

Year-end report

January – December 2024

YEAR-END REPORT

January – December 2024

Q4 in summary

- Annual Recurring Revenue (ARR) declined by 1.4% to 161.6 (164.0) MSEK compared to the same period last year. During the quarter, ARR grew by 1.5%.
- Net sales declined by 5.5% or 5.6% organically to 70.5 (74.6) MSEK.
- Subscription revenue declined by 7.5% to 41.4 (44.8) MSEK, and ad hoc revenue from subscribers declined by 19.5% to 13.3 (16.6) MSEK. Ad hoc revenue from other clients declined by 4.8% to 15.8 (16.6) MSEK.
- Gross profit amounted to 52.2 (58.9) MSEK and the gross margin to 74.0% (79.0%).
- Adjusted EBITDA less Capex amounted to 1.9 (3.8) MSEK, or a margin of 2.7% (5.1%).
- Net income amounted to -0.6 (-0.3) MSEK, or -0.08 (-0.04) SEK per share.
- Net cash flow increased by 14.7 MSEK to 11.2 (-3.5) MSEK.

Business highlights

DURING THE QUARTER

- Continued focus on profitable growth.
- The new subscription product Continuous Marketing Mix Modeling (cMMM) was launched.
- Jakob Kofoed was appointed as new CTO.
- An extra general meeting elected Ludvig Blomqvist as a new board member.
- Nepa announced that Sonja Thorngren will step down as CFO.

Key financials

Figures in MSEK if not stated	Q4 2024	Q4 2023	change	2024	2023	change
Annual Recurring Revenue (ARR)	161.6	164.0	-1.4%	161.6	164.0	-1.4%
Net sales	70.5	74.6	-5.5%	268.5	293.1	-8.4%
Of which subscription revenue	41.4	44.8	-7.5%	166.5	177.0	-5.9%
Gross profit	52.2	58.9	-11.4%	201.2	219.5	-8.3%
Gross margin	74.0%	79.0%	-5.0	75.0%	74.9%	0.0
Adjusted EBITDA less Capex	1.9	3.8	-1.9	11.6	-8.6	20.2
Adjusted EBITDA less Capex, margin	2.7%	5.1%	-2.4	4.3%	-2.9%	7.3
Net income	-0.6	-0.3	-0.3	-2.1	-14.4	12.3
Profit margin	-0.9%	-0.4%	-0.5	-0.8%	-4.9%	4.1
Net cash flow	11.2	-3.5	14.7	2.7	-25.4	28.1
Net financial position	41.1	38.4	2.7	41.1	38.4	2.7
Earnings per share, SEK	-0.08	-0.04	-0.04	-0.27	-1.83	1.56
Avg. number of shares outstanding	7 863 186	7 863 186	0.0%	7 863 186	7 863 186	0.0%

2024 in summary

- Net sales declined by 8.4% or 8.5% organically to 268.5 (293.1) MSEK.
- Subscription revenue declined by 5.9% to 166.5 (177.0) MSEK, and ad hoc revenue from subscribers declined by 27.0% to 50.5 (69.2) MSEK. Ad hoc revenue from other clients increased by 2.4% to 51.4 (50.2) MSEK.
- Gross profit amounted to 201.2 (219.5) MSEK and the gross margin to 75.0% (74.9%).
- Adjusted EBITDA less Capex amounted to 11.6 (-8.6) MSEK, or a margin of 4.3% (-2.9%).
- Net income amounted to -2.1 (-14.4) MSEK, or -0.27 (-1.83) SEK per share.
- Net cash flow increased by 28.1 MSEK to 2.7 (-25.4) MSEK.
- The Board of Directors proposes a dividend of 1.23 (1.23) SEK per share.

AFTER THE PERIOD ENDED

- Filip Tottie was appointed as new CFO.
- A restructuring effort of the UK business was initiated, estimated to generate approximately 8 MSEK in annual cost savings from Q2 2025.



Comments by the CEO

Nepa demonstrated strong resilience by significantly improving profitability and cash flow, despite a challenging market environment in 2024. While revenue declined by 24.6 MSEK over the fiscal year, our strong focus on efficiency and profitability led to a 20.2 MSEK improvement in Adjusted EBITDA less Capex, resulting in a full-year margin of 4.3%. Additionally, net cash flow improved by 28.1 MSEK. These results show our sustained commitment to transforming the business for long-term profitable growth.

REVIEW OF THE FOURTH QUARTER

In Q4, organic growth was -5.6%, attributed to continued cautious client spending and extended sales cycles. Subscription revenue was below the same period last year due to limited retention and new sales in prior quarters, and ad hoc revenue declined primarily due to the absence of a single large ad hoc project that was delivered in the same period last year.

Despite this, the underlying demand for continuous data-driven consumer insights remains strong, and our investments in commercial capabilities are yielding tangible results. During the year, we strengthened our marketing leadership and refined our strategic vision. In Q4, we increased our outbound efforts aligning with the new vision, enhancing brand positioning, lead generation, and targeted campaigns. Key initiatives included optimizing our digital presence, reinforcing thought leadership, and expanding market-specific outreach to drive engagement and long-term growth.

As part of our outbound efforts, our new business team delivered strong results, securing more new clients in the fourth quarter than usual. This success highlights the effectiveness of our enhanced sales and marketing strategy, as well as the strength of our product capabilities. Net revenue retention (NRR) reached 101.2%, marking a return above 100% after a couple of quarters of net churn, and Annual recurring revenue (ARR) increased by 1.5% sequentially from Q3. Downgrades were minimal, and no client churn took effect during the quarter.

Throughout 2024, Nepa remained proactive in cost and project management, with a focus on enhancing data quality, optimizing supplier strategy, workforce efficiency improvements, and reducing fixed operating costs. These efforts resulted in an Adjusted EBITDA less Capex of 1.9 MSEK for Q4, with a 2.7% margin.

While we are pleased with the progress, we recognize that current growth and margin levels are not where we aspire to be in the medium and longer term. We see significant opportunities to strengthen both growth and margins and will continue executing on our strategy to unlock further value. With a strong leadership team now in place, I look forward to driving the business forward.

Nepa is well-positioned at the intersection of advanced analytics, deep industry expertise, and data-driven consumer insights. Our ability to deliver dynamic, real-time decision-making solutions demonstrates a commitment to continuously evolving in response to clients' changing needs. During the quarter, we launched Continuous Marketing Mix Modeling—a new subscription-based solution that provides businesses with deeper visibility into their marketing investments. This launch marks a significant step towards offering recurring, high-value, scalable insights that empower long-term client success and revenue stability.

OUTLOOK

Entering 2025, the focus remains on driving profitable growth through refining the client portfolio, managing anticipated downgrades of lower-margin contracts, optimizing service delivery, and leveraging global resources more effectively. While we expect a reduction in revenue compared to last year, we are proactively aligning our processes to drive underlying growth and further improve margins.

At the beginning of Q1 2025, we initiated a restructuring effort in our UK business to realign operations with market realities and strengthen long-term profitability. This initiative will create a more agile, efficient organization while ensuring continued service excellence for key clients. The resulting efficiencies are expected to generate approximately 8 MSEK in annual cost savings starting in Q2. We have also introduced new operational frameworks across client-facing teams to increase accountability and drive greater client centricity.

With a clear strategy in place, disciplined cost management, and a relentless focus on high-value, long-term client relationships, Nepa is well-positioned to capitalize on growth opportunities while ensuring sustainable, profitable growth.

Anders Dahl
CEO



Driving results for today – building brands for tomorrow

NEPA IN BRIEF

In recent years, brand has regained its position at the top of most marketers’ agendas, and investments in brand-building communications have increased. While there is a plethora of technology to measure and optimize short-term performance marketing, there is a lack of similar solutions to guide brand-building efforts.

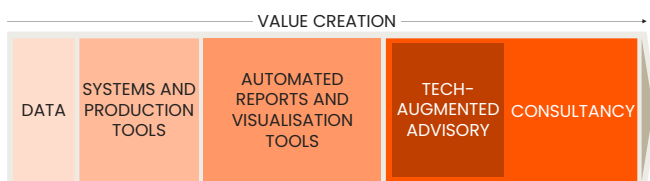
Nepa’s dynamic marketing intelligence suite offers tools and solutions for consumer brands worldwide to both maximize short-term sales and build long-term brand value. By combining continuous consumer survey data, sales data, and media investment data with sophisticated analytics and marketing expertise, Nepa creates brand and marketing-related insights.

The offering includes live brand tracking dashboards, recurring campaign evaluations, and continuous media optimizations together with value-adding consultancy insights that deliver client value to CMOs and marketing departments of more than 300 well-established brands. With offices in the Nordics, UK, US, and India, the Group tracks brands in more than 60 markets across all continents.

BUSINESS MODEL

Nepa continuously measures and analyses the impact of all marketing activities and offers brands the insights they need to make the right decisions, at the right times, both short-term and long-term. The product offering comprises subscription contracts, bulk contracts, and advisory services on a project basis.

VALUE CREATION PROCESS



Nepa turns data into growth opportunities by combining cutting-edge technology with brilliant human analysts and researchers. The value creation process comprises everything from data collection, sampling data enrichment, and analysis using in-house developed systems and production tools, to automated dashboard visualization or reports combined with tech-augmented brand and marketing advisory.

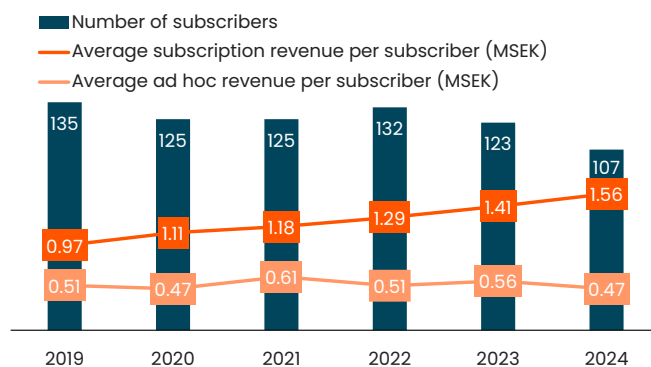
RESEARCH AND DEVELOPMENT

Nepa’s research and development support the long-term strategy by building and improving the in-house systems, production tools, and data-delivery streams, integrating existing separate solutions into Nepa’s dynamic marketing intelligence suite, and developing new products to further increase competitiveness. The offering has recently expanded to include a recurring marketing mix modeling solution.

CLIENT CONCENTRATION

Nepa has a diversified client portfolio spanning numerous industries. The five largest clients account for approximately 30 percent of the Group’s net sales.

OVERVIEW OF SUBSCRIBERS



The Group's financial development

REVENUE, EARNINGS, AND CASH FLOW

Revenue

Net sales declined by 5.5% in the fourth quarter, or 5.6% organically, to 70.5 (74.6) MSEK. Subscription revenue declined by 7.5% to 41.4 (44.8) MSEK, and ad hoc revenue from subscribers declined by 19.5% to 13.3 (16.6) MSEK, following increasing levels of churned subscribers in the past year. Ad hoc revenue from other clients declined by 4.8% to 15.8 (16.6) MSEK. In 2024, net sales declined by 8.4%, or 8.5% organically, to 268.5 (293.1) MSEK.

Earnings

Gross profit amounted to 52.2 (58.9) MSEK in the fourth quarter at a margin of 74.0% (79.0%). In 2024, the gross profit declined to 201.2 (219.5) MSEK, while the gross margin increased to 75.0% (74.9%). Over the long term, gross margins have shown a positive trend on comparable projects and revenue streams, supported by improved project profitability, enhanced data quality management, and a refined supplier strategy. However, the overall gross margin development has been influenced by the revenue mix. In 2024, Nepa had a lower share of ad hoc revenue, which partially offset the underlying gross margin improvements.

Nepa's product development has accelerated its time-to-market, enabling faster development cycles and a more agile response to market demands. This efficiency has reduced the need for capitalizing development costs, as products, tools, and features are launched more quickly, generating returns sooner.

Capitalized expenditures amounted to 0.1 (5.3) MSEK in the fourth quarter, and to 2.8 (21.8) MSEK in 2024.

Cost-saving measures and efficiency improvements during the past year have contributed to improved underlying profitability. Adjusted EBITDA less Capex amounted to 1.9 (3.8) MSEK in the fourth quarter corresponding to a margin of 2.7% (5.1%). Items affecting comparability amounted to 0.0 (5.9) MSEK. In 2024, Adjusted EBITDA less Capex increased to 11.6 (-8.6) MSEK, corresponding to a margin of 4.3% (-2.9%).

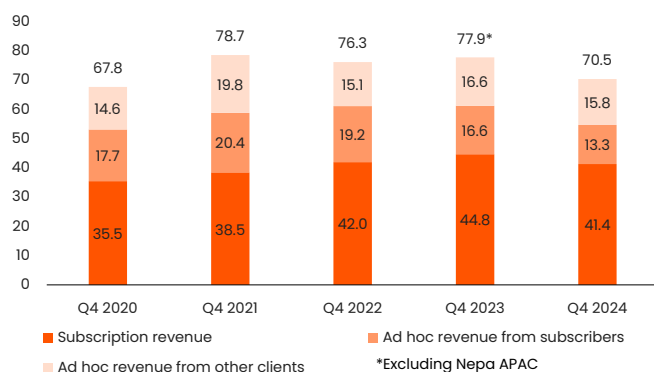
Net income for the quarter amounted to -0.6 (-0.3) MSEK, or -0.08 (-0.04) SEK per share. In 2024, net income amounted to -2.1 (-14.4) MSEK, or -0.27 (-1.83) SEK per share.

Cash flow

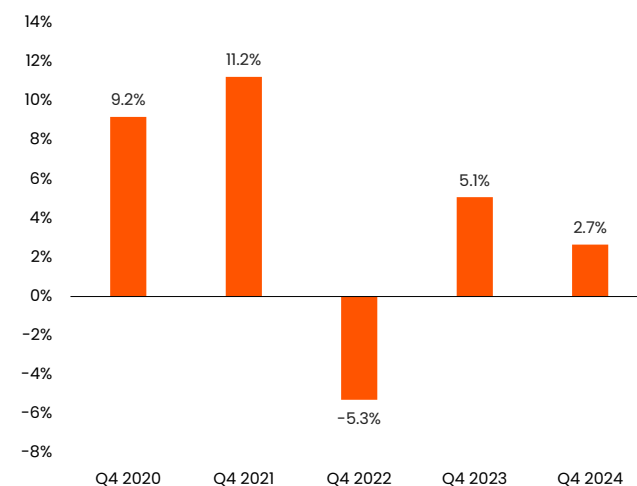
Cash flow from operating activities in the quarter amounted to 11.3 (1.8) MSEK of which the change in working capital amounted to 5.6 (-0.4) MSEK. Cash flow from investing activities amounted to -0.1 (-5.3) MSEK. Cash flow from financing activities amounted to 0 (0) MSEK. Net cash flow for the period amounted to 11.2 (-3.5) MSEK. At the end of the quarter, the net financial position amounted to 41.1 (38.4) MSEK.

In 2024, cash flow from operating activities amounted to 15.3 (6.1) MSEK of which the change in working capital amounted to 4.2 (9.7) MSEK. Cash flow from investing activities amounted to -2.9 (-21.9) MSEK. Cash flow from financing activities amounted to -9.7 (-9.7) MSEK. In 2024, net cash flow amounted to 2.7 (-25.4) MSEK.

REVENUE BREAKDOWN (MSEK), Q4 2020 – Q4 2024



ADJUSTED EBITDA LESS CAPEX MARGIN, Q4 2020 – Q4 2024



FINANCIAL OVERVIEW

Quarterly overview KPI	Q4 2024	Q3 2024	Q2 2024	Q1 2024	Q4 2023	Q3 2023	Q2 2023	Q1 2023	Q4 2022	Q3 2022	Q2 2022	Q1 2022	Q4 2021
Annual Recurring Revenue (ARR)	161.6	159.3	160.1	167.3	164.0	172.4	174.3	168.6	170.9	168.4	162.5	170.9	169.2
ARR growth (%)	-1.4	-7.6	-8.2	-0.7	-4.1	2.3	7.3	-1.3	1.0	19.1	11.7	16.1	15.8
Subscription revenue	41.4	40.2	42.8	42.1	44.8	44.7	44.8	42.8	42.0	40.8	44.5	42.5	38.5
Ad hoc revenue from subscribers	13.3	10.6	12.7	13.9	16.6	15.3	20.3	16.9	19.2	9.6	20.1	18.4	20.4
Ad hoc revenue from other clients	15.8	9.7	14.3	11.5	16.6	10.6	10.0	13.0	15.1	19.1	22.0	19.0	19.8
Net sales	70.5	60.4	70.0	67.5	74.6	70.6	75.2	72.7	76.3	69.5	86.5	79.9	78.7
Gross profit	52.2	44.5	53.8	50.7	58.9	51.9	55.8	52.9	55.2	51.9	67.0	62.1	63.1
Gross margin (%)	74.0	73.7	76.9	75.1	79.0	73.6	74.2	72.7	72.3	74.7	77.5	77.8	80.2
Adjusted EBITDA less Capex	1.9	2.9	5.6	1.3	3.8	0.0	-5.0	-7.4	-4.0	2.1	7.6	7.5	8.8
Adjusted EBITDA less Capex, margin	2.7	4.8	8.0	1.9	5.1	0.0	-6.7	-10.1	-5.3	3.1	8.8	9.3	11.2
Items affecting comparability	0.0	0.0	0.0	1.3	5.9	1.1	6.9	0.0	4.5	0.0	2.2	3.0	0.0
Net income	-0.6	-2.2	1.3	-0.6	-0.3	-0.7	-9.0	-4.5	-4.9	5.5	9.0	7.9	10.5
Profit margin (%)	-0.9	-3.6	1.8	-0.8	-0.4	-0.9	-11.9	-6.2	-6.4	7.9	10.4	9.9	13.3
Net cash flow	11.2	4.9	-18.8	5.3	-3.5	-3.3	-17.6	-1.1	1.3	-17.1	-9.2	3.7	6.5
Net financial position	41.1	29.8	24.9	43.7	38.4	41.8	45.1	62.7	63.8	62.5	79.6	88.7	85.1
Earnings per share (SEK)	-0.08	-0.28	0.16	-0.07	-0.04	-0.08	-1.14	-0.57	-0.62	0.70	1.14	1.00	1.33
Dividend per share (SEK)	1.23	0.00	0.00	0.00	1.23	0.67	0.00	0.00	0.56	0.00	0.00	0.00	1.23
No. of employees, avg.	219	220	218	242	273	281	303	311	325	308	290	281	272
Other metrics													
Net Revenue Retention (NRR) (%)	101.2	98.5	95.4	101.5	93.2	99.5	103.2	97.5	101.7	90.7	101.3	108.7	104.1
Churn (%)	0.0	0.6	0.6	0.2	6.1	1.0	1.1	1.6	0.6	1.5	1.0	1.7	0.8



SEGMENT BREAKDOWN

The Group segments represent the solution areas and revenue types closely monitored by the Group Management. Marketing Optimization is the core focus area, including the products Brand tracker, Campaign measurement, and Marketing Mix Modelling. Revenue is split by revenue type, consisting of subscription revenue from long-term contracts, ad hoc revenue from subscribers, and ad hoc revenue from other clients. "Other" constitutes Nepa's products and consultancy services within Customer Experience, Innovation Acceleration, and panels.

Quarterly overview	Marketing Optimization		Other		Eliminations		Group	
	Q4 2024	Q4 2023	Q4 2024	Q4 2023	Q4 2024	Q4 2023	Q4 2024	Q4 2023
MSEK								
Subscription revenue	37.6	40.3	3.7	4.4	-	0.0	41.4	44.8
Ad hoc revenue from subscribers	12.3	15.3	1.1	1.3	-	0.0	13.3	16.6
Ad hoc revenue from other clients	13.5	13.3	2.2	3.2	-	0.0	15.8	16.6
Eliminations	-	-	-	-	0.0	-3.3	0.0	-3.3
Net sales	63.4	68.9	7.1	8.9	0.0	-3.2	70.5	74.6
Direct costs	-17.5	-19.6	-0.8	-1.5	0.0	5.5	-18.3	-15.7
Gross profit	45.9	49.3	6.3	7.4	0.0	2.3	52.2	58.9
<i>Growth (%)</i>								
Subscription revenue	-6.7	8.1	-14.6	-6.9	-	-	-7.5	6.5
Ad hoc revenue from subscribers	-19.7	-6.5	-16.3	-54.9	-	-	-19.5	-13.6
Ad hoc revenue from other clients	1.6	15.8	-30.6	-8.8	-	-	-4.8	10.0
Net sales	-7.9	5.8	-20.7	-19.8	-	-	-5.5	-2.2
Gross margin (%)	72.4	71.5	88.7	82.8	-	-	74.0	79.0

Yearly overview	Marketing Optimization		Other		Eliminations		Group	
	2024	2023	2024	2023	2024	2023	2024	2023
MSEK								
Subscription revenue	151.1	159.5	15.4	17.4	-	0.1	166.5	177.0
Ad hoc revenue from subscribers	44.4	57.4	6.1	11.7	-	0.0	50.5	69.2
Ad hoc revenue from other clients	38.5	36.5	12.9	13.6	-	0.0	51.4	50.2
Eliminations	-	-	-	-	0.1	-3.3	0.1	-3.3
Net sales	234.1	253.5	34.3	42.8	0.1	-3.2	268.5	293.1
Direct costs	-63.8	-72.6	-3.5	-5.8	0.0	4.9	-67.3	-73.6
Gross profit	170.3	180.9	30.8	36.9	0.1	1.7	201.2	219.5
<i>Growth (%)</i>								
Subscription revenue	-5.3	7.6	-11.6	-19.4	-	-	-5.9	4.2
Ad hoc revenue from subscribers	-22.6	10.8	-48.2	-23.6	-	-	-27.0	2.9
Ad hoc revenue from other clients	5.4	-31.3	-5.7	-37.7	-	-	2.4	-33.2
Net sales	-7.7	0.2	-19.8	-27.5	-	-	-8.4	-6.1
Gross margin (%)	72.8	71.4	89.7	86.3	-	-	75.0	74.9



Consolidated income statements

KSEK	Oct-Dec 2024	Oct-Dec 2023	Jan-Dec 2024	Jan-Dec 2023
Net sales	70 502	74 590	268 474	293 082
Capitalized expenditures	58	5 255	2 768	21 831
Other external income	1 294	1 880	5 874	6 160
	71 853	81 725	277 116	321 073
Direct costs	-18 307	-15 675	-67 250	-73 556
Other external costs	-11 329	-13 096	-41 953	-44 760
Personnel costs	-39 342	-47 406	-150 225	-197 121
Depreciation and amortization	-3 943	-3 838	-16 048	-14 165
Other operating costs	-896	-2 375	-4 565	-6 244
Operating income	-1 963	-665	-2 925	-14 773
Financial income	1 638	672	3 896	2 844
Financial expenses	-35	-2 146	-2 478	-3 932
Earnings before tax	-360	-2 139	-1 507	-15 861
Tax	-261	1 838	-577	1 468
Net income	-621	-301	-2 085	-14 394
Profit attributable to the parent company's shareholders	-621	-301	-2 085	-14 394
Shares outstanding, end of period	7 863 186	7 863 186	7 863 186	7 863 186
Avg. number of shares outstanding during the period	7 863 186	7 863 186	7 863 186	7 863 186
Earnings per share	-0.08	-0.04	-0.27	-1.83



Consolidated balance sheets

KSEK	December 31, 2024	December 31, 2023
ASSETS		
Intangible assets	41 928	54 943
Tangible assets	310	584
Financial assets	1 176	1 041
Total non-current assets	43 414	56 568
Trade receivables	50 653	59 858
Tax receivables	5 372	2 908
Other current receivables	3 413	2 900
Prepayments and accrued income	13 720	18 580
Cash and cash equivalents	41 071	38 378
Total current assets	114 228	122 624
TOTAL ASSETS	157 643	179 192
EQUITY		
Shareholders' equity	1 573	1 573
Other capital contributions	115 020	115 020
Translation difference	252	676
Retained earnings incl. net profit for the period	-42 546	-30 790
Total equity	74 298	86 479
LIABILITIES		
Due to customers	28 378	24 025
Trade payables	25 057	23 965
Other current liabilities	10 392	11 671
Accrued expenses and deferred income	19 517	33 053
Total current liabilities	83 344	92 713
Total liabilities	83 344	92 713
TOTAL EQUITY AND LIABILITIES	157 643	179 192



Consolidated statements of changes in equity

October – December (KSEK)	Shareholders' equity	Other capital contributions	Translation difference	Retained earnings incl.	Total equity
				net profit for the period	
2023					
Opening balance of equity October 1, 2023	1 573	115 020	-34	-30 489	86 070
Net profit for the period	-	-	-	-301	-301
Translation difference	-	-	710	-	710
Dividend	-	-	-	-	-
Closing balance of equity December 31, 2023	1 573	115 020	676	-30 790	86 479

2024					
Opening balance of equity October 1, 2024	1 573	115 020	1 219	-41 925	75 887
Net profit for the period	-	-	-	-621	-621
Translation difference	-	-	-968	-	-968
Dividend	-	-	-	-	-
Closing balance of equity December 31, 2024	1 573	115 020	252	-42 546	74 298

January – December (KSEK)	Shareholders' equity	Other capital contributions	Translation difference	Retained earnings incl.	Total equity
				net profit for the period	
2023					
Opening balance of equity January 1, 2023	1 573	115 020	-180	-6 724	109 689
Net profit for the period	-	-	-	-14 394	-14 394
Translation difference	-	-	855	-	855
Dividend	-	-	-	-9 672	-9 672
Closing balance of equity December 31, 2023	1 573	115 020	676	-30 790	86 479

2024					
Opening balance of equity January 1, 2024	1 573	115 020	676	-30 790	86 479
Net profit for the period	-	-	-	-2 085	-2 085
Translation difference	-	-	-424	-	-424
Dividend	-	-	-	-9 672	-9 672
Closing balance of equity December 31, 2024	1 573	115 020	252	-42 546	74 298



Consolidated statements of cash flow

KSEK	Oct-Dec 2024	Oct-Dec 2023	Jan-Dec 2024	Jan-Dec 2023
Operating activities				
Profit before tax	-360	-2 139	-1 507	-15 861
Adjustment for non-cash items	2 917	4 638	15 620	15 042
Income tax paid	3 206	-247	-3 041	-2 783
Cash flow from operating activities before adjustment of working capital	5 763	2 252	11 072	-3 602
Increase (-) / Decrease (+) of current receivables	-12 272	-6 528	13 552	17 068
Increase (+) / Decrease (-) of current liabilities	17 853	6 085	-9 369	-7 376
Cash flow from operating activities	11 344	1 809	15 255	6 090
Investing activities				
Acquisitions/divestments of tangible assets	-48	-1	-53	-25
Acquisitions/divestments of intangible assets	-58	-5 255	-2 768	-21 831
Acquisitions/divestments of financial assets	-1	-23	-70	-10
Cash flow from investing activities	-107	-5 279	-2 890	-21 866
Financing activities				
Dividend	-	-	-9 672	-9 672
Cash flow from financing activities	-	-	-9 672	-9 672
Net cash flow for the period	11 237	-3 471	2 693	-25 447
Cash and cash equivalents at the beginning of the period	29 834	41 849	38 378	63 825
Cash and cash equivalents at the end of the period	41 071	38 378	41 071	38 378



Parent company income statements

KSEK	Oct-Dec 2024	Oct-Dec 2023	Jan-Dec 2024	Jan-Dec 2023
Other external income	-8	129	291	355
	-8	129	291	355
Other external costs	-542	-1 805	-2 539	-4 316
Personnel costs	-1 411	-695	-4 091	-5 355
Operating income	-1 961	-2 370	-6 339	-9 316
Financial income	572	1 030	2 301	3 510
Financial expenses	-	-	-	-1
Earnings before tax	-1 389	-1 341	-4 038	-5 806
Group contributions received	6 027	3 810	6 027	3 810
Tax	-	-	-	-
Net income	4 638	2 469	1 989	-1 996



Parent company balance sheets

KSEK	December 31, 2024	December 31, 2023
ASSETS		
Financial assets	78 560	88 050
Total non-current assets	78 560	88 050
Receivables Group companies	8 291	7 435
Tax receivables	322	322
Other current receivables	89	233
Prepayments and accrued income	77	91
Cash and cash equivalents	349	1 130
Total current assets	9 129	9 211
TOTAL ASSETS	87 688	97 261
EQUITY		
Shareholders' equity	1 573	1 573
Share premium reserve	115 020	115 020
Retained earnings	-31 743	-20 074
Net profit for the period	1 989	-1 996
Total equity	86 839	94 522
LIABILITIES		
Trade payables	372	1 345
Other current liabilities	80	309
Accrued expenses and deferred income	397	1 084
Total current liabilities	849	2 739
Total liabilities	849	2 739
TOTAL EQUITY AND LIABILITIES	87 688	97 261



Parent company statements of changes in equity

October – December (KSEK)	Shareholders' equity	Other capital contributions	Retained earnings	Total equity
			incl. net profit for the period	
2023				
Opening balance of equity October 1, 2023	1 573	115 020	-24 540	92 053
Net profit for the period	-	-	2 469	2 469
Dividend	-	-	-	-
Closing balance of equity December 31, 2023	1 573	115 020	-22 071	94 522

2024				
Opening balance of equity October 1, 2024	1 573	115 020	-34 392	82 201
Net profit for the period	-	-	4 638	4 638
Dividend	-	-	-	-
Closing balance of equity December 31, 2024	1 573	115 020	-29 753	86 839

January – December (KSEK)	Shareholders' equity	Other capital contributions	Retained earnings	Total equity
			incl. net profit for the period	
2023				
Opening balance of equity January 1, 2023	1 573	115 020	-10 403	106 190
Net profit for the period	-	-	-1 996	-1 996
Dividend	-	-	-9 672	-9 672
Closing balance of equity December 31, 2023	1 573	115 020	-22 071	94 522

2024				
Opening balance of equity January 1, 2024	1 573	115 020	-22 071	94 522
Net profit for the period	-	-	1 989	1 989
Dividend	-	-	-9 672	-9 672
Closing balance of equity December 31, 2024	1 573	115 020	-29 753	86 839



Other disclosures

GENERAL DISCLOSURES

ACCOUNTING PRINCIPLES

The Group accounts have been established according to Swedish GAAP (Årsredovisningslagen and Bokföringsnämndens allmänna råd 2012:1 Årsredovisning och koncernredovisning (K3)). The Group consists of the parent company Nepa AB and nine subsidiaries, seven of which non-Swedish. Accounting principles and valuation principles correspond to the ones used in the latest annual report.

RISKS AND UNCERTAINTIES

Nepa faces several business risks and market risks, including the dependency on qualified personnel, the ability to handle growth, and technological development. The macroeconomic environment with interest rate hikes and inflation as well as the geopolitical situation in the world may affect companies' willingness to invest.

AUDITING

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

CONTACT DETAILS

Anders Dahl, CEO
anders.dahl@nepa.com
+46 702 75 84 45

Edvard Hagman, Investor Relations
ir@nepa.com

THE SHARE AND DIVIDEND

The share capital of Nepa AB amounted, on December 31, 2024, to 1,572,637.20 SEK divided into 7,863,186 shares, each with a nominal value of 0.20 SEK. Nepa AB has been listed on the Nasdaq First North Growth Market stock exchange since April 26th, 2016, under the ticker NEPA. All shares are of the same series and have the same voting rights and dividends rights.

SHAREHOLDERS

Ten largest shareholders as of December 30, 2024	Number of shares	Votes and capital
Hanover Investors	1,519,181	19.3%
Elementa Management	1,484,512	18.9%
Ulrich Boyer and close relatives	1,450,032	18.4%
Olle Jakobsson	589,000	7.5%
Försäkringsbolaget Avanza Pension	466,599	5.9%
Aktia Nordic Microcap	373,312	4.7%
Nordnet Pensionsförsäkring	149,998	1.9%
Björn Nordenborg	134,256	1.7%
CBLDN-OP Custody Ltd CLT	119,123	1.5%
Nordea Bank ABP	64,775	0.8%
Ten largest shareholders	6,350,788	80.8%
Other shareholders	1,512,398	19.2%
Total shares outstanding	7,863,186	100.0%

FINANCIAL CALENDAR

Event	Date
Q4 Year-end report Jan – Dec 2024	February 21, 2025
Annual report 2024	April 25, 2025
Q1 Interim report Jan – Mar 2025	May 9, 2025
Annual General Meeting 2025	June 16, 2025
Q2 Interim report Apr – Jun 2025	August 15, 2025
Q3 Interim report Jul – Sep 2025	October 24, 2025
Q4 Year-end report Jan – Dec 2025	February 20, 2026
Annual report 2025	April 24, 2026

All financial reports are published on Nepa's website:
nepa.com/investor-relations



DEFINITIONS OF GROUP KEY RATIOS

KPI	Definition
Annual Recurring Revenue (ARR)	The sum of the annualized value of all recurring client contracts at the end of the period. Contracts are considered active from their start date, and terminated contracts remain valid until their specified end date.
ARR growth	Growth in Annual Recurring Revenue (ARR) from the corresponding period the year before.
Subscription revenue	Revenue from subscription contracts.
Ad hoc revenue from subscribers	Revenue from one-time projects with clients that are enrolled in a subscription contract.
Ad hoc revenue from other clients	Revenue from one-time projects with clients that are not enrolled in a subscription contract.
Gross profit	Net sales reduced with direct costs.
Gross margin	Gross profit as a percentage of net sales.
Adjusted EBITDA less Capex	EBIT before depreciation and amortization, less capital expenditures, adjusted for items affecting comparability.
Adjusted EBITDA less Capex margin	Adjusted EBITDA less Capex as a percentage of net sales.
Items affecting comparability	Extraordinary items during the period.
Profit margin	Net income as a percentage of net sales.
Net financial position	Cash and cash equivalents less interest-bearing liabilities at the end of the period.
Earnings per share	Net income attributable to the parent company's shareholders divided by the average number of shares outstanding.
Dividend per share	Dividend for the period divided by the number of shares outstanding at the end of the period.
No. of employees, avg.	The average number of full-time employees during the period.
Net Revenue Retention (NRR)	Net change of upgrades, downgrades, and churn in Annual Recurring Revenue (ARR) from existing clients during the period as a percentage of ARR in the previous period.
Churn	Lost Annual Recurring Revenue (ARR) from churned subscribers during the period as a percentage of ARR in the previous period. Churn is recorded during the period in which the specified end date of the contract occurs.



CERTIFICATION

The Board of Directors and the CEO certify that this interim report provides a correct depiction of the Group's and parent company's businesses, financial position, and results, and that it describes the relevant risk factors and uncertainties the company is facing.

Dan Foreman
Chairman of the Board

Ulrich Boyer
Board member

Fredrik Lundqvist
Board member

Eric Gustavsson
Board member

Ashkan Senobari
Board member

Ludvig Blomqvist
Board member

Anders Dahl
CEO

Stockholm, February 21, 2025
The Board of Directors of Nepa AB

