractors to enable the Group to provide its customers with access to the platform. The company is therefore exposed to a number of risks, such as the possibility that subcontractors may be affected by events beyond the Group's control that could limit access to the platform.

There is also a risk that the Group may fail to retain, extend, or renew its contract with its main suppliers on acceptable terms or at all, which may entail costs to find equivalent suppliers and to move the platform to the new supplier. As a preventive measure, the Group works with infrastructure providers with established internal control systems, which undergo periodic assessments to ensure compliance with industry standards and are accredited within the IT security framework.

IT and Cybersecurity

The Company and its end users may be subject to cyber attacks, cybersecurity breaches, theft, unauthorized use or disclosure of confidential or proprietary information, or confidentiality-related obligations to third parties. If the Company is unable to protect its platform and digital structure from cyber threats or disruptions, failures or security breaches of these systems could materially and adversely affect its business, earnings, financial position, cash flows and prospects. The Group has developed a Business Continuity Plan, staff undergo regular security training, and the Group's Privacy Policy is updated on an ongoing basis.

Currency risk

The Group's cash flow from operating activities is exposed to exchange rate fluctuations. The Group's costs are mainly denominated in SEK, but a significant part of the Group's revenues are denominated in foreign currencies, mainly USD. The Group continually evaluates its currency risk and possible options for limiting exposure to exchange rate fluctuations.

Personnel

Mentimeter engages in organizational development and operational management based on the latest research on what creates prosperous, resilient and successful organizations.

Mentimeter's culture is characterized by an entrepreneurial spirit and a high level of trust. Mentimeter's employees and business units have considerable leeway in which to maneuver. They are encouraged to use their judgment, make their own decisions, work in a way that they personally consider to be effective, act proactively and dare to try things even if they may fail. Mentimeter considers its corporate culture to be an important part of its business and believes that the corporate culture is successful because the Company has adopted a clear common vision. The Group focuses on all parts of the process, from recruitment (for example, a structured cultural interview focusing on collaboration, communication, emotional intelligence and the company's core values), onboarding (a three-week onboarding process focusing on understanding the company's vision, mission, strategy, organizational structure, core values and working methods, as well as getting to know the team and immediate superior), professional development and 360 feedback, as well as regular check-in sessions with managers.

The Company believes its strong and innovative corporate culture enables it to attract, inspire and retain talented and motivated employees. The company has an Employee Net Promoter Score (eNPS) of 51 on a scale of -100 to +100, with anything above 50 considered extraordinary.

Mentimeter believes that an active, preventive and conscious approach to diversity and equality is necessary to achieve success as a company. As of December 31, 2022, 53% of the Company's employees were born outside Sweden and the breakdown between women and men was 52% and 48%, respectively. Mentimeter strives for a high level of diversity in skills, experience, abilities and perspectives, as well as in gender and nationalities. From the Company's perspective, diversity work involves a conscious effort from the perspectives of inclusion, belonging, representation, governance, mandate and ownership.

As of December 31, 2022, Mentimeter achieved a Glassdoor review of 4.8 with 100 percent of survey participants agreeing with the statement "Approve of CEO." Employee Retention for the full-year 2022 was 88%, which is lower than average for tech companies.

Environment and sustainability

Mentimeter has identified six Environmental, Social and Governance (ESG) focus areas. The company's focus areas are in line with the UN Sustainable Development Goals: Improving global health, quality education for all, gender equality, decent work and economic growth, sustainable industry, innovation and infrastructure, as well as climate action.

The Mentimeter platform enables schools, universities, education providers and non-profit organizations to improve learning by developing and implementing quality learning experiences based on inclusion, collective intelligence, engagement, interactivity and entertainment. Teachers can use the Mentimeter platform to improve student learning outcomes through quizzes, formative assessments, exercises and interactions that positively impact long-term memory in various ways. The platform also streamlines work for teachers by enabling them to work together during the planning phase and share their lessons, exercises and syllabuses. The platform is used for learning worldwide with high accessibility at no or low cost.

Mentimeter's platform enables leaders, trainers and presenters to take a gender-equal approach and leverage the benefits of a diversified group by creating an inclusive and psychologically safe environment where all participants have a voice and an opportunity to make a difference. Intentional use of the platform distributes power, offers anonymous participation and input, allows for the review of unverified assumptions and facilitates the creation of consensus, common agreements and democratic decisions. The platform can be used to reveal and break established power structures in order to better harness the collective intelligence and full potential of the group.

Through the Mentimeter platform, organizations and companies have the opportunity to create an inclusive, engaging and sustainable culture in which the views and contributions of employees and participants are both sought and encouraged.

Mentimeter's digital cloud-based SaaS platform has a low carbon footprint. Mentimeter optimizes energy by using the latest technology and the company uses suppliers that have a stated goal of powering their data centers with 100% renewable energy by 2025. The Mentimeter platform supports organizations in developing a digital communication culture and digital and hybrid working methods, thereby reducing the need for long-distance travel, with its associated negative carbon footprint.

In 2022, Mentimeter purchased Normative (normative.io), a service that provides a full overview of Scope 1, 2 and 3 emissions.

Prospects

In 2023, the focus will be on continued growth in the use of the product, as well as revenue from new and existing customer relationships. Further investments will be made in product development and in scaling up the sales force. Continued growth in sales is expected in 2023.

The war in Ukraine

Russia's invasion of Ukraine is illegal, unprovoked and deeply tragic. The impact on Mentimeter's business is extremely limited:

- Mentimeter has no staff in either Russia or Ukraine
- Mentimeter has no subcontractors, neither technical suppliers nor consultants, in either Russia or Ukraine
- Mentimeter has a limited number of customers in Russia and Ukraine, in total representing less than SEK 2 million in invoiced sales

It is the assessment of the Group's management that the direct impact on the Group's sales and earnings as a result of the war in Ukraine is extremely limited.

Significant events after the end of the financial year

No significant events have occurred since the end of the financial year.

Proposal for the appropriation of the parent company's profit

The Board of Directors and the Chief Executive Officer propose that the deficit for the year of SEK -34,974,817 along with retained earnings of SEK -921,418, i.e. a total of SEK -35,896,235, be carried forward to the next financial year.

For the performance and general position of the parent company and the Group, please see the financial statements and notes below. All amounts are expressed in thousands of SEK unless otherwise stated.

Consolidated financial statements

Condensed consolidated statement of income

All figures are given in SEK thousands	Note	2022	2021
Net sales	4	335 725	235 330
Other revenue			
Total revenue		**335 725**	**235 330**
Direct costs		-13 133	-11 263
Other external costs	6	-86 129	-66 062
Employee benefit expenses	5	-252 242	-159 078
Depreciation, amortization and impairments on intangible, tangible and right-of-use assets	8,9,10,11	-21 001	-15 577
Other operating expenses, net		-2 248	-1 200
Earnings before interest and taxes (EBIT)		**-39 028**	**-17 850**
Financial items	11	-2 130	-1 488
Earnings after financial items		**-41 158**	**-19 338**
Income taxes	7	7 514	3 766
Net earnings for the period		**-33 644**	**-15 572**

Consolidated statement of comprehensive income

All figures are given in SEK thousands	Note	2022	2021
Net earnings for the period		**-33 644**	**-15 572**
Other comprehensive income that may subsequently be reclassified to net results for the period			
Translation differences		46	9
Other comprehensive income for the period		**46**	**9**
Total comprehensive income for the period		**-33 598**	**-15 563**
Earnings per share before dilution, SEK	14	-0,46	-0,22
Earnings per share after dilution, SEK		-0,45	-0,22
Average number of shares before dilution, SEK		72 654 797	69 859 000
Average number of shares after dilution, SEK		74 652 672	70 401 065

Consolidated statement of financial position

All figures are given in SEK thousands	Note	2022	2021
Assets			
Non-current assets			
Capitalized development costs	8	6 955	10 371
Tangible assets	9,10	1 371	1 229
Right-of-use assets	11	46 315	63 156
Deferred tax asset	7	12 307	3 978
Othe financial non-current assets	16	8 010	8 000
Total non-current assets		**74 958**	**86 734**
Current assets			
Accounts receivable	12	22 406	19 820
Tax receivable			383
Other current receivables		5 000	1 831
Prepaid expenses and accrued income		30 367	14 907
Cash and cash equivalents	15	329 098	157 120
Total current assets		**386 871**	**194 060**
Total assets		**461 830**	**280 794**
Shareholders' equity and liabilities			
Shareholders' equity			
Share capital	14	536	500
Share premium		146 251	430
Retained earnings incl. Translation adjustments		10 920	24 760
Net earnings for the period		–33 644	–15 572
Total shareholders' equity		**124 063**	**10 118**
Non-current liabilities			
Lease liabilities	11	33 474	47 725
Contract liabilities	4	20 443	15 317
Total non-current liabilities		**53 917**	**63 042**
Current liabilities			
Prepayments from customers		538	813
Accounts payable		17 246	11 081
Lease liabilities	11	15 863	19 487
Tax payable		1 842	
Other current liabilities		12 738	7 464
Contract liabilities	4	223 272	157 286
Accrued expenses and prepaid income	13	12 351	11 504
Total current liabilities		**283 850**	**207 634**
Total shareholders' equity and liabilities		**461 830**	**280 794**

Consolidated statement of changes in equity

All figures are given in SEK thousands	Share capital	Share premium	Retained earnings incl. transl. diff.	Total shareholders equity
Shareholder equity per January 1, 2021	**70**	**430**	**20 892**	**21 392**
Transactions with the owners of the Parent company				
New share issue	430		−430	
Proceeds from warrant programs (net)			4 290	4 290
Sum	**430**		**3 860**	**4 290**
Net earnings for the period			−15 572	−15 572
Other comprehensive income for the period			9	9
Comprehensive income for the period			**−15 563**	**−15 563**
Shareholders equity per December 31, 2021	**500**	**430**	**9 188**	**10 118**
Shareholder equity per January 1, 2022	**500**	**430**	**9 188**	**10 118**
Transactions with the owners of the Parent company				
New share issue	36	151 364		151 400
Transaction costs related to share issue		−5 543		−5 543
Proceeds from warrant programs (net)			1 647	1 647
Sum	**36**	**145 821**	**1 647**	**147 504**
Net earnings for the period			−33 644	−33 644
Conversion difference			39	39
Other comprehensive income for the period			46	46
Comprehensive income for the period			**−33 559**	**−33 559**
Shareholders equity per December 31, 2022	**536**	**146 251**	**−22 724**	**124 063**

See *note 14 Share Capital* and note 17 *Share-based payments* for further information.

Consolidated statement of cash flows

All figures are given in SEK thousands	Note	2022	2021
Operating activities			
Earnings before financial items		−39 028	−17 847
Adjustment for items not affecting cash flow		20 672	16 197
Financial income and cost		317	
Income taxes paid		−95	−1 352
Cash flow from operating activities before changes in net working capital		**−18 134**	**−3 003**
Changes in net working capital			
Increase (-) / Decrease (+) in current receivables		−21 255	−19 984
Increase (+) / Decrease (-) in current liabilities		84 567	68 295
Cash flow from operating activities		**45 178**	**45 309**
Investment activities			
Investment in intangible assets			
Investment in tangible assets		−594	−886
Proceeds and purchase of other financial assets net		−613	
Cash flow from investment activities		**−1 207**	**−886**
Financing activities			
New share issue		151 400	0
Expenses directly attributable to new share issue		−5 543	
Proceeds from warrant programs (net)		1 739	4 221
Repayment of loans			
Payment of lease laibilities		−18 098	−7 454
Interest expenses paid		−1 673	−1 482
Cash flow from financing activites		**127 825**	**−4 715**
Cash flow for the period		**171 797**	**39 708**
"Cash and cash equivalents at the beginning of the period"		157 120	117 381
Exchange rate differences in cash and cash equivalents		182	31
Cash and cash equivalents at the end of the period		**329 098**	**157 120**

Parent company financial statements

Parent company income statement

All figures are given in SEK thousands	Note	2022	2021
Net sales	4	335 544	235 330
Other revenues from Group companies		1 364	600
Total revenue		**336 908**	**235 930**
Direct costs		–13 133	-11 263
Other external costs	6	–132 310	-82 313
Employee benefit expenses	5	–229 148	-156 305
Depreciation, amortization and impairments on intangible, tangible and right-of-use assets	8, 9, 10	–3 803	-4 081
Other operating expenses, net		–1 492	-1 064
Earnings before interest and taxes (EBIT)		**–42 978**	**-19 097**
Financial items	11	–169	40
Earnings after financial items		**–43 147**	**-19 055**
Untaxed reserves			1 740
Earnings before income taxes		**–43 147**	**-17 315**
Income taxes	7	8 172	3 370
Net earnings for the year		**–34 975**	**-13 945**

The parent company has no items recognized in other comprehensive income.

Parent company statement of financial position

All figures are given in SEK thousands	Note	2022	2021
Assets			
Non-current assets			
Capitalized development costs	8	6 955	10 371
Tangible assets	9,10	841	1 229
Investment in subsidiaries		2 273	1
Deferred tax asset	7	12 009	3 837
Long-term receivables Group companies		5 423	3 056
Othe financial non-current assets	16	8 010	8 000
Total non-current assets		**35 512**	**26 494**
Current assets			
Accounts receivable	12	22 406	19 818
Accounts receivable Group companies			648
Tax receivable			383
Other current receivables		3 801	1 516
Prepaid expenses and accrued income		27 364	9 798
Cash and cash equivalents	15	326 618	156 467
Total current assets		**380 189**	**188 630**
Total assets		**415 702**	**215 124**
Shareholders' equity and liabilities			
Shareholders' equity			
Restricted shareholders equity			
Share capital	14	536	500
Reserve for development expenses		6 955	10 371
Total restricted shareholders equity		**7 491**	**10 871**
Non-restricted shareholders equity			
Share premium		146 251	430
Retained earnings		4 142	13 024
Net earnings for the period		-34 975	-13 945
Total non-restricted shareholders equity		**115 418**	**-491**
Total shareholders' equity		**122 909**	**10 380**
Non-current liabilities			
Contract liabilities	4	20 443	15 317
Total non-current liabilities		**20 443**	**15 317**
Current liabilities			
Prepayments from customers		538	813
Accounts payable		16 378	10 897
Accounts payable to Group companies		7 292	1 854
Tax payable		1 248	
Other current liabilities		11 756	7 176
Contract liabilities	4	223 272	157 286
Accrued expenses and prepaid income	13	11 864	11 402
Total current liabilities		**272 349**	**189 427**
Total shareholders' equity and liabilities		**415 702**	**215 124**

Parent company statement of changes in equity

All figures are given in SEK thousands	Share capital	Reserve for developm. costs	Share premium	Retained earnings	Earnings for the period	Total shareholders equity
Shareholder equity per January 1, 2021	**70**	**13 787**	**430**	**-4 389**	**10 138**	**20 036**
New share issue	430			-430		
Proceeds from warrant programs (net)				4 290		4 290
Transfer to/from reserve for dev. Costs		-3 416		3 416		
Transfer to retained earnings				10 138	-10 138	
Net earnings for the period					**-13 945**	**-13 945**
Shareholders equity per December 31, 2021	**500**	**10 371**	**430**	**13 024**	**-13 945**	**10 380**

Shareholder equity per January 1, 2022	**500**	**10 371**	**430**	**13 024**	**-13 945**	**10 380**
New share issue	36		151 364			151 400
Transaction costs related to share issue			-5 543			-5 543
Proceeds from warrant programs (net)				1 647		1 647
Transfer to/from reserve for dev. Costs		-3 416		3 416		
Transfer to retained earnings				-13 945	13 945	
Net earnings for the period					**-34 975**	**-34 975**
Shareholders equity per December 31, 2022	**536**	**6 955**	**146 251**	**4 142**	**-34 975**	**122 909**

See *note 14 Share Capital* and *note 17 Share-based payments* for further information.

Parent company statement of cash flows

All figures are given in SEK thousands	Note	2022	2021
Operating activities			
Earnings before financial items		-42 978	-19 096
Adjustment for items not affecting cash flow		3 688	4 701
Financial income and cost		318	-6
Income taxes paid		118	-1 236
Cash flow from operating activities before changes in net working capital		**-38 854**	**-15 637**
Changes in net working capital			
Increase (-) / Decrease (+) in current receivables		-21 945	-15 144
Increase (+) / Decrease (-) in current liabilities		88 313	69 541
Cash flow from operating activities		**27 514**	**38 761**
Investment activities			
Investment in intangible assets			
Investment in tangible assets			-886
Investment in subsidiaries		-2 273	
Proceeds and purchase of other financial assets net		-613	
Lending funds to subsidiaries		-2 367	-3 056
Cash flow from investment activities		**-5 253**	**-3 942**
Financing activities			
New share issue		151 400	
Transaction costs for new share issue		-5 543	
Proceeds from warrant programs (net)		1 739	4 221
Interest income received		294	47
Cash flow from financing activites		**147 890**	**4 268**
Cash flow for the period		**170 151**	**39 087**
"Cash and cash equivalents at the beginning of the period"		156 467	117 381
Exchange rate differences in cash and cash equivalents			
Cash and cash equivalents at the end of the period		**326 618**	**156 467**

Notes to financial statements

1. General information

These historical financial statements include the parent company Mentimeter AB (publ), which has the company registration number 556892-5506 and is a limited liability company registered in Sweden with its registered office in Stockholm, and its subsidiaries. The address of the company's headquarters is Tulegatan 11, 113 53 Stockholm, Sweden.

The Group's main activities include the development of online-based solutions that enable a more interactive presentation experience. The product creates opportunities to listen and be listened to during meetings, workshops, webinars, trainings, customer meetings, or presentations.

2. Important accounting and valuation policies

The consolidated financial statements have been prepared in SEK, which is the parent company's reporting currency. All amounts are expressed in thousands of SEK unless stated otherwise.

The consolidated financial statements have been prepared in accordance with International Financial Reporting Standards (IFRS) as endorsed by the EU and interpretations of the IFRS Interpretations Committee (IFRIC). Furthermore, the Group applies the Swedish Annual Accounts Act and the Swedish Financial Reporting Board's recommendation RFR 1, Supplementary Accounting Rules for Groups.

Preparing financial statements in conformity with IFRS requires management to make several estimates for accounting purposes. The areas involving a high degree of judgment, which are complex, or areas where assumptions and estimates are significant to the consolidated financial statements, are disclosed in Note 3 Key judgments and estimates. These assessments and assumptions are based on historical experience and other factors deemed reasonable under the circumstances. Actual outcomes may differ from assessments made if the assessments that have been made change or other conditions are present.

The consolidated financial statements have been prepared on a going concern basis.

New or amended standards

IFRS 16 Leases

New accounting policies for 2022.
No new or amended accounting standards or interpretations that came into force on January 1, 2022, have had a significant impact on the Mentimeter Group's financial statements.

New accounting policies for 2023 and later.
New and amended accounting standards and interpretations that have been published and become effective in 2023 and later are not expected to have a material impact on the Mentimeter Group's financial statements.

Consolidated financial statements

Assets and liabilities are measured at cost, except for certain financial instruments which are measured at fair value. The consolidated financial statements have been prepared in accordance with the purchase method of accounting and all subsidiaries in which control is exercised are consolidated from the date on which control is obtained. The consolidated financial statements include the parent company Mentimeter AB and the companies over which the parent company has a controlling influence. At present, there are only wholly owned subsidiaries.

Subsidiaries are included in the consolidated financial statements from the date of acquisition until the date on which the parent company no longer has control over the subsidiary. The accounting policies of subsidiaries have been adjusted where necessary to conform to the Group's accounting policies. All intercompany transactions, balances and unrealized gains and losses relating to intercompany transactions have been eliminated in preparing the consolidated financial statements. The consolidated financial statements consolidate the activities of the parent company and all subsidiaries until December 31, 2022. All subsidiaries have a balance sheet date of December 31.

Transactions in foreign currency

Transactions in foreign currencies are translated into the reporting currency at the exchange rate prevailing on the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated into the reporting currency at the exchange rate prevailing at the balance sheet date. Non-monetary items measured at historical cost in a foreign currency are not restated.

Exchange differences arising on translation are recognized in the income statement. Exchange gains and losses on operating receivables and payables are recognized net in operating profit, while exchange gains and losses on financial receivables and payables are recognized net in financial items.

Reclassification of foreign subsidiaries

Assets and liabilities of foreign operations are translated from the functional currency of the foreign operation into the Group's reporting currency at the exchange rate prevailing at the balance sheet date. Revenues and expenses of a foreign operation are translated into SEK at an average rate that approximates the exchange rates prevailing at the dates of the transactions. Translation differences arising on the translation of foreign operations are recognized in other comprehensive income and accumulated in the translation reserve in equity. When control of a foreign operation ceases, the related translation differences are reclassified from the translation reserve in equity to profit or loss.

Revenue recognition

The Group recognizes revenue when the Group fulfills a performance obligation, which is when a promised service is delivered to the customer and the customer assumes control of the service. Revenue represents the amount that the Group expects to receive as consideration for goods or services transferred. In order for the Group to recognize revenue from contracts with customers, each customer contract is analyzed in accordance with the five-step model set out in the standard:

Step 1: Identify an agreement between at least two parties where there is at least one right for the customer and a performance commitment for the Group.

Step 2: Identify the different promises (performance commitments) in the contract.

Step 3: Determine the transaction price, i.e. the amount of consideration that the Group expects to receive in exchange for the promised goods or services. The transaction price should be adjusted for variable elements, such as any discounts.

Step 4: Allocate the transaction price to the different performance commitments.

Step 5: Recognize revenue when the performance obligations are met, i.e. when control is transferred to the customer. This is done at one time or over time if any of the criteria specified in the standard are met.

Mentimeter develops and sells licenses for online-based solutions (software) that enable a more interactive presentation experience. The product creates opportunities to listen and be listened to during meetings, workshops, webinars, trainings, customer meetings, or presentations. Support, installation and customization services are rare and have therefore been deemed to be immaterial, with the software licenses being deemed a performance commitment.

The software licenses are delivered electronically to the customer and are considered "right of access" under IFRS 15 because Mentimeter promises, and customers receive, significant upgrades and new features that are critical to the continued functionality of the license. Mentimeter has a history of continually updating the software and making these updates available to its customers. These updates are automatically transferred to each application via an online tool. Therefore, unspecified software updates are considered an implicit promise to customers. Furthermore, Mentimeter considers that the promise to deliver unspecified software updates is strongly linked to the license as the updates significantly affect the customers' ability to benefit from the software. The promise to deliver unspecified license software updates to customers is therefore not considered to be distinct, but license and software updates are strongly linked and are considered to be a performance commitment. Revenue from the sale of software licenses is therefore recognized over time. As customers enjoy the benefits of the license over time and the frequency and timing of updates cannot be predicted in advance, Mentimeter has determined that accruing revenue on a straight-line basis best reflects the fulfillment of the Group's performance commitment.

Any discounts are agreed upon at the time of signing the contract so there is no element of variable remuneration and there are no significant financing components as Mentimeter is generally paid in advance or shortly after the start of the contract period. There are also no costs associated with obtaining contracts, such as bonuses to sales staff.

Segment reporting

Segment reporting shall be presented from a management perspective and operating segments shall be identified based on internal reporting to the Group's chief operating decision maker, which in Mentimeter's case is the Group's CEO. The internal reporting used by the Chief Executive Officer to monitor the business and make decisions on resource allocation presents the financial information for the Group as a whole. The Group, therefore, consists of a single operating segment, for which reason Mentimeter does not present separate segment information.

Intangible assets – capitalized expenditure on software

Development expenditure related to the Mentimeter technical platform is capitalized provided the criteria below are met, while other expenditure is expensed as incurred.
An internally generated intangible asset arising from the development, or in the development phase of an internal project, is recognized as an asset in the statement of financial position only if a corporate group can demonstrate that all of the following conditions are met:

- It is technically feasible to complete the intangible asset so that it can be used or sold.
- The group's intention is to complete the intangible asset and use or sell it.
- The group has the ability to use or sell the intangible asset.
- The group demonstrates how the intangible asset will generate probable future economic benefits.
- Adequate technical, financial and other resources are available to pursue the development and to use or sell the intellectual property.
- The group can reliably estimate the expenditure attributable to the intangible asset during its development.

The cost of the technical platform is the sum of the expenditure incurred from the date on which the intangible asset first meets the criteria in the above paragraphs.

After initial recognition, the technical platform is carried at cost less accumulated depreciation and accumulated impairment losses.

Depreciation

Depreciation is calculated on a straight-line basis over the estimated useful life of the asset (5 years). Depreciation is recognized as an expense in the income statement.

Derecognition of an intangible asset

An intangible asset shall be removed from the statement of financial position when it is disposed of, or when no future economic benefits are expected from its use or disposal. The gain or loss arising from the derecognition of an intangible asset from the statement of financial position, calculated as the difference between the net revenue and the carrying amount of the asset, is recognized in profit or loss when the asset is derecognized.

Property, plant and equipment

Property, plant and equipment are stated at cost less accumulated depreciation and impairment losses. In addition to the purchase price, the acquisition cost includes expenditure directly attributable to the acquisition.

Additional expenditure

Additional expenditure that meets the asset criterion is included in the carrying amount of the asset. Expenditure on routine maintenance and repairs is recognized as an expense incurred.

Depreciation

Depreciation is charged on a straight-line basis over the estimated useful life of the asset as it reflects the expected consumption of the future economic benefits embodied in the asset. Depreciation is recognized as an expense in the income statement. The estimated useful lives, residual values and depreciation method are evaluated at the end of each reporting period, with changes in estimates recognized prospectively.

An item of property, plant and equipment is derecognized from the statement of financial position upon disposal or when no future economic benefits are expected to arise from its use. The gain or loss arising on the disposal of an asset is determined as the difference between the proceeds from the sale and the carrying amount of the asset and is recognized in profit or loss.

Fixed assets	Year
Cost of improvements to leased property	
- is written of during the period of the contract	
Equipment, tools, fixtures and fittings	5

Impairment of property, plant, equipment and intangible assets

At the end of each reporting period, the Group evaluates the carrying amounts of its property, plant and equipment and intangible assets to assess whether there is any need for impairment of these assets. If there are indications of impairment, the recoverable amount of the asset shall be calculated to determine any impairment. If the asset does not generate cash inflows that are largely independent of the cash inflows from other assets or groups of assets, the recoverable amount is calculated for the cash-generating unit to which the asset belongs. When a reasonable and consistent basis for allocation can be identified, common assets are allocated to each cash-generating unit, or to the smallest group of cash-generating units for which a reasonable and consistent basis can be identified.

- Development work in progress shall be reviewed for impairment at least annually or whenever there is an indication that the asset may be impaired.
- The recoverable amount is the higher of its fair value less costs to sell and its value in use. In calculating the recoverable amount, the estimated future cash flows are discounted to their present value using a pre-tax discount rate to reflect current market assessments of the time value of money, and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.
- If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognized immediately in profit or loss.

When an impairment loss is subsequently reversed, the carrying amount of the asset (or cash-generating unit) is increased but the increase in carrying amount may not exceed the carrying amount that the Group would have recognized if no impairment loss had been recognized for the asset (or cash-generating unit) in prior years. A reversal of an impairment loss is recognized directly in profit or loss.

Financial instruments

Recognition in and derecognition from the statement of financial position

A financial asset or financial liability is recognized in the statement of financial position when the Group becomes a party to the contractual provisions of the instrument. A receivable is recognized when the Group has performed its obligations and there is a contractual obligation to pay, even if the invoice has not yet been sent. Accounts receivable are recognized in the statement of financial position when an invoice has been sent. A liability is recognized when the counterparty has performed its obligations and there is a contractual obligation to pay, even if the invoice has not yet been received. Accounts payable are recognized when an invoice has been received.

A financial asset is derecognized from the statement of financial position when contractual rights are realized or expire, or the Group loses control of the financial asset. The same applies to a part of a financial asset. A financial liability is derecognized from the statement of financial position when the contractual obligation is discharged or otherwise extinguished. The same applies to a part of a financial liability. No financial assets or liabilities are offset in the statement of financial position since the criteria for offsetting are not met.

Classification and valuation

Financial assets are classified according to the business model in which the relevant asset is held and the cash flow characteristics of the asset. All of the Group's financial assets are held under a business model whose purpose is to collect contractual cash flows and the contractual terms of the financial asset give rise to fixed dates for cash flows relating only to payments of principal and interest on the principal outstanding and are therefore measured at amortized cost. The expected maturity is short, so these assets are carried at a cost equal to the nominal amount without discounting.

A financial asset or financial liability is initially measured at fair value plus transaction costs directly attributable to the acquisition or issue. Accounts receivable without a significant financing component are valued at the transaction price.

Amortized cost and effective interest method

Amortized cost is defined as the amount at which the financial asset or financial liability is measured at initial recognition less repayments, plus or minus any cumulative amortization using the effective interest method on any difference between the initial amount and the maturity amount and, for financial assets, adjusted for any provision for losses.

Impairment

The Group recognizes a provision for expected credit losses on financial assets (accounts receivable) measured at amortized cost.

At each reporting date, the Group recognizes the change in expected credit losses since the initial recognition of profit or loss.

For accounts receivable, expected credit losses are recognized directly over the life of the asset. For all other financial assets, if there has been no material increase in credit risk the Group measures the tax loss carry-forward at an amount equal to 12 months of expected credit losses. For financial assets for which the credit risk has increased significantly since initial recognition, a reserve is recognized based on the expected credit losses of the asset over the remaining life of the asset.

Mentimeter applies the simplified matrix model according to IFRS 9 5.5.15 for accounts receivable, as these do not have a significant financing component. The model is based on historical credit losses and adjusted for current and forward-looking factors. The model calculates expected credit losses for the remaining life of the receivables. Mentimeter's accounts receivable have similar credit risk characteristics and are assessed collectively. In addition, management makes an individual assessment of exposures for which an increased credit risk that has not been captured by the model has been identified ("management overlay"). Mentimeter does not have access to reasonable and verifiable data that is available without incurring unnecessary costs and efforts regarding how many days past due a claim was when it defaulted for the history. Mentimeter is now collecting such data as they arise and the model will be developed and become more sophisticated in the future.

Mentimeter defines default as when it is deemed unlikely that the counterparty will be able to meet its obligations due to indicators such as financial difficulties and missed payments, or when the payment is more than 90 days overdue.

The gross carrying amount of a financial asset is written off when the Group has no reasonable expectation of recovering all or part of the financial asset.

Leases

The Group acts only as lessee. The Group assesses whether the arrangement is, or contains, a lease at the inception of the arrangement. The Group recognizes right-of-use assets with associated lease liabilities for all leases where it is the lessee, except for low-value leases and short-term leases (such as office furniture). For these leases, the Group recognizes the lease payments as an expense on a straight-line basis over the lease term unless another systematic method is more representative of when the economic benefits embodied in the leased assets are consumed by the Group.

Lease liabilities are initially measured at the present value of the lease payments outstanding at the inception of the lease, discounted using the implicit interest rate of the lease, if this rate can be readily determined. If this rate cannot be easily determined, the Group's marginal lending rate is used.

The marginal lending rate is defined as the interest rate that the Group would have to pay for debt financing over a similar period, and with similar collateral, for the right-of-use asset in a similar economic environment.

Lease payments included in the measurement of lease liabilities:

- fixed payments (including in-substance fixed payments), less any lease incentives payable,
- variable lease payments that depend on an index or a rate, initially measured using the index or rate as at the commencement date.

Lease liabilities are presented as a separate line item in the consolidated statement of financial position.

After the commencement date, lease liabilities are measured by increasing the carrying amount to reflect interest on the lease liability (using the effective interest method), and by reducing the carrying amount to reflect the portion of lease payments that represents amortization.

The Group remeasures lease liabilities (and makes a corresponding adjustment to right-of-use assets) if either:

- the lease term changes or if the assessment of an option to purchase the underlying asset changes, in which case the lease liability must be remeasured by discounting the changed lease payments using a modified discount rate.
- Lease payments change as a result of a change in an index or price or if there is a change in the amounts expected to be paid under a residual value guarantee, in which case the lease liability is remeasured by discounting the changed lease payments using the initial discount rate (unless the lease payments change because of a change in

the variable interest rate, in which case a modified discount rate is used).

- A change in the lease that is not accounted for as a separate lease, in which case the lease liability is remeasured by discounting the modified lease payments at a modified discount rate.

Right-of-use assets comprise the sum of the initial measurement of the corresponding lease liability, lease payments made on or before the commencement date and any initial direct costs. Subsequently, the right-of-use assets are valued at cost less accumulated depreciation and impairment losses.

Right-of-use assets are depreciated over the shorter of the lease term and the useful life of the underlying asset. If the lease transfers ownership of the underlying asset to the Group or if the cost of the right of use reflects that the Group will exercise an option to purchase, the related right-of-use asset is depreciated over the useful life of the underlying asset. Depreciation must be applied from the lease commencement date.

The right-of-use assets are presented as a separate line item in the consolidated statement of financial position.
The Group applies IAS 36 to determine whether there is a need for impairment of right-of-use assets and recognizes any identified impairment as described in the policy for "Property, Plant and Equipment."

Variable lease payments that do not depend on an index or a price are not included in the measurement of the lease liability or the right-of-use asset. These related payments are recognized as an expense in the period in which the event or circumstance giving rise to these payments occurs and are included in "Other external expenses" in the income statement.

As a practical expedient, IFRS 16 permits the lessee to elect not to separate non-lease components from lease components, and instead account for each lease component and any associated non-lease components as a single lease component. Mentimeter has chosen to apply this expedient solution.

Employee benefits

Short-term benefits

Short-term employee benefits such as salaries, social security contributions, vacation pay and bonuses are expensed in the period in which the employees render the services.

Employee benefits after termination of employment

Post-employment benefit plans are classified as defined contribution plans.

In defined contribution plans, defined contributions are paid to another company, usually an insurance company, and once the contribution is paid, the company no longer has any obligation to the employee. The amount of the employee's post-employment benefits depends on the contributions paid and the investment returns arising from the contributions.

Contributions to defined contribution plans are recognized as an expense. Unpaid contributions are recognized as a liability.

Share-based payments

Share-based incentive plans are accounted for in accordance with IFRS 2. Employees who subscribed to the warrants paid a premium at the time of allocation equal to the market value of the warrants calculated by Black & Scholes, with the result that the plans do not give rise to any benefit or social security contributions that must be taken into account. Benefits and social security contributions have not been taken into account in the consolidated financial statements either at the time of issue or over time. A description of the plans can be found in *note 17 Share-based payments*.

Income tax

Income tax expense is the sum of current tax and deferred tax.

Current tax

Current tax is calculated on the taxable profit for the period. Taxable profit differs from recognized profit because it is adjusted for income and expenses that are taxable or deductible in other periods and excludes items that will never be taxable or deductible. The Group's current tax liability is calculated using tax rates enacted or substantively enacted at the end of the reporting period.

A current tax liability is recognized for cases where taxation is considered uncertain but it is deemed probable that a future outflow of resources to a taxation authority will be required. The liability is measured using the best estimate of the amount expected to be paid. The estimate has been made by the Group's tax experts based on previous experience of such activities and in some cases based on advice from independent tax specialists.

Deferred tax

Deferred tax is the tax expected to be payable or recoverable on differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit and is accounted for using the statement of financial position method. Deferred tax liabilities are recognized for essentially all taxable temporary differences, and deferred tax assets are recognized for essentially all deductible temporary differences to the extent that it is probable that the amounts can be used to offset future taxable profits. Deferred tax liabilities and assets are not recognized if the temporary differences relate to the initial recognition of goodwill or the initial recognition of an asset or liability (other than a business combination) and, at the time of the transaction, affect neither recognized nor taxable profit or loss.

The carrying amount of deferred tax assets is tested for impairment at each balance sheet date and an impairment loss is recognized to the extent that it is no longer probable that sufficient taxable profits will be available against which the deferred tax asset can be fully or partially offset.

Deferred tax is calculated at the tax rates that are expected to apply to the period when the asset is recovered or the liability is settled, based on tax rates and tax laws that have been enacted or substantively enacted by the end of the reporting period.

The measurement of deferred tax liabilities and deferred tax assets shall reflect the tax consequences that would follow from the manner in which the Group expects, at the balance sheet date, to recover or settle the carrying amount of its assets and liabilities.

Deferred tax assets and tax liabilities are offset when there is a legally enforceable right to set off current tax assets against current tax liabilities and they relate to income taxes levied by the same taxation authority and when the Group intends to settle current tax liabilities and assets on a net basis.

Current tax and deferred tax for the year

Current and deferred tax are recognized in the income statement, except when they relate to items recognized in equity, in which case current and deferred tax are recognized directly in equity. When current or deferred tax arises from the initial recognition of a business combination, the tax effects are recognized in the financial statements of the business combination.

Parent company accounting policies

The parent company has prepared its annual report in accordance with the Swedish Annual Accounts Act and the Swedish Financial Reporting Board's recommendation RFR 2 Accounting for Legal Entities. Statements issued by the Swedish Financial Reporting Board for listed companies have also been applied. RFR 2 requires the parent company, in the annual report for the legal entity, to apply all EU-approved IFRS and statements to the extent possible within the framework of the Swedish Annual Accounts Act, the Pension Obligations Vesting Act and taking into account the relationship between reporting and taxation. The recommendation sets out the exemptions and additions to IFRS that should be made. The differences between the accounting policies of the parent company and the Group are set out below.

Changes in accounting policies

Unless otherwise stated below, the accounting policies of the parent company have been changed in line with those of the Group.

Classification and presentation

An income statement and a statement of comprehensive income are presented for the parent company; for the Group, these two statements together form a statement of comprehensive income and statement of other comprehensive income. The parent company uses the designations "balance sheet" and "statement of cash flows" for the reports that the Group refers to as the "consolidated statement of financial position" and the "consolidated statement of cash flows." The parent company's income statement and balance sheet are prepared in accordance with the schedules of the Swedish Annual Accounts Act, while the statement of comprehensive income, statement of changes in equity and statement of cash flows are based on the IAS 1 Presentation of Financial Statements and IAS 7 Statement of Cash Flows respectively.

The differences between the consolidated financial statements and the parent company income statement and balance sheet mainly relate to the recognition of equity and the use of provisions as separate line items in the balance sheet.

Subsidiaries

The parent company accounts for investments in subsidiaries using the cost method and includes transaction costs directly attributable to the acquisition. Any contingent consideration is recognized when a probable and reliable amount can be estimated and any remeasurements of the value are adjusted against the cost. The consolidated financial statements recognize contingent consideration at fair value with changes in value through profit or loss.

Leases

Lease payments are recognized as an expense on a straight-line basis over the lease term.

Taxes

Untaxed reserves are recognized in the parent company with no division between equity and deferred tax liabilities. Similarly, there is no allocation of a portion of appropriations to deferred tax expense in the parent company income statement.

Group contributions and shareholder contributions

The parent company recognizes received and issued Group contributions under the alternative rule as appropriations. Shareholder contributions are charged directly to the equity of the recipient and capitalized in the shares of the donor, to the extent that no impairment is required.

Receivables from group companies

The parent company applies corresponding impairment losses as the Group for expected credit losses on current and non-current receivables due from Group companies. No significant increase of credit risk had been deemed to exist for any claim against a Group company as of the balance sheet date. It has been assessed that expected credit losses are not material and therefore no provision has been recognized.

3. Key judgments and estimates

Preparation of financial statements in accordance with IFRS requires management to make judgments, estimates and assumptions that affect the application of the accounting policies and the recognized amounts of assets, liabilities, income and expenses. Actual outcomes may differ from these estimates.

Estimation uncertainty

Estimates and assumptions are regularly reviewed. One source of estimation uncertainty is the risk that the carrying amount of assets or liabilities may require a material adjustment in the coming year.

One example is the distinction between maintenance and development costs, which form the basis for capitalized development expenditure. The allocation between what constitutes product maintenance and what constitutes product development that is expected to generate future cash flows and the determination of whether the requirements for capitalization of development expenditure are met requires judgments to be made on a monthly basis by the product owners.

Furthermore, deferred tax assets include a tax asset of SEK 10.5 million based on a tax loss carry-forward of SEK 51 million. The tax loss carry-forward arose in 2022 due to a loss for tax purposes. Based on the adopted budget and business plan, Mentimeter estimates that this tax loss will be fully utilized against future taxable profits within 3 years. The tax loss has no expiry date.

The determination of the useful life of leased office premises, which requires management's assessment as to the periods covered by renewal options, if the lessee is reasonably certain of exercising the option, is of particular significance to the financial position. Where office leases contain a renewal option, an analysis is made (on a lease-by-lease basis) regarding whether there is a reasonable certainty that the option will be exercised. The analysis takes into account relevant facts and circumstances that create economic incentives, such as the contractual terms of renewal periods compared to market rates, significant improvements made (or expected to be made) during the contract period, costs incurred in terminating the contract, such as negotiation costs and relocation costs, and the importance of the underlying asset to the business.

4. Revenue from contracts with customers

Mentimeter sells licenses where the performance commitment is met over time. License periods vary in time, usually 1-3 years. Mentimeter tracks its revenue internally based on customer categories; the same type of software license is sold to all customers.

Group and parent company

Net sales by service area

SEK thousand	2022	2021
Self-Service	193 189	151 313
Enterprise	142 236	83 908
Other	300	109
Total net sales	**335 725**	**235 330**

Self-Service refers to individual users who purchase mostly single, but up to 50 licenses directly on the Mentimeter website. Payment is made directly by credit card (i.e. payment in advance).

Enterprise refers to larger enterprise customers who purchase 50 or more licenses through the Group's sales department. The full order value is invoiced at the beginning of the contract period, usually with payment terms of 30 days.

Net sales by geographic market

SEK thousand	2022	2021
Sweden	16 489	13 466
Europe (excl Sweden)	162 590	113 211
USA	87 116	60 978
Other countries	69 530	47 675
Total net sales	**335 725**	**235 330**

Total amount of contractual liability for which performance obligations are outstanding at the end of the reporting period for the Group and the parent company:

SEK thousand	2022	2021
Contract liabilities from sale of software licenses	243 715	172 603
Total	**243 715**	**172 603**

Management expects that approximately 92% of the transaction price allocated to the remaining performance obligations at year-end 2022 will be recognized in the next financial year (i.e. SEK

223,272 thousand). The corresponding figures at the end of 2021 were approximately 91% and SEK 157,286 thousand, respectively.

Other income in the parent company's income statement includes the re-invoicing of other expenses to subsidiaries.

Contractual liabilities

The following table shows how contract balances (excluding accounts receivable) from contracts with customers are broken down by revenue stream and recognized in the Group's statement of financial position. There are no contract assets, for which reason the table below refers only to contract liabilities.

SEK thousand	2022	2021
Contract liabilities	243 715	172 603
Total	**243 715**	**172 603**
- of which		
Long-term liabilities	20 443	15 317
Short-term liabilities	223 272	157 286
Total	**243 715**	**172 603**

A contractual liability arises when a customer pays a fee before the time when the services rendered are transferred to the customer. The liability is recognized either when the payment is made or when the payment is due (whichever occurs first). Amounts relating to accrued income are liabilities incurred when customers prepay for the software licenses they have ordered from Mentimeter.

Regarding the closing contractual debt of SEK 172,603 thousand as of Dec. 31, 2021, SEK 157,286 thousand was recognized as revenue in 2022. Regarding the closing contractual debt of SEK 243,715 thousand as of Dec. 31, 2022, SEK 223,272 thousand was recognized as revenue in 2023. Contract liabilities are recognized in accordance with the start of the contract period with the customers.

The following table shows the proportion of revenue recognized during the period that is attributable to advances received that were included in the contract liability recognized at the beginning of the year.

SEK thousand	2022	2021
Contract liabilities from sale of software licenses	157 286	109 258
Total	**157 286**	**109 258**

5. Employee benefits

Group and parent company

Personnel

	2022		2021	
	Total	Of which men	Total	Of which men
Average number of employees, Group	249	117	172	78
Average number of employees, Parent company	222	104	169	77

Gender distribution of Board members and senior executives

	2022		2021	
	Total	Of which men	Total	Of which men
The Board	7	4	6	3
CEO and executive management	6	4	8	5
Total	**13**	**8**	**14**	**8**

Employee benefits

	Group		Parent company	
SEK thousand	2022	2021	2022	2021
Salary and other compensation	165 757	101 771	144 587	99 221
Social contributions	51 363	34 125	50 264	33 942
Pension costs	16 575	10 336	16 575	10 336
Total remuneration to personnel	**233 695**	**146 232**	**211 426**	**143 498**

Remuneration of senior executives

Guidelines for remuneration payable to senior executives

The Chair of the Board and the members of the Board receive remuneration as resolved by the General Meeting.

Remuneration to the Chief Executive Officer and other senior executives consists of base salary, variable remuneration, other benefits, pension and incentive plans. Other senior executives refer to the 8 (2021: 8) individuals who, together with the Chief Executive Officer, comprise management.

Pension benefits and other benefits are paid to the Chief Executive Officer and other senior executives as part of the total remuneration. Other benefits are of minor value, relating to lunch benefits and medical insurance, and are not reported separately below.

Remuneration of senior executives

SEK thousand	2022 Salary/ Remuneration	2022 Pension	2022 Total	2021 Salary/ Remuneration	2021 Pension	2021 Total
Katarina Bonde *Chairman of the Board*	300		300	300		300
Per Appelgren *Board member*	75		75	75		75
Niklas Ingvar *Board member**						
Hanna Melton *Board member*	75		75	75		75
Miriam Grut Norrby *Board member*	75		75	75		75
Marcus Teilmann *Board member*	50		50			
Eric Persson *Board member*						
John Hedberg *Board member*						
Johnny Warström *CEO*	1 346	284	1 630	1 206	214	1 420
Executive management *6 people (8)*	9 286	1 661	10 947	8 938	1 579	10 517
Total remuneration to senior executive	**11 207**	**1 945**	**13 152**	**10 669**	**1 793**	**12 462**

**Niklas Ingvar is an employee and receives no remuneration as a Board member. His remuneration is included above on the line other senior executives.*

Pensions

The CEO and senior executives receive a defined contribution pension in accordance with ITP1. The pension premium amounts to 4.5 percent of the salary component up to and including 7.5 income base amounts and 30 percent of the salary component above that, based on pensionable salary. Pensionable salary refers to the base salary.

Severance pay

The CEO's notice period is 6 months and salary is paid during this period. In case of termination by the company, the notice period is 6 months. There are no other agreed termination benefits for the CEO or other senior executives.

6. Remuneration of the auditors

Group and parent company

SEK thousand	2022	2021
Audit	491	500
Tax consulting		
Various services	146	1 476
Total	**637**	**1 976**

7. Income tax

Group

Tax on profit for the year

SEK thousand	2022	2021
Current income tax	-812	-115
Deferred income tax	8 326	3 881
Total	**7 514**	**3 766**

The reported effective tax rate is 18.3% (19,5%).

Reconciliation of effective tax

SEK thousand	2022	2021
Earnings before taxes	**-41 158**	**-19 339**
- Tax at Parent's tax rate 20,6% (20,6%)	8 479	3 984
- Non-deductible expenses	-2 259	-1 297
- Non-taxable income	1 131	491
- Change in tax rates		19
- Temporary differences	411	621
- Difference in subsidiaries tax rates	-248	-35
- Various		-16
Total taxes	**7 514**	**3 766**

No tax has been recognized in other comprehensive income or in equity.

The receivable and the provision for deferred tax shown in the balance sheet relate to the following assets and liabilities:

	2022		2021	
SEK thousand	Deferred tax asset	Net asset/ liability	Deferred tax asset	Net asset/ liability
Amortization renovation expense	398	398	392	392
Tax loss carry-forward	10 453	10 453	2 698	2 698
Credit losses (accounts receivables)	1 158	1 158	747	747
Various	298	298	141	141
Deferred tax asset/(liability)	**12 307**	**12 307**	**3 978**	**3 978**

Tax loss carry-forwards amount to SEK 50,741 thousand (13,098), for which a deferred tax asset has been recognized in full. There is no expiry date for the tax loss carry-forwards.

Parent company

Tax on profit for the year

SEK thousand	2022	2021
Current income tax		
Deferred income tax	8 172	3 370
Total	**8 172**	**3 370**

Reconciliation of effective tax

SEK thousand	2022	2021
Earnings before taxes	**-43 147**	**-17 315**
- Statutory tax rate 20.6% (20.6%)	8 889	3 567
- Non-deductible expenses	-2 259	-1 297
- Non-taxable income	1 131	491
- Change in tax rates		
- Temporary differences	411	621
- Various		-12
Total taxes	**8 172**	**3 370**

The receivable and the provision for deferred tax shown in the balance sheet relate to the following assets and liabilities:

	2022		2021	
SEK thousand	**Deferred tax asset**	**Net asset/ liability**	**Deferred tax asset**	**Net asset/ liability**
Amortization renovation expense	398	398	392	392
Tax loss carry-forward	10 453	10 453	2 698	2 698
Credit losses (accounts receivables)	1 158	1 158	747	747
Deferred tax asset/(liability)	**12 009**	**12 009**	**3 837**	**3 837**

Tax loss carry-forwards amount to SEK 50,741 thousand (13,098), for which a deferred tax asset has been recognized in full. There is no expiry date for the tax loss carry-forwards.

Deferred tax assets and liabilities are offset only when there is a legally enforceable right to set off current tax assets against current tax liabilities, and the deferred tax assets and liabilities relate to taxes levied by the same taxation authority and are intended to offset current tax liabilities and assets on a net payment.

8. Capitalized development expenditure

Group and parent company

SEK thousand	2022	2021
Acquisition value		
– at the beginning of the year	20 971	20 971
– internally generated assets		
At the end of the year	**20 971**	**20 971**
Accumulated amortizations		
- at the beginning of the year	-10 599	-7 184
- amortization for the year	-3 416	-3 416
At the end of the year	**-14 015**	**-10 599**
Net book value	**6 955**	**10 371**

The useful life of internally generated assets (software) has been assessed to be five years.

9. Cost of improvements to leased property

Group and parent company

SEK thousand	2022	2021
Acquisition value		
- at the beginning of the year	866	2 164
- acquisitions		886
-disposals		-2 164
At the end of the year	**866**	**886**
Accumulated amortizations		
- at the beginning of the year	-108	-1 894
- amortization for the year	-181	-378
- disposals		2 164
At the end of the year	**-289**	**-108**
Net book value	**597**	**778**

10. Equipment, tools, fixtures and fittings

Group

SEK thousand	2022	2021
Acquisition value		
- at the beginning of the year	1 414	1 515
- acquisitions	594	
- disposals		-101
- translation adjustment	4	
At the end of the year	**2012**	**1 414**
Accumulated amortizations		
- at the beginning of the year	-964	-776
- amortization for the year	-275	-288
- disposals		101
- translation adjustment		
At the end of the year	**-1 238**	**-964**
Net book value	**774**	**450**

Parent company

SEK thousand	2022	2021
Acquisition value		
- at the beginning of the year	1 414	1 515
- acquisitions		
- disposals		-101
- translation adjustment		
At the end of the year	**1 414**	**1 414**
Accumulated amortizations		
- at the beginning of the year	-964	-776
- amortization for the year	-206	-288
- disposals		101
- translation adjustment		
At the end of the year	**-1 170**	**-964**
Net book value	**244**	**450**

11. Leases

Group

SEK thousand	2022	2021
Acquisition value		
- at the beginning of the year	73 661	4 935
- New contracts		73 635
- Ended contracts		-4 938
- Translation adjustment	330	29
At the end of the year	**73 991**	**73 661**
Accumulated amortizations		
- at the beginning of the year	-10 506	-3 948
- amortization for the year	-17 129	-11 495
- disposals		4 938
- translation adjustment	-41	
At the end of the year	**-27 676**	**-10 506**
Net book value	**46 315**	**63 156**

The Group rents 2 facilities. The average lease term is 3 years (3). The increase in both lease liability and right-of-use assets in 2021 is due to a lease signed for new office space in 2021. A rent increase from January 2023 will cause a lease liability and cost to increase by SEK 5.4 million. The lease expires in 2026 and can be extended for 3 years at a time, with a notice period of 9 months before the main due date.

Amounts recognized in profit or loss

SEK thousand	2022	2021
Amortization of the right-of-use assets	17 129	11 495
Leasing interest expenses	1 673	1 482
Low-value items leasing	126	177
Short-term leasing	104	105

SEK thousand	2022	2021
Lease liability		
- At the beginning of the year	67 212	1 002
- New contracts		73 661
- Repayment of lease liability	-19 550	-8 933
- Interest expenses	1 675	1 482
- Translation adjusment		

SEK thousand	2022	2021
Lease liability at the end of the period	**49 337**	**67 212**
Reported as:		
- Long-term lease liabilities	33 474	47 725
-Short-term lease liabilities	15 863	19 487
Total lease liabilities	**49 337**	**67 212**

Maturity analysis of lease liability

SEK thousand	2022	2021
Within 1 year	17 584	19 487
1-2 years	17 584	15 863
2-3 years	17 584	15 863
3-4 years	4 396	15 863
4-5 years		3 966
Total	**57 147**	**71 040**

In the maturity analysis, lease liability is presented gross (i.e. undiscounted value).

The Group is not exposed to any material liquidity risk arising from the lease liabilities.

As of December 31, 2022, the Group has no material commitments with respect to short-term leases.

The total cash outflow for leases amounts to SEK 19,770 thousand (8,936).

Parent company

The parent company is exempt from the application of IFRS 16 and recognizes lease payments as an expense on a straight-line basis over the lease term.

SEK thousand	2022	2021
Future minimum lease payments under non-cancellable operating leases		
Within one year	17 584	15 863
Between one and five years	39 563	51 553
Total	**57 147**	**67 416**
Lease payments for the financial year	16 223	13 517

Leases relate primarily to the company's office premises.

12. Accounts receivable

Group and parent company

SEK thousand	2022	2021
Accounts receivable	24 538	21 753
Provision for doubtfull accounts	-2 132	-1 934
Total accounts receivable	**22 406**	**19 820**

Payment terms are usually 30 days. No interest is applied to outstanding accounts receivable. The

Group measures provisions at an amount equal to expected credit losses for the remaining maturity. Expected credit losses for accounts receivable are calculated using a loss allowance matrix based on past experience and an analysis of customers' financial positions, adjusted for customer-specific factors, the general economic conditions in the industry in which the customers operate and an assessment of both current circumstances and forecasts for the reporting date.

No changes in computational techniques or significant assumptions have been made during the reporting period. Since the Group has assessed that the forward-looking factors have not changed materially, the provision for expected credit losses has not changed materially compared with the previous year. The decrease in credit loss provisions over time can be attributed to the improvement in internal procedures and processes as the Group has grown, along with better customer data.

The Group writes off accounts receivable when information indicates that the customer is in serious financial difficulty and there is no reasonable prospect of recovery, such as when the customer has been placed into liquidation or has commenced bankruptcy proceedings, or when the accounts receivable are past due by more than two years, whichever occurs first. None of the accounts receivable that have been written off are subject to recovery activities.

The following table describes the risk profile of accounts receivable based on the Group's matrix. Since the Group's credit loss experience does not show materially different loss patterns for different customer segments, the loss provision based on past due status does not further differentiate between the Group's different customer segments.

Aging analysis of accounts receivable

SEK thousand	2022	2021
Not yet due	18 274	12 622
Overdue 1-30 days	3 531	3 317
Overdue 31-90 days	1 445	3 700
Overdue 91-180 days	461	727
Overdue 181-360 days	820	851
Overdue more than 361 days	7	537
Total accounts receivable	**24 538**	**21 753**
Provision for doubtfull accounts	-2 132	-1 934

The loss provision for other receivables is negligible.

13. Accrued expenses and deferred income

Group

SEK thousand	2022	2021
- Accrued pesonell expenses	10 031	6 625
- Various accrued expenses	2 320	4 879
Total	**12 351**	**11 504**

Parent company

SEK thousand	2022	2021
- Accrued pesonell expenses	9 600	6 523
- Various accrued expenses	2 264	4 879
Total	**11 864**	**11 402**

14. Share capital

Ordinary shares	2022	2021
Issued and fully paid shares		
Number of ordinary shares, January 1	69 859 000	69 859 000
Issued during the year	5 070 760	
Bought back during the year		
Number of ordinary shares, December 31	**74 929 760**	**69 859 000**

The quota value of the shares is SEK 0.007.

Changes in share capital are related to issues from expired warrant plans.

Mentimeter has one class of ordinary shares with dividend rights.

At the beginning of 2022, the parent company carried out a 500:1 share split, increasing the number of shares to 74,929,760. The quota value is SEK 0.007.

The calculation of basic and diluted earnings per share is based on the following data. The denominator used to calculate both basic and diluted earnings per share has been retrospectively adjusted to reflect the 500:1 share split made in early 2022.

Number of shares for calculation of diluted earnings per share

Ordinary shares	2022	2021
Weighted average number of ordinary shares for the calculation of basic earnings per share	72 654 797	69 859 000
Effect of potentially dilutive ordinary shares:		
Warrants*	1 997 875	542 065
Weighted average number of ordinary shares for calculation of diluted earnings per share	74 652 672	70 401 065

**) Each warrant carries the right to subscribe for 500 shares after a 500:1 share split, which has been taken into account in the calculation.*

Diluted earnings per share

Ordinary shares	2022	2021
Profit/loss attributable to equity holders of the parent, SEK 000s	-33 644	-15 572
Weighted average number of ordinary shares for calculation of diluted earnings per share	74 652 672	70 401 065
Diluted earnings per share, SEK	-0.45	-0.22

15. Notes to the statement of cash flows

Group

Cash and cash equivalents

SEK thousand	2022	2021
Cash and cash equivalents	329 098	157 120

Cash and cash equivalents consist of cash on hand and short-term bank deposits with a maturity of three months or less, net of outstanding bank overdrafts. The carrying amount of these assets is approximately equal to their fair value.

Cash and cash equivalents at the end of the reporting period as shown in the consolidated cash flow statement can be reconciled with the items in the statement of financial position shown above.

Adjustments for items not included in cash flow

SEK thousand	2022	2021
Depreciation, capitalized development expenditure	3 416	3 416
Depreciation, property, plant and equipment	456	666
Depreciation, right-of-use assets	17 129	11 495
Provisions	63	620
Other	-392	
Total	**20 672**	**16 197**

Parent company

SEK thousand	2022	2021
Cash and cash equivalents	326 618	156 467

Cash and cash equivalents consist of cash on hand and short-term bank deposits with a maturity of three months or less, net of outstanding bank overdrafts. The carrying amount of these assets is approximately equal to their fair value.

Cash and cash equivalents at the end of the reporting period as shown in the parent company's cash flow statement can be reconciled with the items in the statement of financial position shown above.

Adjustments for items not included in cash flow

SEK thousand	2022	2021
Depreciation, capitalized development expenditure	3 416	3 416
Depreciation, property, plant and equipment	387	666
Provisions	63	620
Other	-178	0
Total	**3 688**	**4 701**

16. Pledged assets and contingent liabilities

Group and parent company

SEK thousand	2022	2021
Restricted cash	8 000	8 000
Total pledged assets	**8 000**	**8 000**

Blocked bank funds relate to rent guarantees. The parent company guarantees the performance of the subsidiary under the lease of the Toronto office.

17. Share-based payments

The Group has employee warrant plans. Under the terms and conditions of these plans, as resolved by the shareholders at the respective general meetings, participants shall be entitled to subscribe for shares in Mentimeter AB (publ) as follows:

Plan 2019. Exercise price SEK 14,000/warrant. Each warrant carries the right to subscribe for 500 shares.

Plan 2021. Exercise price SEK 16,880.6/warrant. Each warrant carries the right to subscribe for 500 shares.

Plan 2022. Exercise price SEK 35.48/warrant. Each warrant carries the right to subscribe for 1 share.

The general meeting on December 23, 2021, resolved on a 500:1 share split in Mentimeter AB (publ). Before the split, one warrant entitled the holder to one share and after the split, one warrant entitled the holder to 500 shares.

Plan participants have paid the market value for the warrants at the time of allotment so that the plans do not give rise to any benefit or consideration of social security contributions.

At the end of 2022, there are three active plans, where the 2019 program (issued in 2019 and less part of 2020) has a redemption period set to Oct. 1, 2023 - Oct. 15, 2023, and where the 2021 program has a redemption period set to Aug. 2, 2025 - Aug. 16, 2025, and the 2022 program has a redemption period set to July 1, 2026 - Oct. 31, 2026. The vesting period is four years with linear vesting starting after one year; if the employee leaves Mentimeter before that time, no vesting has taken place. Thus, after one year, one-quarter of the warrants will have been earned if the employee remains employed, and thereafter vesting will occur pro rata for each month during the term that the employee remains employed. If the employee terminates his/her employment before the end of the plan, Mentimeter is obliged to buy back unvested warrants at the lower of the subscription price and the market value of the warrants (at the time of termination of employment).

Details related to warrants outstanding during the year are presented below.

	2022		2021	
	Number of warrants	Weighted average exercise price (SEK)	Number of warrants	Weighted average exercise price (SEK)
Outstanding at the beginning of the year	5 943 000	28	5 415	11 027
Allocated during the year	1 177 310		6 471	
Exercised during the year				
Redeemed during the year	-1 002 187			
Due during the year				
Outstanding at end of year	**6 118 123**	**34**	**11 886**	**14 214**

** Recalculation of the opening number of warrants is attributable to the 500:1 share split made during the year*

Outstanding warrants on December 31, 2022, had a weighted average exercise price of SEK 34 (14,214), with the weighted average remaining contractual maturity of approximately 2.4 years (2.6).

The inputs to the Black & Scholes model for the 2022 plan are set out below:

SEK thousand	2022
Weighted average share price	17.74
Weighted average exercise price	35.48
Expected volatility	0.35
Warrant term	4.3 år
Risk-free interest	0.0106
Expected dividend	Ingen
Price per warrant	1.76

Expected volatility was calculated by comparing the volatility of the own share performance over the last five years, the performance of the Stockholm Stock Exchange Small Cap and the Stockholm Stock Exchange 30 index (OMX Stockholm 30).
The plans have only incurred some minor costs in establishing and implementing their structure and conditions.

18. Financial instruments and capital management

The Group's activities expose it to various types of financial risks, such as market, liquidity and credit risks. Market risk consists mainly of currency risk. Mentimeter's Board of Directors is ultimately responsible for exposure to, management and monitoring of the Group's financial risks. The framework for exposure to, management and monitoring of financial risks is set out in a Financial Policy which is reviewed annually. The Group's CFO is responsible for day-to-day risk management.

Market risk

Currency risk

Currency risk is the risk that the fair value or future cash flows will fluctuate because of changes in foreign exchange rates. Exposure to currency risk arises mainly from payment flows denominated in foreign currencies, known as transaction exposure. Currency risk associated with income denominated in currencies other than SEK is limited since approximately 54% of all income is received from customers within 2-3 days. Other sales are made with a one-month credit period.

Transaction exposure

Transaction exposure involves the risk that earnings may be adversely affected by fluctuations in the exchange rates of cash flows denominated in foreign currencies. The Group's expenses (outflows) are mainly denominated in SEK, while the Group's income (inflows) are mainly denominated in SEK, USD and EUR. Based on the Group's business model and payment flows, the exposure is thus limited in scope to changes in these exchange rates.

Currency sensitivity analysis

The Group is exposed mainly to the EUR and USD in connection with income from customers.

The sensitivity analysis for currency risk shows the Group's sensitivity to a 10% increase or decrease in the SEK against the most significant currencies. For transaction exposure, the impact of a change in the exchange rate on the Group's profit after tax is shown. This also includes outstanding monetary assets and liabilities denominated in foreign currencies at the balance sheet date where the currency effect affects the consolidated income statement.

SEK thousand	2022 Effect on results	 Effect on equity	2021 Effect on results	 Effect on equity
Transaction exposure				
USD +/-10%	+/- 21 176	+/- 17 310	+/- 16 486	+/- 12 675
EUR +/-10%	+/- 7 138	+/- 5 835	+/- 3 098	+/- 2 382

Liquidity and funding risk

Liquidity risk is the risk that the Group will have difficulty meeting its obligations related to the Group's financial liabilities. Financing risk is the risk that the Group will not be able to raise sufficient financing at a reasonable cost.

The maturity breakdown of contractual payment obligations related to the Group's financial liabilities is presented in the tables below. Financial liabilities consist of accounts payable in the amount of SEK 17,246 thousand (SEK 11,081 thousand) and other current liabilities in the amount of SEK 4,087 thousand (SEK 386 thousand) due within 3 months (3 months).

Credit and counterparty risk

Credit risk is the risk that the counterparty to a transaction will cause the Group to incur a loss by failing to perform its contractual obligations. The Group's exposure to credit risk is mainly related to accounts receivable from Enterprise customers and cash and cash equivalents.

The accounts receivable are spread over a large number of customers and no single customer accounts for a significant part of the total accounts receivable. Moreover, accounts receivable are not concentrated in a specific geographical area. The Group, therefore, considers the concentration risk to be limited.

The Group's maximum exposure to credit risk is deemed to be equivalent to the carrying amounts of all financial assets and is shown in the table below. The Group's maximum exposure to credit risk is deemed to be equivalent to the carrying amounts of all financial assets and is shown in the table below.

SEK thousand	2022	2021
Accounts receivable	22 406	19 820
Cash and cash equivalents	329 098	157 120
Total	**351 504**	**176 940**

Financial instruments

SEK thousand	2022 Carrying amount	 Fair value	2021 Carrying amount	 Fair value
Financial assets				
Non-current financial assets	8 010	8 010	8 000	8 000
Accounts receivable	22 406	22 406	19 820	19 820
Other current receivables	579	579	42	42
Cash and cash equivalents	329 098	329 098	157 120	157 120
Total	**360 093**	**360 093**	**184 982**	**184 982**

Financial instruments continues

	2022		2021	
SEK thousand	Carrying amount	Fair value	Carrying amount	Fair value
Financial liabilities				
Lease liabilities	49 336	49 336	67 212	67 212
Accounts payable	17 246	17 246	11 081	11 081
Other current liabilities	4 087	4 087	386	386
Total	**70 669**	**70 669**	**78 679**	**78 679**

Capital management

Capital is defined as total equity including non-controlling interests.

The Group's capital structure shall be maintained at a level that ensures the ability to continue as a going concern in order to generate returns for shareholders and benefits for other stakeholders, while maintaining an optimal capital structure to reduce the cost of capital. In order to maintain or adjust the capital structure, the Group may, subject to shareholder approval, where appropriate, vary the dividend paid to shareholders, reduce the share capital for payment to shareholders, issue new shares, or sell assets to reduce the debt/equity ratio. Since the Group is in a growth and expansion phase, the focus is on reinvesting capital in the business. The Board also does not intend to propose any dividend in the short to medium term.

Neither the parent company nor any of its subsidiaries is subject to external capital requirements.

19. Related party transactions

In addition to salaries and board fees, consultancy fees of SEK 0 thousand (26) were paid to JH Advice & Invest AB, run by board member Hannah Melton, during the financial year. In addition, SEK 53 thousand (54) was paid to Ysäter AB, which is run by the Chair of the Board, Katarina Bonde, for costs incurred in connection with travel to Board meetings.

20. Events after the end of the reporting period

No significant events have occurred since the end of the financial year.

Certification and signatures

The annual report and consolidated financial statements have been approved for publication by the Board of Directors on April 21, 2023. The consolidated income statement and balance sheet and the parent company's income statement and balance sheet will be subject to approval at the Annual General Meeting on May 31, 2023.

The Board of Directors and the Chief Executive Officer hereby certify that the annual report has been prepared in accordance with the Swedish Annual Accounts Act and RFR 2 Accounting for Legal Entities and gives a true and fair view of the company's financial position and performance and that the administration report gives a true and fair view of the development of the company's business, financial position and earnings and describes the principal risks and uncertainties to which the company is exposed. The Board of Directors and the Chief Executive Officer hereby certify that the consolidated financial statements have been prepared in accordance with International Financial Reporting Standards (IFRS), as adopted by the EU, and give a true and fair view of the Group's financial position and performance, and that the administration report of the Group gives a true and fair view of the development of the Group's business, financial position and performance, and of the principal risks and uncertainties to which the Group's companies are exposed.

Stockholm, May 31, 2023

Katarina Bonde
Chair of the Board

Johnny Warström
Chief Executive Officer

Hannah Meiton

Miriam Grut Norrby

Marcus Teilman

Niklas Ingvar

Eric Persson

John Hedberg

Audit report submitted May 31, 2023
Grant Thornton Sweden AB

Joakim Söderin
Authorized auditor
Principal auditor

Cecilia Årvik
Authorized auditor

Annex 1. Alternative performance measures

All figures are given in SEK thousands	Not	2022	2021
ARR			
ARR, Enterprise		176 705	110 574
ARR, Self-Service		222 216	165 727
ARR Total		**398 921**	**276 301**
Invoiced Sales			
Invoiced sales, Enterprise		188 410	124 448
Invoiced sales, Self-Service		221 537	166 389
Invoiced sales Total		**409 946**	**290 837**
Operating margin (%)			
EBIT		-39 028	-17 850
Net sales		335 725	235 330
Operating margin (%)		**-11,6%**	**-7,6%**
EBITDA			
EBIT		-39 028	-17 850
Add back depreciation of tangible assets		275	288
Add back amortization of intangible assets		3 597	3 794
Add back amortization of right-of-use assets		17 129	11 495
EBITDA		**-18 028**	**-2 273**
EBITDA margin (%)			
EBITDA		-18 028	-2 273
Net sales		335 725	235 330
EBITDA margin (%)		**-5,4%**	**-1,0%**
Adjusted EBITDA			
EBITDA		-18 028	-2 273
Add back items affecting comparability	9	3 319	14 817
Adjusted EBITDA		**-14 709**	**12 544**
Justerad EBITDA margin (%)			
EBITDA		-14 709	12 544
Net sales		335 725	235 330
Adjusted EBITDA margin (%)		**-4,4%**	**5,3%**

Items affecting comparability refer to external expenses relating to a potential change in ownership structure.

Net working capital

All figures are given in SEK thousands	2022	2021
Net working capital		
Accounts receivable	22 406	19 820
Other current receivables	5 000	1 831
Prepaid expenses and accrued income	30 367	14 907
Prepayments from customers	-538	-813
Accounts payable	-17 246	-11 081
Other current liabilities	-12 738	-7 464
Contract liabilities	-223 272	-157 286
Accrued expenses and prepaid income	-12 351	-11 504
Net working capital	**-208 372**	**-151 590**
Equity/assets ratio (%)		
Total equity	124 063	10 118
Total assets	461 830	280 794
Equity/assets ratio (%)	**26,9%**	**3,6%**

Items affecting comparability

All figures are given in SEK thousands	2022	2021
Items affecting comparability		
External costs related to a potential change in ownership structure	-3 319	-14 817
Total	**-3 319**	**-14 817**

Annex 2. Definitions

Alternative performance measures	Definition	Purpose
ARR	Annual Recurring Revenue refers to the latest reporting month's recurring revenue, translated into a 12-month period.	Indicates recurring revenue over the next 12 months based on revenue from existing customers at the end of the period. During periods of growth, deferred income may be higher than historical sales. This performance measure is also essential for facilitating industry comparisons.
EBITDA	Operating profit (EBIT) before depreciation, amortization and impairment of intangible assets, and property, plant and equipment.	Reflects the profitability of the business and allows comparison of profitability over time, regardless of depreciation and amortization of intangible assets or property, plant and equipment, and independent of taxes and financing structure.

Alternative performance measures	Definition	Purpose
EBITDA-margin	Operating profit (EBIT) before depreciation, amortization and impairment of intangible assets and property, plant and equipment in relation to net sales.	Reflects the profitability of the business before depreciation, amortization and impairment of intangible assets, property, plant and equipment, and right-of-use assets. This performance measure is an important component for tracking the Group's value creation and increasing comparability over time.
Invoiced sales	Sales invoiced during the reporting period	An indicator of future sales revenue, as invoiced sales are accrued according to subscription terms. Invoiced sales are primarily an indicator of cash flow.
Adjusted EBITDA	Depreciation, amortization and impairment of intangible assets, property, plant and equipment, and right-of-use assets, adjusted for items affecting comparability.	Reflects the profitability of the business and allows comparison of profitability over time, regardless of depreciation and amortization of intangible assets or property, plant and equipment, and independent of taxes and financing structure and the impact of items affecting comparability.
Adjusted EBITDA margin	Depreciation, amortization and impairment of intangible assets, property, plant and equipment, and right-of-use assets, adjusted for items affecting comparability, in relation to net sales.	Reflects the profitability of the business before depreciation, amortization and impairment of intangible assets, property, plant and equipment, and right-of-use assets. This performance measure is an important component for tracking the Group's value creation, adjusted for the impact of items affecting comparability, and for increasing comparability over time.
Items affecting comparability	Items affecting comparability relate to material income and expenses of a non-recurring nature and are disclosed separately due to the significance of their nature and amount.	Reporting these items separately increases comparability between periods and over time regardless of the timing.
Monthly active leaders	Monthly active leaders is the number of leaders who have given a presentation on their Mentimeter account within 28 days of registration	This performance measure is used to track the number of active leaders using their Mentimeter account. The more active leaders there are, the more likely it is they will convert to a paid subscription or extend a current subscription.
Net working capital	Total current assets less cash and cash equivalents and short-term non-interest-bearing liabilities, at the end of the period.	A measure of the Group's current financial status
Operating margin	Operating profit (EBIT) in relation to net sales.	Reflects the profitability of the business and allows comparison of profitability and value creation over time.

Alternative performance measures	Definition	Purpose
Operating profit (EBIT)	Operating profit (EBIT) according to the income statement, i.e. profit for the period excluding financial income, financing costs, share of profit of associates and tax.	Reflects the profitability of the business and allows comparison of profitability over time.
Equity ratio	Total equity divided by total assets.	Used to show the percentage of the Group's total assets that are financed with equity.

Glossary	Definition
AEP	Audience Engagement Platform.
Participants	Participants in a Menti.
Enterprise	One of Mentimeter's service areas. Enterprise customers sign multiple subscriptions/licenses for further distribution within the organization and sign these after interaction with Mentimeter's sales organization. Enterprise customers are generally invoiced with a 30-day due date.
Leader	Someone who holds a Menti.
Menti	Presentation made using the Mentimeter platform.
Product-led growth	Product-led growth is a growth model in which user growth, retention and conversion are primarily driven by the product itself.
SaaS	Software as a service.
Self-Service	One of Mentimeter's service areas. Self-Service customers purchase subscriptions directly through the Mentimeter website without any interaction with the Mentimeter sales organization. Self-Service customers typically purchase a subscription for individual use, but also have the option to purchase up to 50 licenses for further distribution within their team. Payment is made directly at the time of subscription and is usually made by credit card.
Viral loop	A viral loop is the process by which a user goes from first encountering the product to being motivated to recommend it to others.