

Upsales ARR update - Q2 2025

Annual recurring revenue (ARR) amounted to 146.7 MSEK at the end of Q2 2025, corresponding to a change of 6.6% during the last 12 months. ARR grew by 2.0 MSEK during the quarter.

“ARR growth continued in Q2, mainly driven by demand from new customers looking to use Upsales AI to support their revenue goals. Although growth is still at a modest level, it’s encouraging to see continued positive momentum.”

says Daniel Wikberg, CEO

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This information is information that Upsales Technology is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2025-07-01 08:10 CEST.

About Upsales

Upsales is a Stockholm-based software company on a mission to build the leading AI platform for B2B revenue growth. With best-in-class data and proprietary AI agents, Upsales helps companies accelerate profitable growth. In the last two decades, the company has built a track record of organic, profitable growth. Upsales is a net cash company with zero debt, strong cash flows, and has been paying annual dividends since 2022. Its scalable business model is powered by over 90% recurring subscription revenue. Upsales serves customers in 10 countries, with the majority of its customer base in Sweden. The company is 44% founder- and management-owned, with institutional shareholders including Danske Invest, Nordea Funds, TIN Fonder, SEB Funds, Herald Investment Management, and Schroders.

Upsales Technology AB (publ) is a public company listed on the Nasdaq First North Growth Market. The Company’s Certified Adviser is DNB Carnegie Investment Bank AB (publ).

Attachments

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