

DONE.AI GROUP AB OPENS DONE CRM TO ALL CUSTOMERS, FIRST NATIVE APPLICATION IN DONE OS

Done.ai Group AB ("Done.ai") today announces the opening of customer access to Done CRM, the first native application within Done OS, the company's AI-powered operating system for small and medium-sized enterprises. Following a successful waitlist phase with positive customer feedback, Done CRM is now open for all businesses to sign up at www.done.ai/crm.

From Waitlist to Full Launch

Following the announcement in April 2026, Done.ai has onboarded customers from its waitlist through a controlled rollout designed to maintain product quality and optimize the onboarding experience at scale. The response has been positive, and the company is now opening access broadly across the Nordic market.

Done OS, the platform on which Done CRM lives, continues its rollout as additional native applications are developed and brought to market throughout 2026.

Done CRM: Customer Management, First Piece of the Puzzle

Done CRM is the first native application within Done OS and is not a traditional CRM with AI features added on top. It is built for AI from its foundation and its architecture enables the system to understand context, surface intelligent insights, and can act on data in ways that conventional relational database systems cannot.

Done CRM can also read invoice history, account balances, and payment behaviour directly from ERP data within Done OS, which can trigger upsell signals, churn alerts, and next best actions. Sales teams can get the full context they need without switching systems.

"Done CRM is a first step of what we have been building towards. A CRM that does not just store customer data but understands it, can act on it, and surfaces the right move at the right time. This is what it can look like when CRM evolves from a system of record into a system of action, and it lives natively inside Done OS so that everything a business needs is connected on a single intelligent layer. For SMEs, this will fundamentally change how they can run their business." Says CEO Staffan Herbst

A Platform Built to Expand

The Done CRM launch marks the beginning of a broader rollout. Done.ai will continue to expand Done OS with additional native applications, building on the company's established

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product strategy across business software and embedded financial services. Each addition deepens the intelligence and value of the platform as a whole, increasing customer lifetime value, strengthening retention, and expanding the monetization surface across the Done OS ecosystem.

Done OS is built on a foundational belief: that small and medium-sized businesses deserve the same quality of intelligent infrastructure that large enterprises have long taken for granted. By unifying core business applications, data, and workflows on a single AI-powered platform, Done OS eliminates the fragmentation that costs SMEs time, money, and competitive edge every single day.

A Large Market and a Clear Path to Monetization

The Nordic CRM market alone is estimated at more several billion SEK annually.

Done.ai enters this market with a structurally differentiated product: AI embedded at the core from the ground up, and a go-to-market model that leverages an existing customer base and partner network to drive capital-efficient growth through cross-sell and upsell.

Done.ai targets approximately SEK 45 million in CRM revenue by 2028, representing around 10 percent of its organic growth plan, accessible through its network of approximately 45,000 SMEs through its current direct customers and ERP partners.

Sign Up

Businesses interested to sign up for Done CRM can access it now at: www.done.ai/crm

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About Done.ai

Small businesses run on too many systems. Done.ai is built to fix that.

Done.ai is building the unified operating system for Nordic small and medium-sized enterprises. Through the Done Operating System, Done OS, the company aims to bring together business software, operations and embedded financial services into a single, AI-driven platform that covers the full operational workflow from first customer contact to final accounting entry.

The Done OS is structured across three integrated layers. (1) Business Tools covers everything a modern SME needs to run its operations: platform intelligence, CRM and customer growth, operations and delivery and people management. (2) Financial Services sits natively alongside, offering payment management, credit management, and cash management including corporate card and spend. (3) Operational services including accounting and marketing extend the platform into execution, ensuring that data-driven insights are translated into compliant financials and scalable customer growth and relationships within the same ecosystem.

The result is a platform where every workflow, every transaction and every business decision connects.

Done.ai reaches the Nordic SME market through two complementary channels: its own customer base and an exclusive distribution agreement with Finago, one of the leading ERP software providers in the Nordics.

The company is headquartered in Sweden and listed on Nasdaq First North Growth Market under the ticker DONE.