hddlestock

H1 2025

First half results presentation | August 29, 2025

Øyvind Hovland, Chair of the Board Leif Arnold Thomas, Group CEO



Reshaped for future growth in Europe

Asset light expansion into continental Europe

- First customer, GIGA Broker, secured in March
- Modular Investment-as-a-Service for B2B partners

Strategic divestment of Nordic IaaS platform

- Reducing cash burn and increasing financial flexibility
- Source of funding for expansion in continental Europe

CFO appointment and strengthening of Board of Directors

- Sabine Merky appointed Group CFO, starting 1 October 2025
- Strengthening of Board of Directors after reshaping of the Group

Execution on new Visigon strategy (Consulting division)

- Contract expansions with key customers
- Strengthening with commercial resource in Q3 2025



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Huddlestock in numbers

Euronext growth

Oslo, Norway

NOK 209 million

Market Capitalization¹

2 businesses

Wholly owned

NOK 51 million

Pro-forma cash and Done.ai shares excl. distribution shares²

1 minority stake

in Done.ai listed on Nasdaq First North Growth Market **NOK 10 million**

Market value of Done.ai shares to be distributed to HUDL shareholders³

4 offices

Oslo, Stockholm, Copenhagen & Munich **23 FTEs**

Pro-forma, in wholly owned companies⁴

Powering the future of investing

Focus on portfolio optimization, resource efficiency, and long-term value creation across business areas

	Group Management	Consulting	laaS
HQ	Oslo	Copenhagen & Stockholm	Munich
FTEs	2	18	3
Business	HQ	Consulting & managed services	Investment Technology
Current KPI	Cost	% Utilization	# Customers

¹⁾ Based on closing price 25.08.2025. 2) Cash position at period end of NOK 10.9 million and market value of 80% of shares received in connection with Divestment of Nordic laaS Platform as of 25.08.2025. 3) Market value of 20% of the shares received in connection with the Divestment of Nordic laaS Platform as of 25.08.2025. 4) FTEs excluding the Divested companies and other changes.

Applying a Nordic mindset and asset light approach to a large market in continental Europe

Leveraging existing technology, knowhow and relations...

...to enable services at the forefront of digital finance













European
Investment-as-a-Service
Platform

Securities license supports offerings in any European Economic Area (EEA) member state



- Partner model reducing time to a large market
- Limited development expenses and legacy

- Access to a wider range of clients across Europe
- Significantly higher volumes than in the Nordics

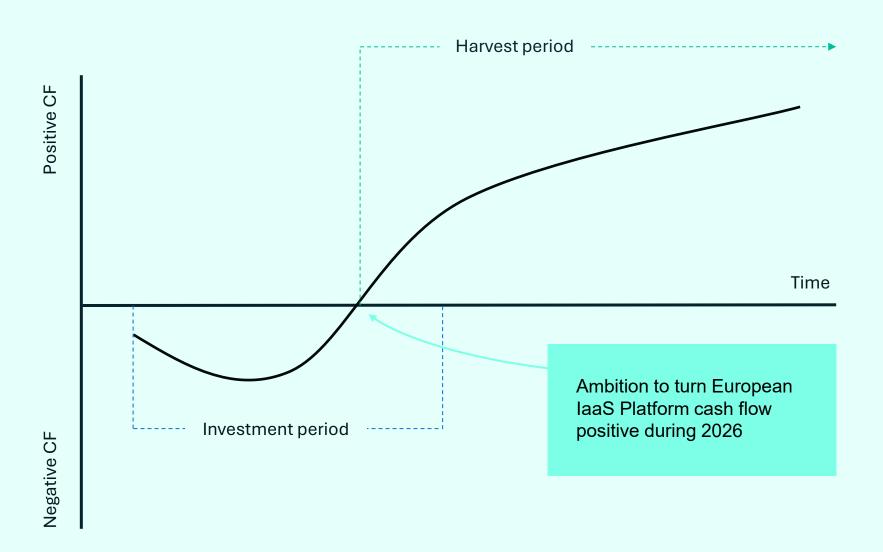
Ramping up while maintaining a lean organization

Large market with long-term scaling potential

- Expecting to onboard first end-customers to GIGA Broker in the second half 2025
 - More than 65,000 AVL customers will be introduced to platform
 - Broad platform launch expected early 2026
- Ambition to sign LOI with second customer this year
- Maintaining a lean organization and operational efficiency while raping up
 - Currently 3 employees at Huddlestock GmbH
- Ambition to turn the European IaaS Platform (Huddlestock GmbH) cash flow positive during 2026

European IaaS Platform profitability will follow J-Curve

Illustrative cash flow (CF)





Guest speaker

Simon Lange



Co-CEO of AVL since 2021 CEO, GIGA Broker





About AVL:

- AVL was founded in 1997 by managing director Uwe Lange.
- It started out as a small start-up company in a market that had not yet been tapped. Since then, AVL has been extremely successful in brokering mutual funds products with an investment approach at extremely favorable terms.
- As an independent, owner-managed company based in Weinstadt near Stuttgart, AVL Finanzvermittlung is now one of the *leading financial brokers* in the discount segment for mutual funds.
- Currently: 65,000 customers with €2.6 billion in assets

GIGA Broker – Intent and objectives:

- With GIGA Broker, AVL aims to give its existing customers the opportunity to expand their *product universe* (traditional assets and crypto and tokens).
- At the same time, the company wants to tap into new customer groups.
- The ambition is to make GIGA Broker one of the *top three neobrokers in* Germany within three years.

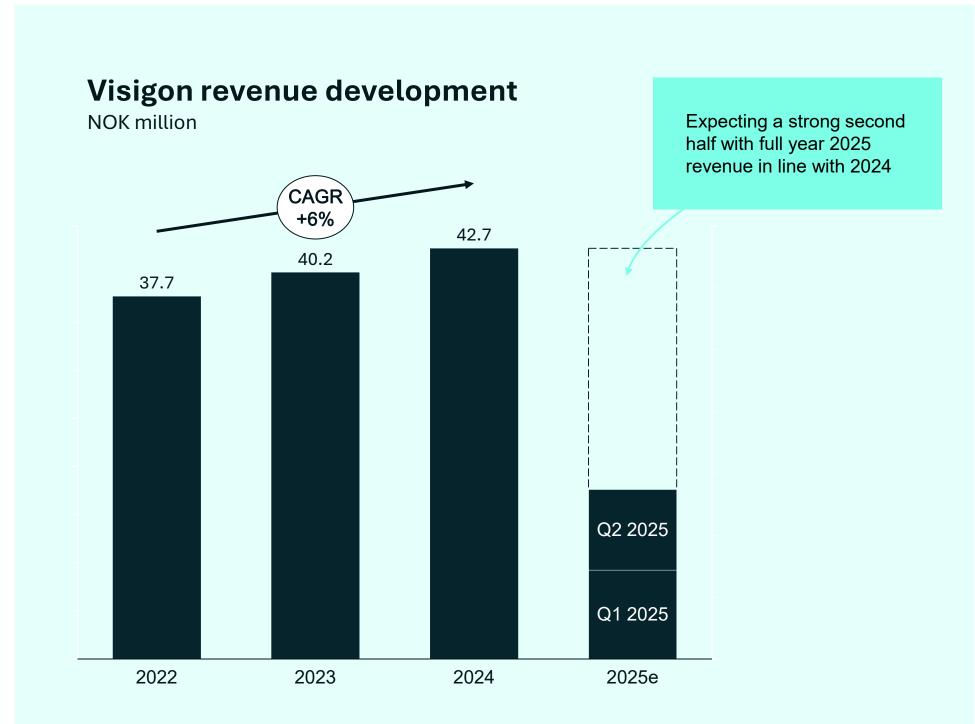
Why Huddlestock?

- First-class ecosystem with outstanding partners who enable the efficient implementation of the project.
- Stable and robust *liability umbrella* that meets all regulatory requirements.
- Excellent partnership-based cooperation.

Consulting profitability in line with market standards, with uplift potential post the implementation new strategy

Main revenue driver for the Group in the second half

- Revenue for the first half of NOK 17.6 million was adversely impacted by a small portion of staff being temporarily between projects
 - EBITDA margin of 9% before group eliminations
- Continued expectations of full year revenue 2025 in line with 2024 based on a strong backlog in the second half
 - Contractually signed utilization is approximately 80 per cent
 - The expected utilization for the second half 2025, excluding august, is above 95 per cent
- Jens Woeste hired as Managing Director for our Trading and Risk Practice appointed
 - Joined from an international consultancy where he was heading a practice of 180 consultants globally



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Financial review



Reported profit and loss impacted by reshaping of Huddlestock

Reported profit and loss

Unaudited, NOK million

	Q2 2025	Q1 2025	H1 2025	H1 2024
Total operating income	14.1	17.4	31.4	38.0
Personnel costs	-11.6	-14.7	-26.4	-31.9
Other operating expenses	-8.7	-8.8	-17.5	-15.5
Total operating expenses	-20.3	-23.5	-43.9	-47.4
EBITDA	-6.3	-6.1	-12.4	-9.4
Depreciation, impairment and amort.	-7.2	-11.7	-18.8	-24.2
EBIT	-13.4	-17.8	-31.3	-33.6
Net financial items	-22.4	-0.8	-23.2	-1.4
Result before tax	-35.9	-18.6	-54.5	-34.9
Tax	0.3	0.3	0.6	-0.3
Net result	-35.6	-18.3	-53.9	-35.2

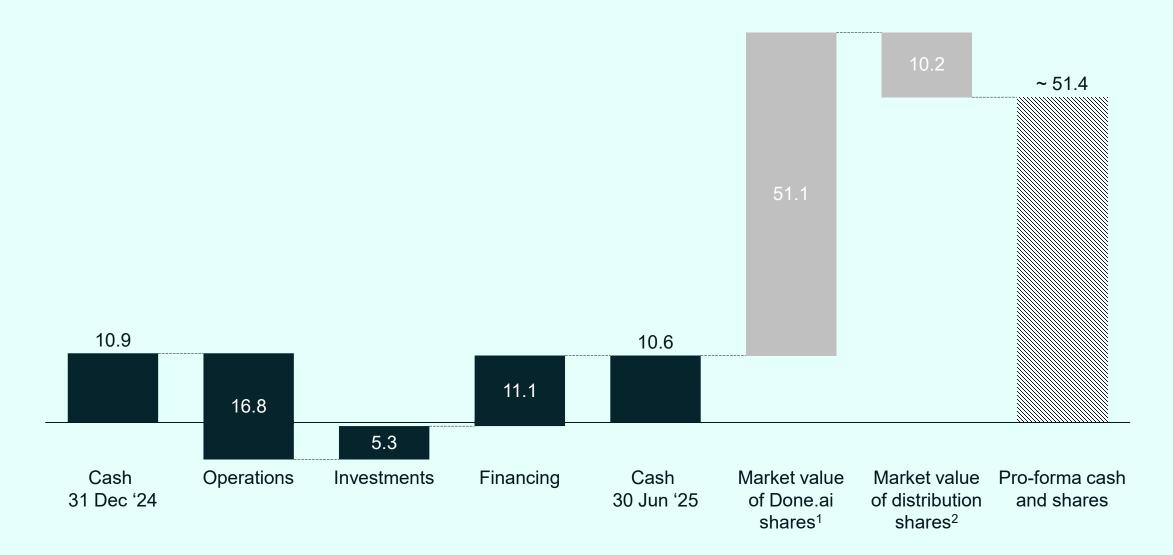
- Note the effects from divestments in the financial figures:
 - Divested companies¹ recognized until 24.04.2025
 - Full-effect of Huddlestock Investor Services AS in period
- First half 2025 revenue of NOK 31.4 million, down from NOK 38 million in the same period in 2024
- NOK 5.5 million reduction in personnel cost compared to the same period last year
- Other operating expenses of NOK 17.5 million in the first half, impacted by one-offs in related to the transaction with Done.ai
- Net financial items impacted by two effects:
 - 1. Losses related to the sale of shares in the divestment
 - 2. Non-realized value change in Done.ai Group AB



Strengthened financial and operational position post transaction

First half 2025 cash flow and current market value of Done.ai shares

Unaudited, NOK million



1) 4,647,608 Number of Done.ai shares received subsequent to reporting period following the conversion of seller credit notes. Done.ai share price used is SEK 10.44 and FX 0.9500 (25.08.2025). 2) 20 per cent of the total number of Done.ai shares to be distributed to Huddlestock's shareholders.

- Operational cash flow impacted by legacy Nordic laaS business and oneoffs related to the divestment
- Investments reflecting development expenses related to Nordic IaaS platform and which was offset by cash received in the sale of subsidiaries
- Financing mainly reflects the conversion of warrants
- Curren market value of Done.ai shares, excluding shares for distribution to Huddlestock shareholders is NOK 40.9 million
- Done.ai shares to be a source of funding for European expansion



Pro-forma cash burn

Pro-forma EBITDA

Unaudited, NOK million

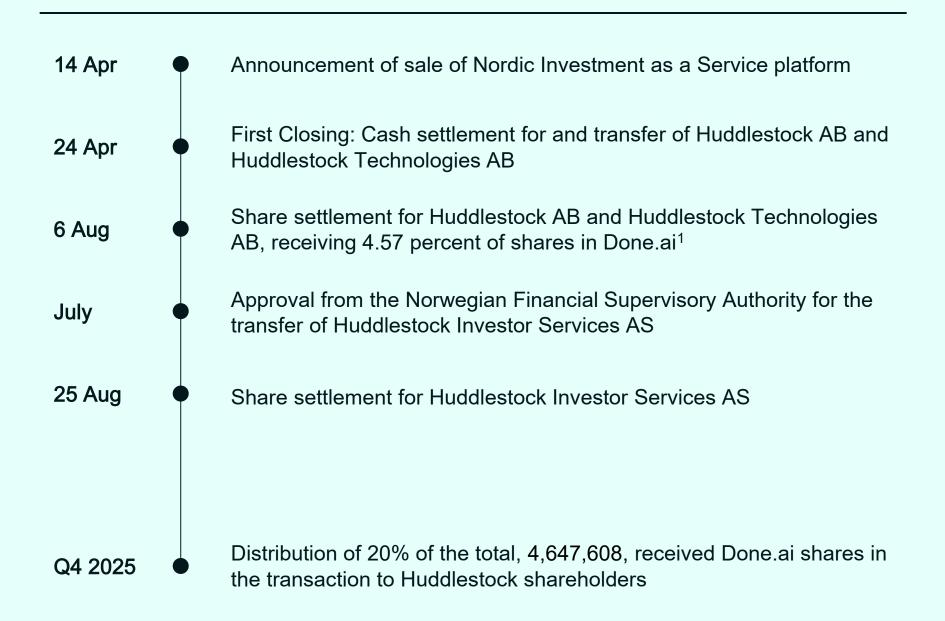
	Q2 2025	Pro-forma Q2 2025 adj.	
Total operating income	14.1	9.0	
Personnel costs	-11.6	-7.9	
Other operating expenses	-8.7	-5.2	
Total operating expenses	-20.3	-13.1	
EBITDA	-6.3	-4.1	

- The adjusted Q2 2025 pro-forma figures exclude:
 - Extraordinary costs associated with the Done.ai transaction
 - Expenses related to discontinued operations following the reshaping of Huddlestock
- Visigon is expected to be the primary revenue driver in the second half of 2025
- Interest expenses are projected to be approximately NOK 1.9 million, resulting in a normalized cash burn of around NOK 5.9 million.
 - Going forward, on top of this, one-off costs related to the divestment of the Nordic laaS Platform are expected to continue into the second half of 2025.



Nordic IaaS Platform divestment progressing as planned

Transaction timeline



^{1.} Total shares outstanding in Done.ai following the conversion of seller's credit notes issued in relation to recent acquisitions are 82,377,614, with reference to its stock exchange announcement on 14 April 2025.

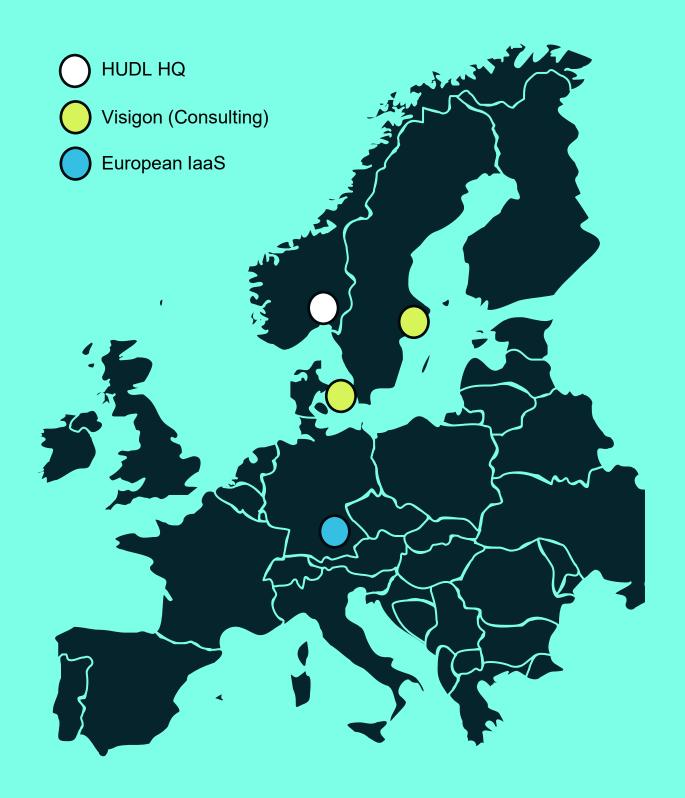
Shareholder distribution dynamics

- 20% of all received Done.ai shares to be distributed to Huddlestock shareholders
- Distribution expected to be finalized no later than the start of the fourth quarter 2025

Huddlestock's remaining Done.ai holding

- Value is sensitive to SEK/NOK and Done.ai share price
- Source of funding for expansion into European market





Outlook

- Native German CFO, Sabine Merky, starting 1 October 2025
- Distribution of 20 percent of the Done.ai shares received in divestment of Nordic laaS Platform expected in Q4 2025
- Reduced cost and cash burn following the divestment of the Nordic IaaS Platform

Expansion into continental Europe

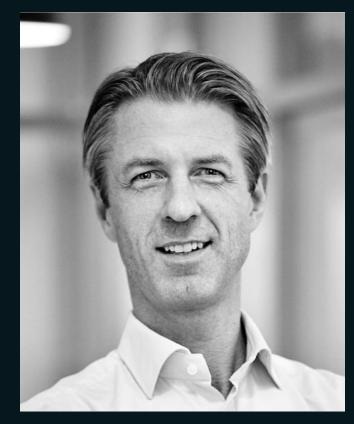
- First GIGA Broker end-customers expected to be onboarded in Q4 2025
- Continued commercial expansion with ambition to sign LOI with second customer in 2025
- Ambition to turn the business area cash flow positive within 2026

Strong second half in Visigon (Consulting)

- Main revenue driver for Group in 2H 2025, with full-year revenue expected in line with 2024
- Focus on margin expansion and profitability, executing on new strategy



Q&A



Leif Arnold Thomas CEO



Appendix



Consolidated income statement

Unaudited in NOK 1000

	Q2 2025	Q1 2025	YTD 2025	YTD 2024	FY 2024
Operating income					
Revenue	14 061	17 379	31 440	37 988	73 133
Total operating income	14 061	17 379	31 440	37 988	73 133
Operating expenses					
Cost of materials/subcontractors	0	0	0	0	0
Personnel costs	-11 648	-14 709	-26 357	-31 900	-65 609
Other operating expenses	-8 686	-8 815	-17 501	-15 465	-32 271
Total operating expenses	-20 335	-23 524	-43 859	-47 364	-97 880
EBITDA	-6 274	-6 145	-12 419	-9 376	-24 746
Depreciation, amortization and impairment	-7 160	-11 674	-18 833	-24 181	-71 837
EBIT	-13 433	-17 819	-31 252	-33 558	-96 584
Financial income					
Interest income	46	9	55	13	586
Other financial income	113	193	306	246	244
Total financial income	159	202	361	259	830
Financial expenses					
Interest expenses	-1 872	-929	-2 801	-1 436	-3 538
Other financial expenses	-20 706	-68	-20 774	-184	-395
Total financial expenses	-22 577	-998	-23 575	-1 620	-3 933
Net financial items	-22 419	-795	-23 214	-1 361	-3 103
Result before tax	-35 852	-18 614	-54 467	-34 919	-99 686
Income tax	280	279	559	-277	1 969
Net profit (loss)	-35 572	-18 335	-53 907	-35 196	-97 718



Consolidated statement of financial position

Unaudited in NOK 1000

ASSETS	30.06.2025	30.06.2024	31.12.2024
Non-current assets			
Intangible assets			
Research and development	26 241	55 151	48 690
Goodwill	38 352	108 937	89 719
Technology	618	16 082	14 183
Customer contracts and relationships	4 823	10 877	7 866
Licenses	14 752	24 752	17 595
Total intangible assets	84 785	215 798	178 053
Fixed assets			
Investment in equities	0	334	355
Property, plant & equipment	43	179	201
Total fixed assets	43	513	556
Total non-current assets	84 828	216 311	178 609
Current assets			
Receivables			
Trade receivables	9 271	13 128	10 057
Other short-term receivables	52 885	1 330	4 169
Total receivables	62 157	14 459	14 226
Bank deposits, cash and cash equivalents	10 581	9 852	10 941
Total current assets	72 737	24 310	25 167
Total assets	157 565	240 621	203 776

EQUITY AND LIABILITIES	30.06.2025	30.06.2024	31.12.2024
Equity			
Paid-in capital			
Share capital	477	362	442
Own shares	0	0	0
Capital increase not registered	0	0	0
Share premium	149 003	193 928	138 105
Total paid-in capital	149 480	194 290	138 547
Other equity			
Other equity	-66 078	-73 145	-14 967
Total other equity	-66 078	-73 145	-14 967
Total equity	83 402	121 145	123 580
Liabilities			
Long-term liabilities			
Other long-term liabilities	10 165	7 511	12 160
Deferred tax	1 875	6 774	5 584
Total long-term liabilities	12 040	14 285	17 744
Short-term liabilities			
Accounts payable	6 458	2 882	4 386
Payroll taxes, VAT etc.	4 035	9 440	8 721
Loans and borrowings	33 867	28 469	15 018
Other short-term liabilities	17 763	64 402	34 328
Total short-term liabilities	62 123	105 192	62 453
Total liabilities	74 164	119 477	80 196
Total equity and liabilities	157 565	240 621	203 776



Consolidated statement of cash flows

Unaudited in NOK 1000

	Q2 2025	Q1 2025	YTD 2025	YTD 2024	FY 2024
Cash flows from operating activities					
Profit/loss before tax	-35 852	-18 614	-54 467	-34 919	-99 686
Depreciation and amortization	7 160	11 674	18 833	24 181	71 837
Changes to accounts receivable	1 460	-674	786	-1 781	1 290
Changes to accounts payable	-2 175	4 247	2 073	-3 779	-2 275
Changes to other accruals and prepayments	8 051	-340	7 712	3 805	6 764
Gain/loss on sale of subsidiary	8 272	0	8 272	0	0
Net cash flow from operating activities	-13 084	-3 708	-16 791	-12 493	-22 070
Cash flows from investment activities					
Net additions intangible assets	-1 217	-2 899	-4 116	-5 402	-12 413
Acquisition of subsidiaries, net of cash acquired	9 397	0	9 397	0	0
Transaction cost	0	0	0	0	0
Net cash flow from investment activities	8 180	-2 899	5 281	-5 402	-12 413
Cash flows from financing activities					
Proceeds from capital increase	4 563	6 370	10 933	0	14 156
Treasury shares	0	0	0	1 660	1 660
Loans obtained	121	1 414	1 535	16 792	21 968
Repayment of loans	-1 042	-277	-1 318	-890	-2 544
Net cash flow from financing activities	3 643	7 507	11 150	17 562	35 240
Net changes to cash and cash equivalents	-1 261	900	-360	-332	757
Bank deposits, cash and cash equivalents opening balance	11 842	10 941	10 941	10 184	10 184
Bank deposits, cash and cash equivalents end balance	10 581	11 842	10 581	9 852	10 941



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