

# Interim report

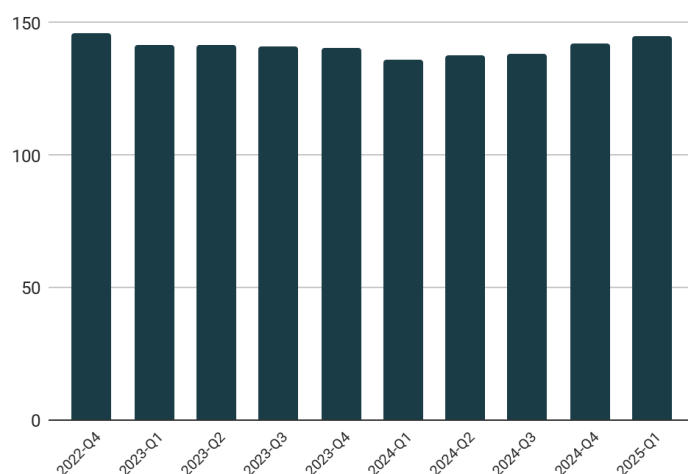
January - March 2025

## January - March 2025

(compared to the same period last year, Upsales group)

- Annual recurring revenue (ARR) at the end of the quarter was MSEK 144.7, an increase of 6.5% during the last 12 months
- ARR increased by MSEK 2.8 during the quarter
- Net sales decreased by 3.2% to MSEK 36.1 (37.3)
- EBITDA amounted to MSEK 6.3 (8.7)
- EBITDA margin was 17.5% (23.2%)
- Operating profit (EBIT) amounted to MSEK 3.9 (6.5)
- Net income amounted to MSEK 3.1 (5.4)
- Cash flow from operating activities amounted to MSEK 5.3 (7.9)

## Annual recurring revenue (ARR)



The chart displays the value of annual recurring subscription revenues at the end of each quarter.

## 144.7 MSEK

Annual recurring revenue (ARR)

## 6.5 %

ARR growth LTM

## 20.6 %

EBITDA margin TTM

# Introducing Upsales AI

Empowering companies with AI to unlock revenue growth



upsales

## CEO LETTER

In Q1, Annual Recurring Revenue (ARR) amounted to MSEK 144.7, an increase of MSEK 2.8 during the quarter. Compared to the same period last year, net sales decreased by 3.2% to MSEK 36.1 (37.3). EBITDA amounted to MSEK 6.3 (8.7), with a margin of 17.5% (23.2%). Operating profit (EBIT) was MSEK 3.9 (6.5), and operating cash flow was MSEK 5.3 (7.9). Revenue decreased compared to the same period last year, primarily due to an unusually high level of one-off revenues in the comparison quarter.



Q1 marked another important step in the Upsales growth journey. We are seeing tangible results from the strategic pivot we initiated last year — a shift that is now accelerating, fueled by continued product innovation and an increasingly AI-driven market. ARR growth continued this quarter, signalling a return to our historical trajectory. Our continued investment in product development and sales capacity is paying off, but as in the previous quarter, margins are slightly lower than last year. That is a deliberate choice. We have just come out of a slower growth period, and we are scaling up again, with clear expectations for improved margins over the year as growth and operational leverage kick in. Our focus remains unchanged: building a highly scalable, recurring revenue business with strong long-term profitability.

This quarter, we continued our investment in what is by far the most ambitious product initiative in Upsales' history: Upsales AI. Our vision is clear — to become the leadership team's strategic partner to drive revenue growth through AI.

AI agents are coming to the Upsales platform as a core component that leverages real customer and market data. This gives our customers unique tools to make better and faster decisions to focus their sales efforts in order to expand their sales to the right B2B clients. Because AI only works when powered by real-world company and market data, and that is where we are uniquely positioned.

We also saw continued strength in new sales during Q1. Our new pricing structure, including AI capabilities, has received positive feedback and is already contributing to growth. As we look ahead, we expect this to accelerate even further throughout 2025, driven by increasing demand for AI-native sales and marketing tools.

While many SaaS businesses are still adapting to a harsher macro climate, Upsales is in a strong position. We have no debt, net cash, over 90% recurring revenue, and a business model built for resilience. We are not directly exposed to interest rates or tariffs, but we monitor the situation closely to understand how our customers — and their customers — are affected. One of the benefits of running a capital-efficient, bootstrapped company is that we have built discipline into our DNA. That gives us flexibility. And it means we can keep investing in growth — even when others pull back.

We are still early in this next chapter for Upsales, but the signals are clear: our new direction is working. We are building the right product for the right market at the right time. I'm proud of how far we have come and more excited than ever about what lies ahead.

Daniel Wikberg  
Founder & CEO

## FINANCIAL INFORMATION

### The Upsales group

All comparative figures refer to the Upsales group. The parent company's operations are focused on group-wide management whilst the operations are conducted in the wholly owned subsidiary Upsales Nordic AB.

# January- March 2025

### Net sales

The Upsales group's net sales during the period amounted to MSEK 36.1 (37.3), which corresponds to a 3.2% decrease compared to the same period last year.

### Profit

- EBITDA during the period amounted to MSEK 6.3 (8.7)
- EBIT during the period amounted to MSEK 3.9 (6.5)
- Profit before tax amounted to MSEK 4.0 (6.8) and net income amounted to MSEK 3.1 (5.4)

### Cash flow and investments

Cash flow from operating activities during the period amounted to MSEK 5.3 (7.9). Investments in tangible assets during the period amounted to MSEK 1.9 (0.2). Investments in intangible assets amounted to MSEK 3.8 (2.2). Investments in intangible assets consist of capitalised development costs.

Depreciation of tangible and intangible assets during the period amounted to MSEK 2.4 (2.2).

### Liquidity and financial position

As of 31 March 2025, net cash amounted to MSEK 47.0 (57.7). Total equity at the end of the period amounted to MSEK 25.0 (34.8).

### Employees

The number of employees in the Upsales group at the end of the period was 75 (74).

### Proposed appropriation of profit

The Board of Directors proposes a dividend of 1.50 SEK per share.

### Annual general meeting

The annual general meeting will be held the 8th of May 2025 at the company's office at Kungsgatan 49, Stockholm.

## FINANCIAL INFORMATION

### Warrant-based incentive programs

The annual general meeting on 25 April 2024 decided on a warrant-based incentive program. According to the program, a maximum of 150,000 warrants can be issued and transferred to participants in the program, implying a dilution of approximately 0.9 percent.

The company already had two warrant-based incentive programmes. The annual general meeting on 4 May 2023 decided on a warrant-based incentive program "2023/2026", where a maximum of 200,000 warrants can be issued and transferred to participants in the program, implying a dilution of approximately 1.2 percent. The annual general meeting on 4 May 2022 decided on a warrant-based incentive program "2022/2025" where a maximum of 300,000 warrants can be issued and transferred to participants in the program, implying a dilution of approximately 1.8 percent.

### The share

Upsales group's shares are listed on Nasdaq First North Growth Market since 24 April 2019. Companies listed on Nasdaq First North are required to have a Certified Adviser, which is, among other things, responsible for supervision and compliance. Upsales group's Certified Adviser is Carnegie Investment Bank AB. The share is traded under the trading symbol UPSALE and has the ISIN code: SE0011985514.

### Accounting standard

The Upsales group and the parent company apply The Swedish Accounting Standards Board's BFNAR 2012:1 (K3), Årsredovisning och koncernredovisning.

### Significant events during the quarter

No significant events occurred during the reporting period.

### Significant events after the quarter

No significant events occurred after the reporting period.

### Auditor

Upsales group's auditor is Helene Andersson, certified auditor at BDO Mälardalen AB. This report has not been subject to review.

### Disclosure of report

This report was submitted for publication on 23 April 2025 at 08:30.

The report was published on the Upsales website at the same time.

### Financial calendar

Annual General Meeting 2024:  
08 May 2025

Interim report Q2 2025:  
23 July 2025

Interim report Q3 2025:  
22 October 2025

Interim Report Q4 2025:  
18 February 2026

### For more information contact:

**Elin Lundström**  
Chief Financial Officer

08-505 806 00  
ir@upsales.com

## GROUP FINANCIAL STATEMENT

## Income Statement

Amount in KSEK	Jan-Mar 2025	Jan-Mar 2024	Jan-Dec 2024
<i>Operating income</i>			
Net sales	36,085	37,283	144,769
Capitalised development costs	2,409	1,916	7,128
Other operating income	12	0	159
<b>Total operating income</b>	<b>38,507</b>	<b>39,199</b>	<b>152,056</b>
<i>Operating expenses</i>			
Other external expenses	-13,021	-14,586	-56,096
Personnel costs	-19,071	-15,799	-63,375
Depreciation and impairment of tangible and intangible assets	-2,401	-2,208	-8,880
Other operating expenses	-109	-152	-792
<b>Total operating expenses</b>	<b>-34,602</b>	<b>-32,744</b>	<b>-129,143</b>
<b>Operating profit (EBIT)</b>	<b>3,905</b>	<b>6,455</b>	<b>22,913</b>
<i>Financial items</i>			
Financial income	87	316	554
Financial expenses	-36	-1	-20
<b>Total financial items</b>	<b>51</b>	<b>315</b>	<b>534</b>
<b>Profit before tax</b>	<b>3,956</b>	<b>6,769</b>	<b>23,447</b>
Income tax	-838	-1,399	-4,966
<b>Net income</b>	<b>3,118</b>	<b>5,370</b>	<b>18,481</b>
Earnings per share, SEK	0.19	0.32	1.10
Earnings per share after dilution, SEK	0.19	0.32	1.10
Average number of shares	16,838,375	16,838,375	16,838,375
Number of shares at the end of the period	16,838,375	16,838,375	16,838,375



## GROUP FINANCIAL STATEMENT

## Balance Sheet

Amount in KSEK	31 March 2025	31 March 2024	31 December 2024
<b>ASSETS</b>			
<i>Non-current assets</i>			
Capitalised development costs	24,761	21,239	22,801
Tangible assets	6,205	6,407	5,286
Deferred tax assets	137	113	0
Other long-term receivables	277	354	358
<b>Total non-current assets</b>	<b>31,381</b>	<b>28,113</b>	<b>28,446</b>
<i>Current assets</i>			
Accounts receivable	13,533	13,154	19,792
Current tax claim	2,559	22	1,839
Other current receivables	750	134	239
Prepaid expenses and accrued income	5,880	7,637	6,415
Cash and cash equivalents	46,986	57,664	47,434
<b>Total current assets</b>	<b>69,708</b>	<b>78,610</b>	<b>75,719</b>
<b>TOTAL ASSETS</b>	<b>101,089</b>	<b>106,723</b>	<b>104,165</b>
<b>EQUITY AND LIABILITIES</b>			
Equity	24,963	34,838	21,914
<i>Non-current liabilities</i>			
Interest-bearing liabilities	0	0	0
<b>Non-current liabilities</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Current liabilities</i>			
Accounts payable	3,708	2,756	8,070
Income tax liabilities	0	539	0
Other current liabilities	3,403	2,271	5,516
Accrued expenses and prepaid income	69,015	66,318	68,664
<b>Total current liabilities</b>	<b>76,125</b>	<b>71,885</b>	<b>82,251</b>
<b>Total liabilities</b>	<b>76,125</b>	<b>71,885</b>	<b>82,251</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>101,089</b>	<b>106,723</b>	<b>104,165</b>

## GROUP FINANCIAL STATEMENT

## Changes in Equity

Amount in KSEK	Jan-Mar 2025	Jan-Mar 2024	Jan-Dec 2024
Opening balance	21,914	30,271	30,271
Dividend	0	0	-25,258
Issued shares	0	0	0
Change of warrants	-89	-805	-1,581
Foreign currency translation differences	21	3	1
Net income	3,118	5,370	18,481
<b>Closing balance</b>	<b>24,963</b>	<b>34,838</b>	<b>21,914</b>



## GROUP FINANCIAL STATEMENT

## Cash Flow

Amount in KSEK	Jan-Mar 2025	Jan-Mar 2024	Jan-Dec 2024
<i>Operating activities</i>			
Operating profit	3,905	6,455	22,913
Adjustments for non-cash items	2,833	2,176	8,770
Interest received	87	316	554
Interest paid	-36	-1	-20
Income tax paid	-2,115	-8,285	-13,675
<b>Cash flow from operating activities before changes in working capital</b>	<b>4,674</b>	<b>660</b>	<b>18,542</b>
<i>Changes in working capital</i>			
Changes in current receivables	5,858	14,213	8,296
Changes in current liabilities	-5,262	-6,988	3,891
<b>Total change in working capital</b>	<b>596</b>	<b>7,225</b>	<b>12,187</b>
<b>Cash flow from operating activities</b>	<b>5,270</b>	<b>7,886</b>	<b>30,729</b>
<i>Investing activities</i>			
Investments in intangible assets	-3,784	-2,162	-8,612
Investments in tangible assets	-1,928	-231	-817
Acquisition of financial assets	0	0	-5
Disposal of financial assets	81	371	371
<b>Cash flow from investing activities</b>	<b>-5,631</b>	<b>-2,022</b>	<b>-9,063</b>
<i>Financing activities</i>			
Change of warrants	-89	-805	-1,581
Dividend paid to the parent company's shareholders	0	0	-25,258
<b>Cash flow from financing activities</b>	<b>-89</b>	<b>-805</b>	<b>-26,838</b>
<b>CASH FLOW FOR THE PERIOD</b>	<b>-450</b>	<b>5,058</b>	<b>-5,172</b>
Cash and cash equivalents at the beginning of the period	47,436	52,606	52,606
Exchange rate differences in cash and cash equivalents	0	0	0
<b>Cash and cash equivalents at the end of the period</b>	<b>46,986</b>	<b>57,664</b>	<b>47,434</b>

## GROUP FINANCIAL STATEMENT

## KPI summary

Amount in KSEK	Jan-Mar 2025	Jan-Mar 2024	Jan-Dec 2024
Net sales	36,085	37,283	144,769
Net sales growth (%)	-3.2%	3.0%	-0.3%
Subscription revenue (%) of total net sales	95.6%	91.6%	95.2%
Annual recurring revenue (ARR)	144,710	135,919	141,882
ARR change during the period	2,828	-4,495	1,468
ARR growth during the period (%)	2.0%	-3.2%	1.0%
EBITDA	6,306	8,663	31,793
EBITDA margin (%)	17.5%	23.2%	22.0%
EBIT	3,905	6,455	22,913
EBIT margin (%)	10.8%	17.3%	15.8%
Net income	3,118	5,370	18,481
Operating cash flow	5,270	7,886	30,729
Net cash	46,986	57,664	47,434

## PARENT COMPANY FINANCIAL STATEMENT

## Income Statement

Amount in KSEK	Jan-Mar 2025	Jan-Mar 2024	Jan-Dec 2024
<i>Operating income</i>			
Net sales	720	605	2,765
Other operating income	0	0	0
<b>Total operating income</b>	<b>720</b>	<b>605</b>	<b>2,765</b>
<i>Operating expenses</i>			
Other external expenses	-420	-374	-1,583
Personnel costs	-967	-827	-3,674
<b>Total operating expenses</b>	<b>-1,387</b>	<b>-1,200</b>	<b>-5,257</b>
<b>Operating profit (EBIT)</b>	<b>-667</b>	<b>-595</b>	<b>-2,492</b>
<i>Financial items</i>			
Profit from participations in group companies	0	0	16,900
Financial income	0	1	13
Financial expenses	0	-1	0
<b>Total financial items</b>	<b>0</b>	<b>-1</b>	<b>16,913</b>
<b>Profit after financial items</b>	<b>-667</b>	<b>-596</b>	<b>14,421</b>
Received group contributions	0	0	2,481
<b>Profit before tax</b>	<b>-667</b>	<b>-596</b>	<b>16,902</b>
Income tax	137	113	0
<b>Net income</b>	<b>-530</b>	<b>-483</b>	<b>16,902</b>

## PARENT COMPANY FINANCIAL STATEMENT

## Balance Sheet

Amount in KSEK	31 March 2025	31 March 2024	31 December 2024
<b>ASSETS</b>			
<i>Financial assets</i>			
Shares in group companies	29,232	29,232	29,232
Deferred tax assets	137	113	0
Other long-term receivables	277	354	358
<b>Total financial assets</b>	<b>29,646</b>	<b>29,699</b>	<b>29,590</b>
<i>Current assets</i>			
Accounts receivable	0	300	0
Receivables from group companies	0	6,474	0
Current tax claim	0	22	17
Other current receivables	104	128	104
Prepaid expenses and accrued income	325	414	137
Cash and cash equivalents	232	449	480
<b>Total current assets</b>	<b>662</b>	<b>7,787</b>	<b>738</b>
<b>TOTAL ASSETS</b>	<b>30,308</b>	<b>37,485</b>	<b>30,329</b>
<b>EQUITY AND LIABILITIES</b>			
Equity	27,557	36,824	28,176
<i>Non-current liabilities</i>			
Interest-bearing liabilities	0	0	0
<b>Non-current liabilities</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Current liabilities</b>			
Accounts payable	124	181	251
Liabilities to group companies	2,145	0	1,345
Income tax liabilities	9	18	0
Other current liabilities	210	155	296
Accrued expenses and prepaid income	264	307	261
<b>Total current liabilities</b>	<b>2,751</b>	<b>662</b>	<b>2,153</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>30,308</b>	<b>37,485</b>	<b>30,329</b>

## PARENT COMPANY FINANCIAL STATEMENT

# Change of Equity

Amount in KSEK	Jan-Mar 2025	Jan-Mar 2024	Jan-Dec 2024
Opening balance	28,176	38,112	38,112
Dividend	0	0	-25,258
Issued shares	0	0	0
Change of warrants	-89	-805	-1,581
Net income	-529	-483	16,902
<b>Closing balance</b>	<b>27,557</b>	<b>36,824</b>	<b>28,176</b>

## PARENT COMPANY FINANCIAL STATEMENT

## Cash Flow

Amount in KSEK	Jan-Mar 2025	Jan-Mar 2024	Jan-Dec 2024
<i>Operating activities</i>			
Operating profit	-667	-595	-2,492
Interest received	0	1	13
Interest paid	0	-1	0
Income tax paid	2	-1	10
<b>Cash flow from operating activities before changes in working capital</b>	<b>-665</b>	<b>-597</b>	<b>-2,469</b>
<i>Changes in working capital</i>			
Changes in current receivables	111	408	7,183
Changes in current liabilities	314	-557	18,127
<b>Total changes in working capital</b>	<b>425</b>	<b>-149</b>	<b>25,310</b>
<b>Cash flow from operating activities</b>	<b>-240</b>	<b>-746</b>	<b>22,841</b>
<i>Investing activities</i>			
Acquisition of financial assets	0	0	-5
Disposal of financial assets	81	371	371
<b>Cash flow from investing activities</b>	<b>81</b>	<b>371</b>	<b>366</b>
<i>Financing activities</i>			
Change in warrants	-89	-805	-1,581
Issued shares	0	0	0
Received group contributions	0	0	2,481
Dividend	0	0	-25,258
<b>Cash flow from financing activities</b>	<b>-89</b>	<b>-805</b>	<b>-24,357</b>
<b>CASH FLOW FOR THE PERIOD</b>	<b>-248</b>	<b>-1,181</b>	<b>-1,150</b>
Cash and cash equivalents at the beginning of the period	480	1,630	1,630
Exchange rate differences in cash and cash equivalents	0	0	0
<b>Cash and cash equivalents at the end of the period</b>	<b>232</b>	<b>449</b>	<b>480</b>

# Definitions

## Annual recurring revenue (ARR)

Annual recurring revenue is the sum of the annual value of all customer contracts at the end of the period. New contracts are included from the start date on the contract. Cancelled agreements are included until the end date of the contract.

## Subscription revenue (%) of total net sales

Recurring revenue (revenue from subscriptions) as a percentage of net sales.

## EBIT

Earnings before interest and tax.

## EBIT margin

EBIT as a percentage of net sales.

## EBITDA

Earnings before interest, taxes, depreciation and amortisation.

## EBITDA margin

EBITDA as a percentage of net sales.

## Net cash

Cash and bank balances minus interest bearing liabilities.

## Operating cash flow

Cash flow from operating activities.

## Earnings per share

Net income divided by average number of shares in the period.

## Earnings per share after dilution

Net income divided by average number of shares in the period after potential dilution.



