

Upsales ARR update - Q4 2024

Annual recurring revenue (ARR) amounted to 141.9 MSEK at the end of Q4 2024, corresponding to a change of 1.0% during the last 12 months. ARR grew by 3.5 MSEK during the quarter.

“We are pleased to see that our team’s efforts are translating into tangible results, with accelerated ARR growth driven by stronger new sales and reduced churn. Our new strategy is beginning to pay off, and we anticipate this momentum will continue into 2025. The upcoming launch of Upsales AI, combined with ongoing investments in our product, is fueling demand and driving growth. We expect Upsales AI to be a key differentiator both for existing and new customers.”

says Daniel Wikberg, CEO

Contacts

CEO Daniel Wikberg: +46 8-505 806 00

CFO Elin Lundström: +46 8-505 806 00

ir@upsales.com

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 2025-01-01 12:18 CET.

About Us

Upsales is a software company that helps sales organisations find new customers and increase sales. The software is sold as a subscription and the target market is small and medium sized B2B companies.

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

Attachments

[Upsales ARR update - Q4 2024](#)