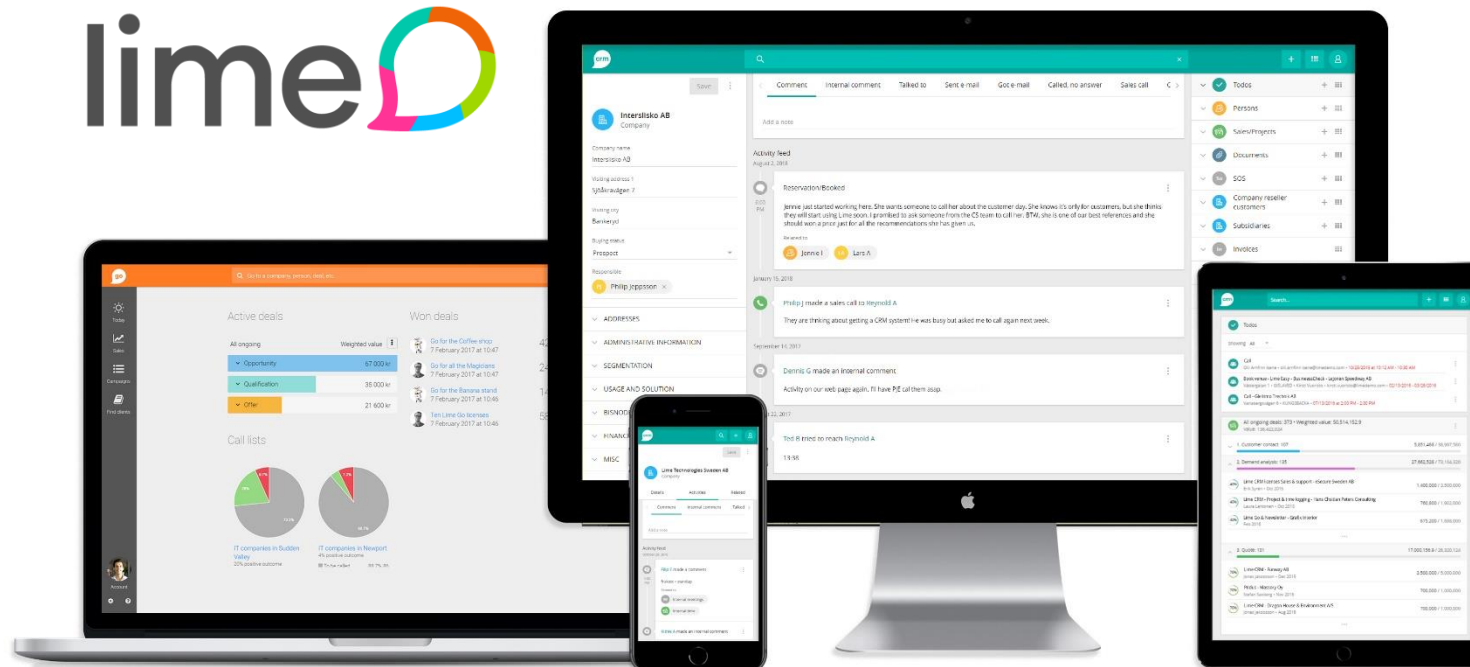




Q3 update
October 22, 2020



Today's presenters



Erik Syrén, CEO
Lime since 2001



Magnus Hansson, CFO
Lime since 2015



This is Lime

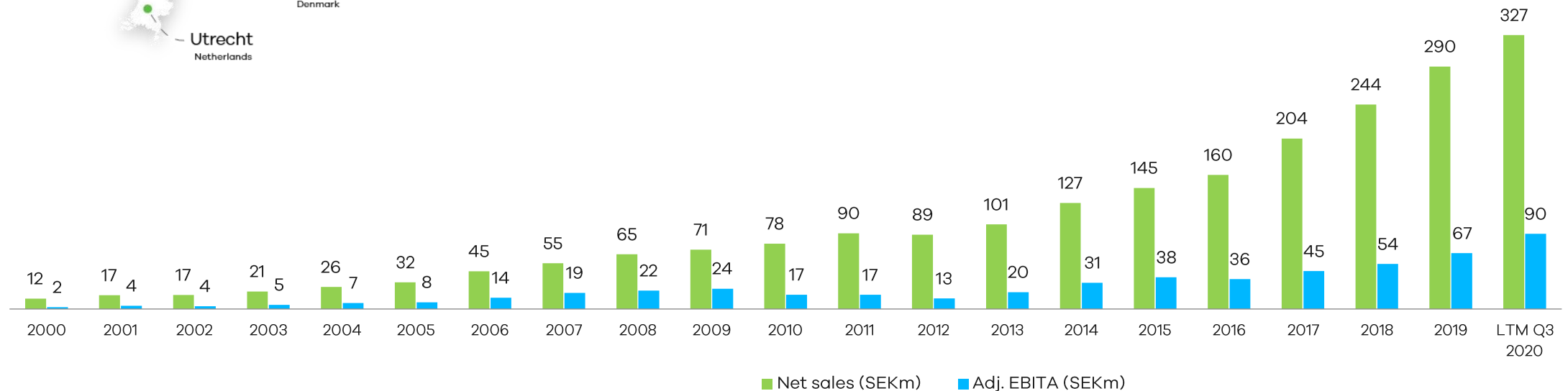
Nordic SaaS CRM expert with solid growth opportunities

Geographical footprint



Key success factors

- **Long history of profitable growth:** 2000-2019 CAGR of 18 % in net sales & CAGR of 25 % in adjusted EBITA.
- **SaaS as a business model:** Approx. 60 % of net sales are recurring.
- **Sticky customer base:** More than 5 000 customers with low customer concentration. 10 biggest customers stand for less than 8 %.
- **Strong corporate culture** with high engagement among employees.





Agenda

**1. Covid-19
impact**

**2. Order
intake**

3. Revenue

4. Profit

5. Investments

6. Summary



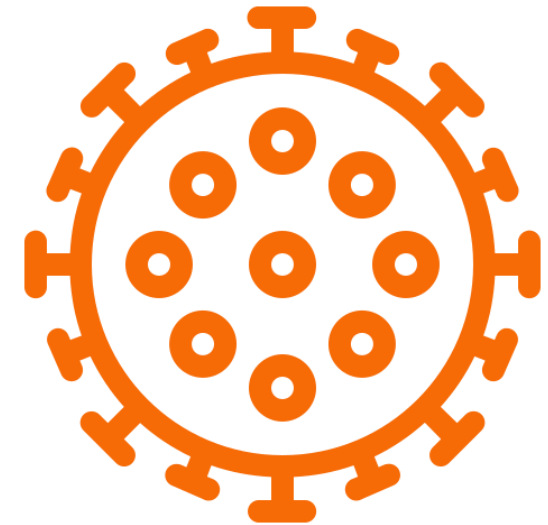
Agenda

**1. Covid-19
impact**



Impact

- Order intake less than expected from new customers during mid-March to May.
- Subscription suspensions to existing customers who were harshly impacted.
- Deferral to new customers of the first invoice.
- Many of our customers decided to have extended holidays.





Agenda

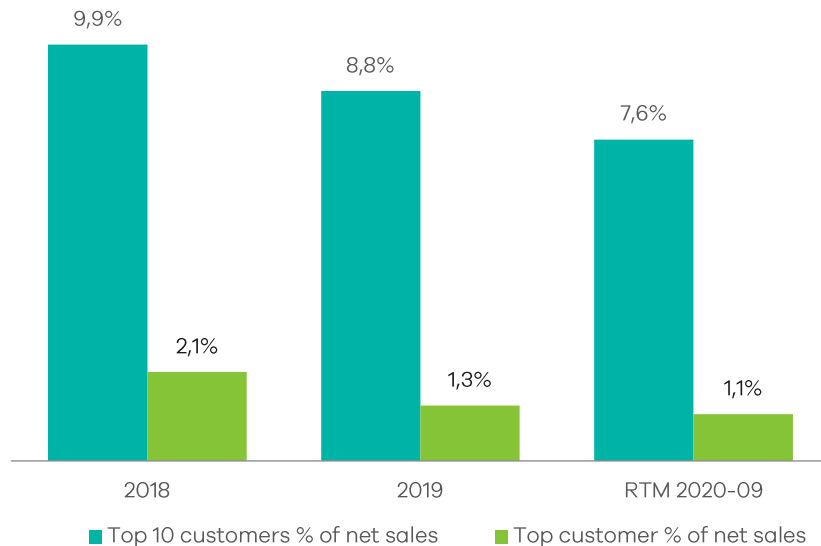
**1. Covid-19
impact**

**2. Order
intake**

Several deals in the Nordics

Good mixture of small, midsize and large enterprises

Customer concentration



Ishavskraft

Karlshamn
eXergi

Götene
Elförening



sölvesborg
energi

+ 200 SME customers

Agenda

A green teardrop-shaped graphic with a small tail pointing towards the bottom-left.

**1. Covid-19
impact**

A pink teardrop-shaped graphic with a small tail pointing towards the bottom-left.

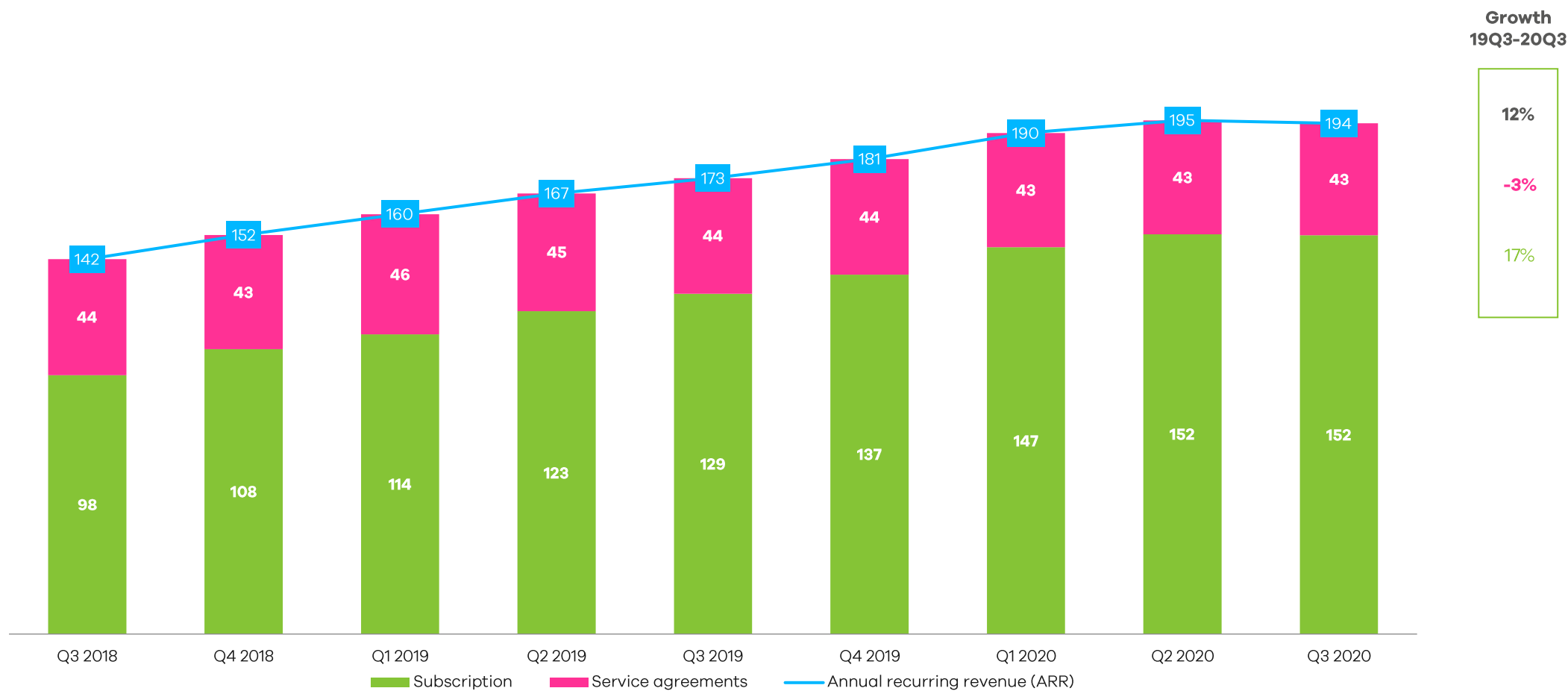
**2. Order
intake**

A teal teardrop-shaped graphic with a small tail pointing towards the bottom-left.

3. Revenue

Increase in annual recurring revenue drives growth

ARR development (SEKm)

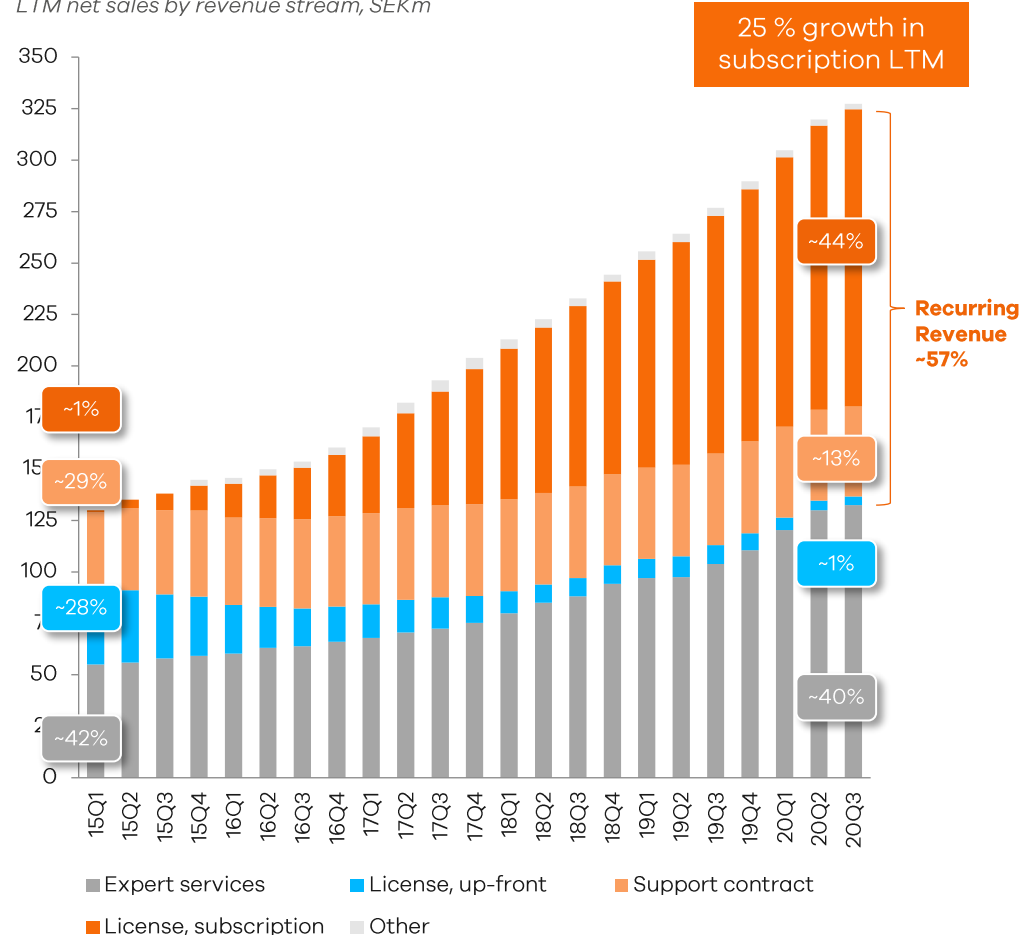


Transition from up-front to subscription pricing model since 2015 is nearly complete

Recurring revenue is growing rapidly

Pricing model transformation over time

LTM net sales by revenue stream, SEKm



Revenue guidance

License, subscription

- ✓ CRM system mainly as subscription
- ✓ Increased sales team to drive further ARR for subscriptions

Support contract

- ✓ Support contract sold together with up-front licenses
- ✓ No addition to support contracts as a result of nearly no up-front sales, Support contracts for existing up-front clients still generate revenue

License, up-front

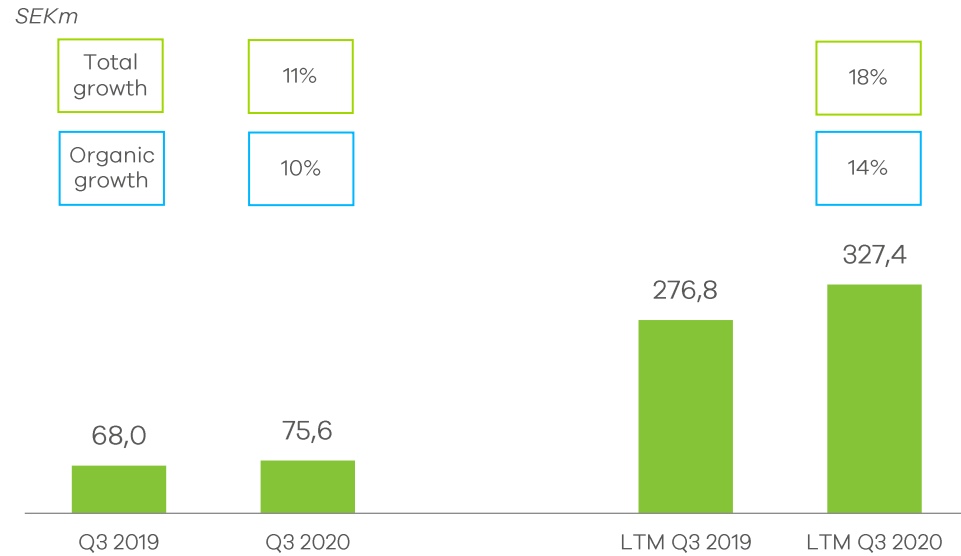
- ✓ Revenue stream in decline as the products are sold as SaaS
- ✓ Some existing clients still buy more licenses up-front

Expert services

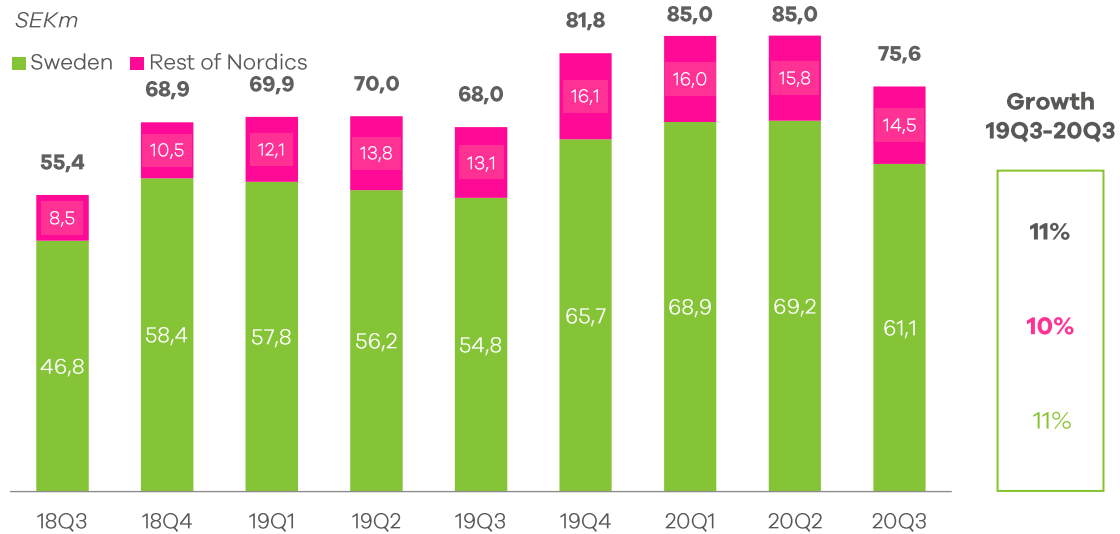
- ✓ Large part of sales derives from existing customers
- ✓ Customer base is growing, expected to drive expert services growth but decreases as part of total net sales

Revenue

Net sales development



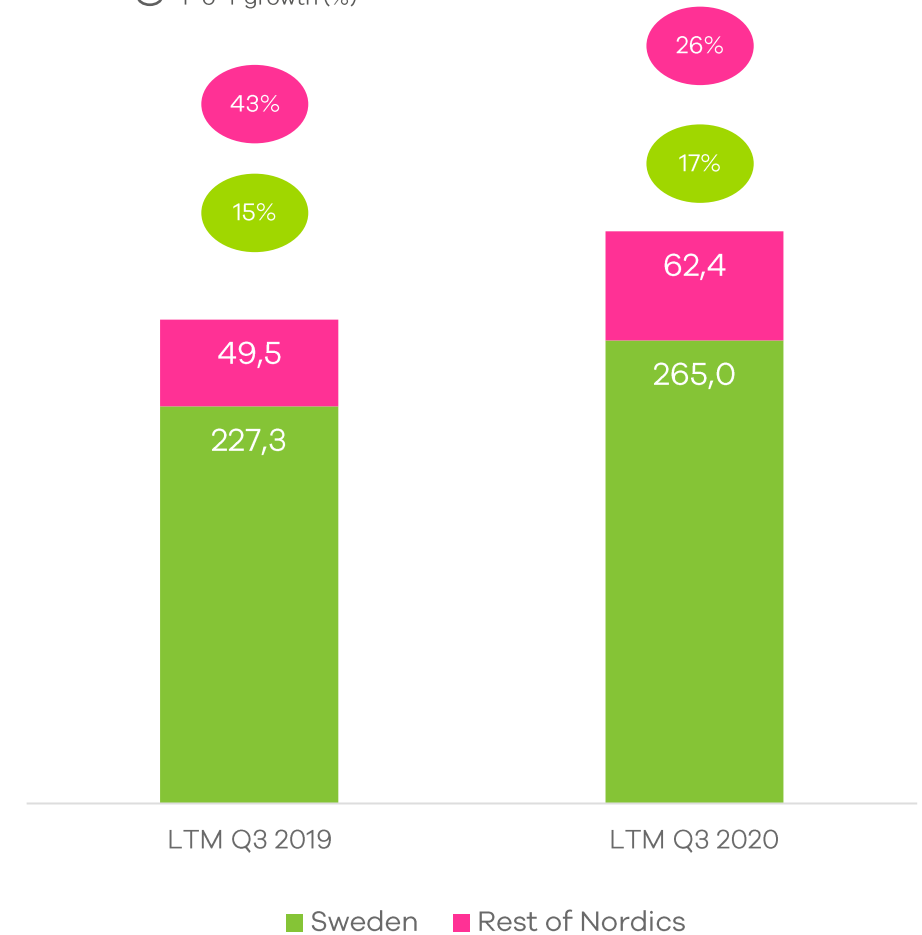
Split by geography



Traction across geographies

SEKm

○ Y-o-Y growth (%)





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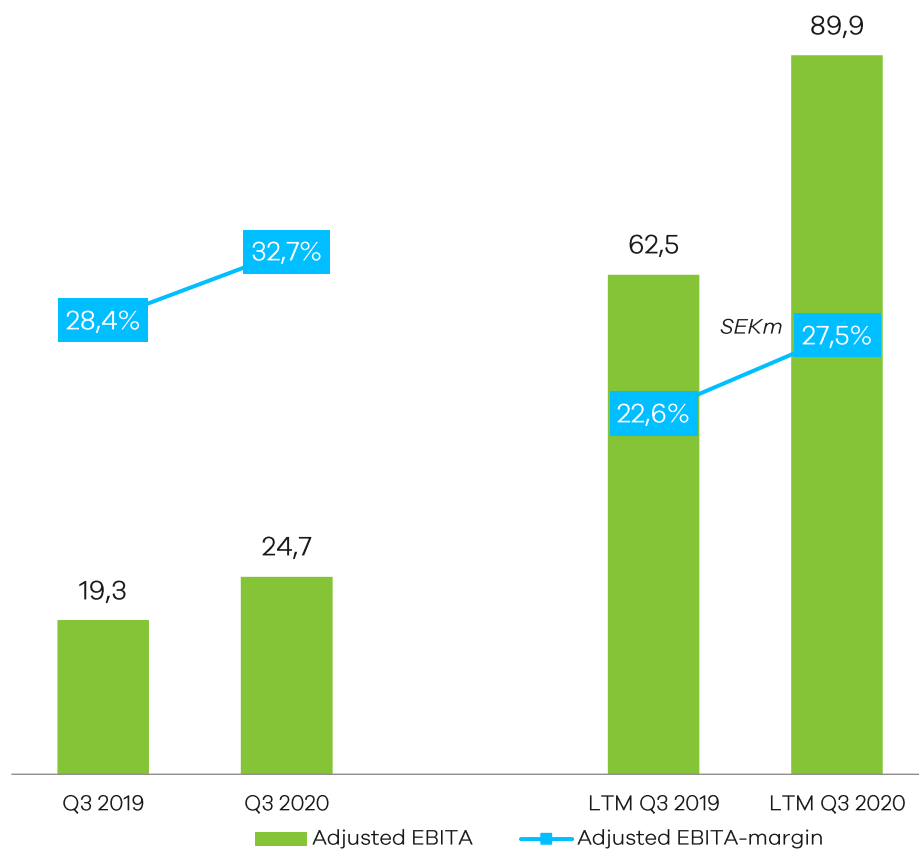
4. Profit

Profit

Reaching an adjusted EBITA margin of 33 % in Q3 2020

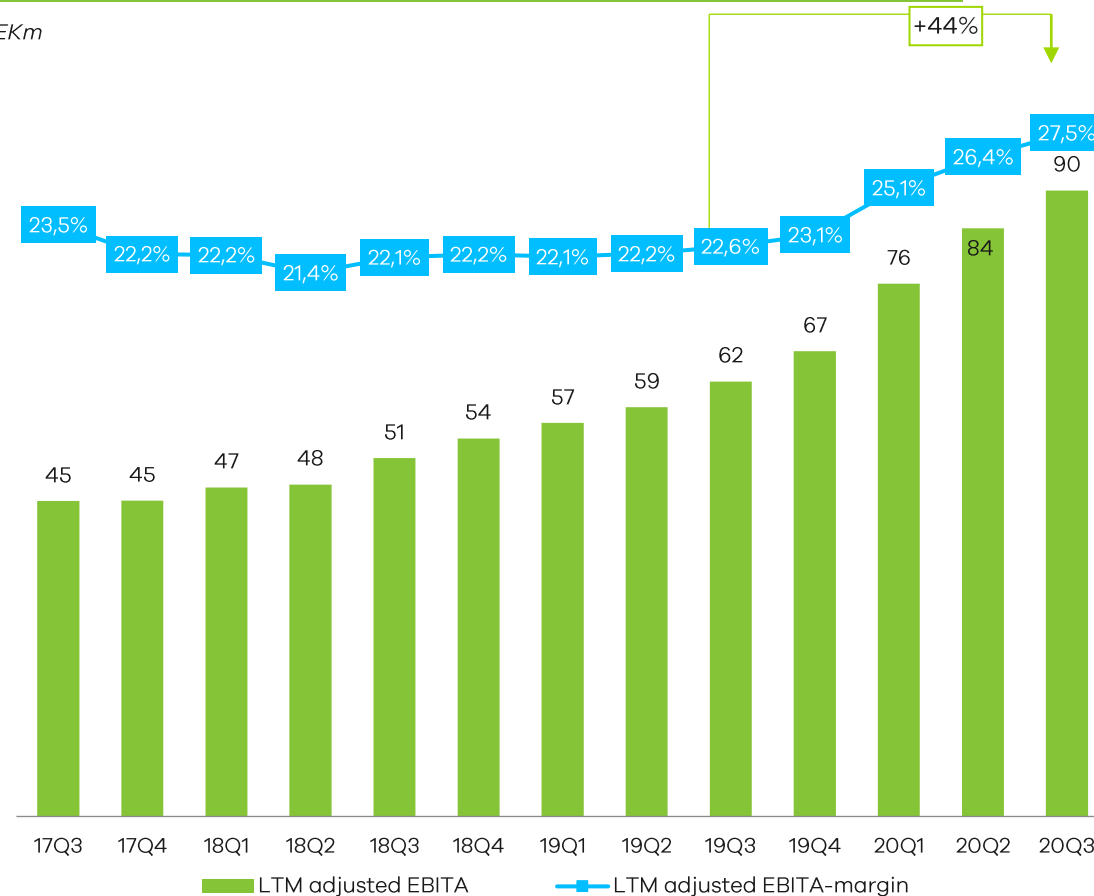
EBITA development¹⁾

SEKm



Rolling LTM EBITA and margin development¹⁾

SEKm



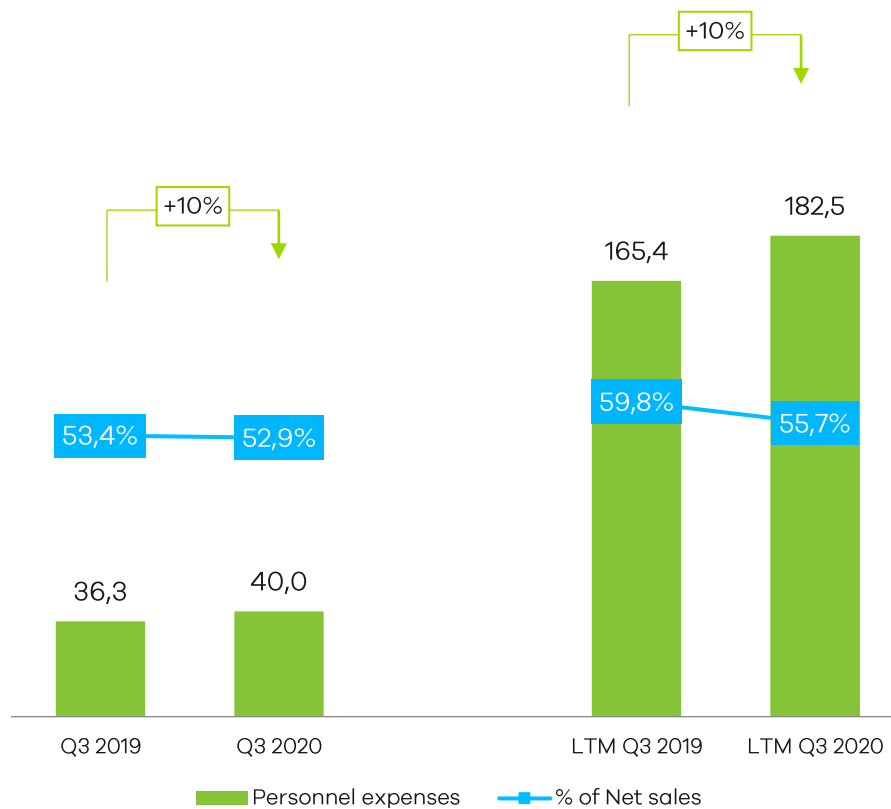
Note: 1) EBITA adjusted for IPO and acquisition related expenses.

OPEX development

Large majority of operating expenses related to growth in FTEs

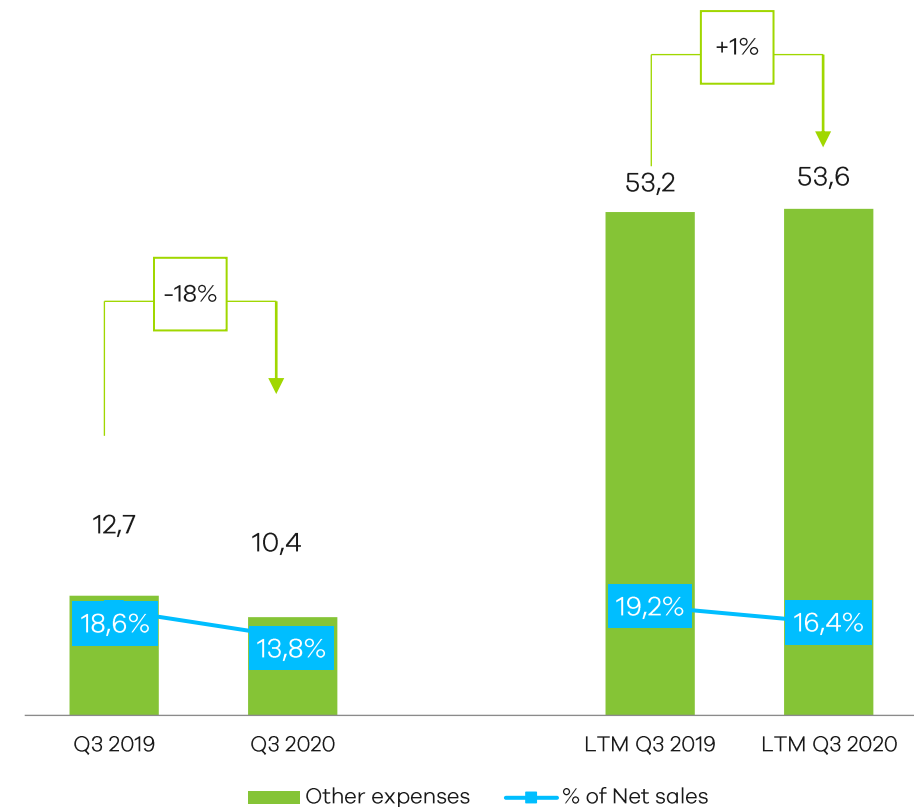
Personnel expenses development

SEKm



Other operating expenses development (adj.)¹⁾

SEKm



Note: 1) EBITA adjusted for IPO and acquisition related expenses.



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Substantially growing organization while increasing employee satisfaction

Lime is an attractive employer

~4 000
applicants
and ~70 new
employees
2020

~25 employees began in Jan
and ~45 began in Aug

~95% have academic
Degree

~60% are women



Trainee program for new hires

On-boarding



- Kick-off
- Follow-up education x2
- Graduation!
- Personal development plan
- Start in January and August



Strong corporate culture

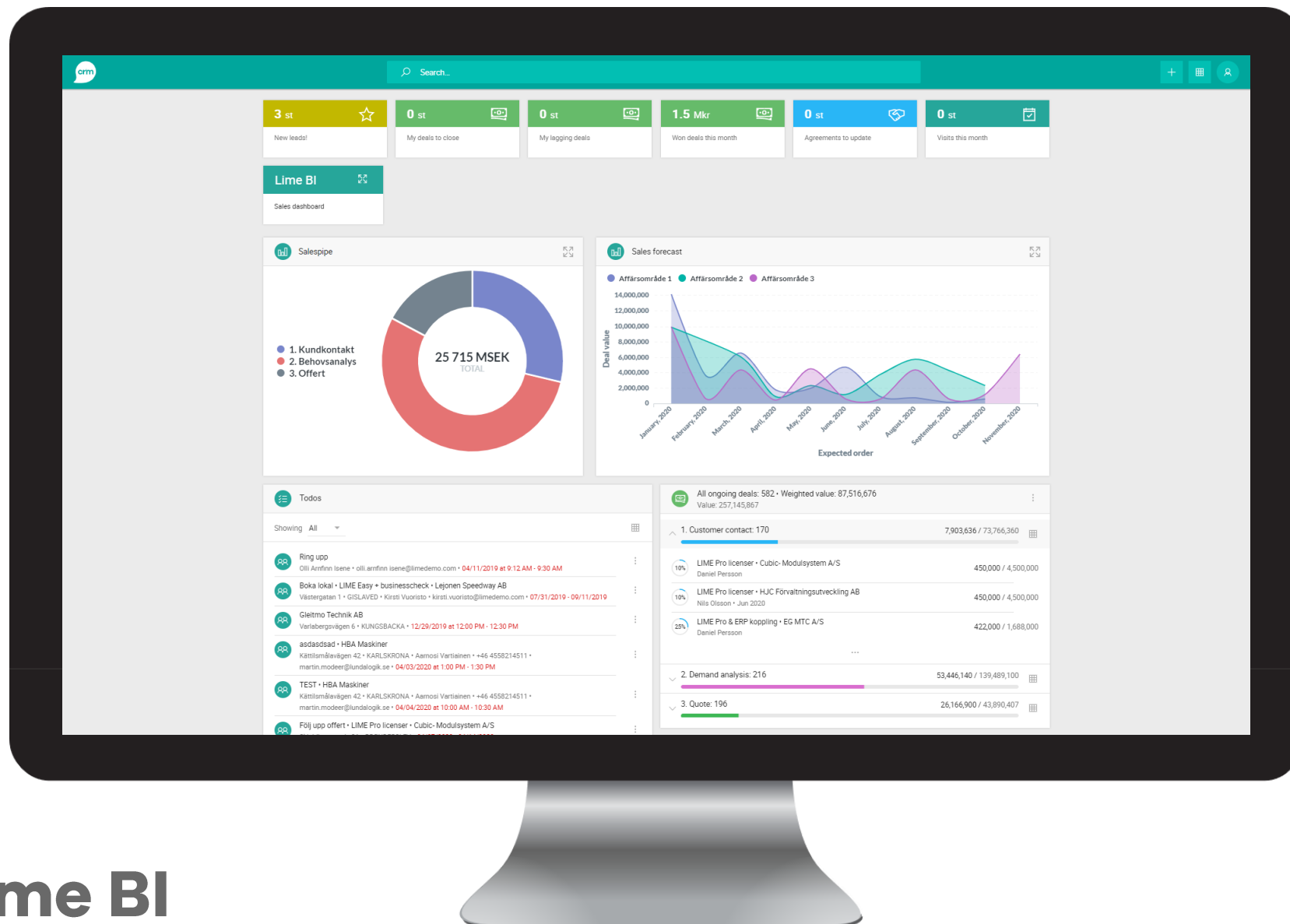


Employee net
promoter score

47

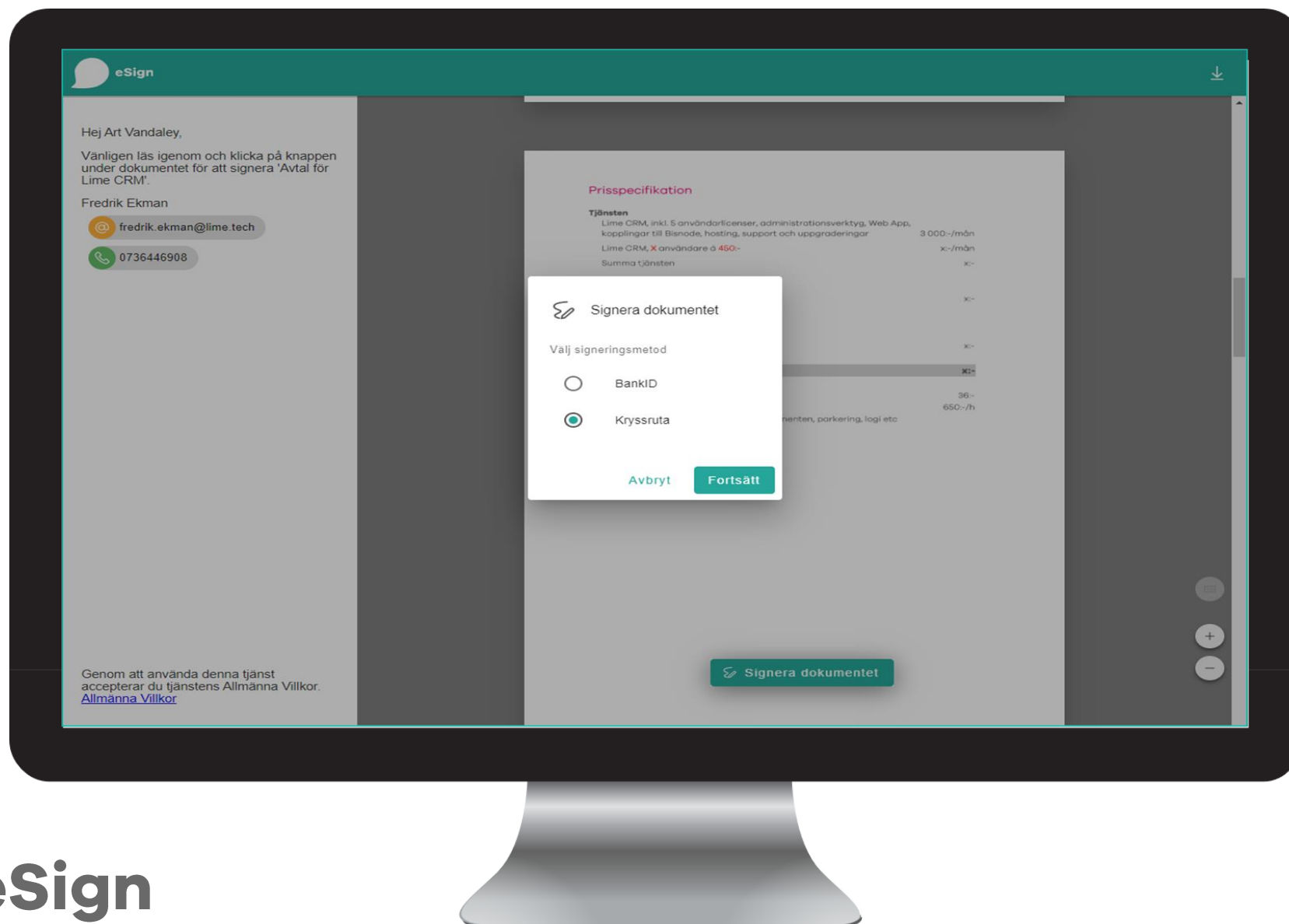
(on scale from -100 to +100)
October 2020



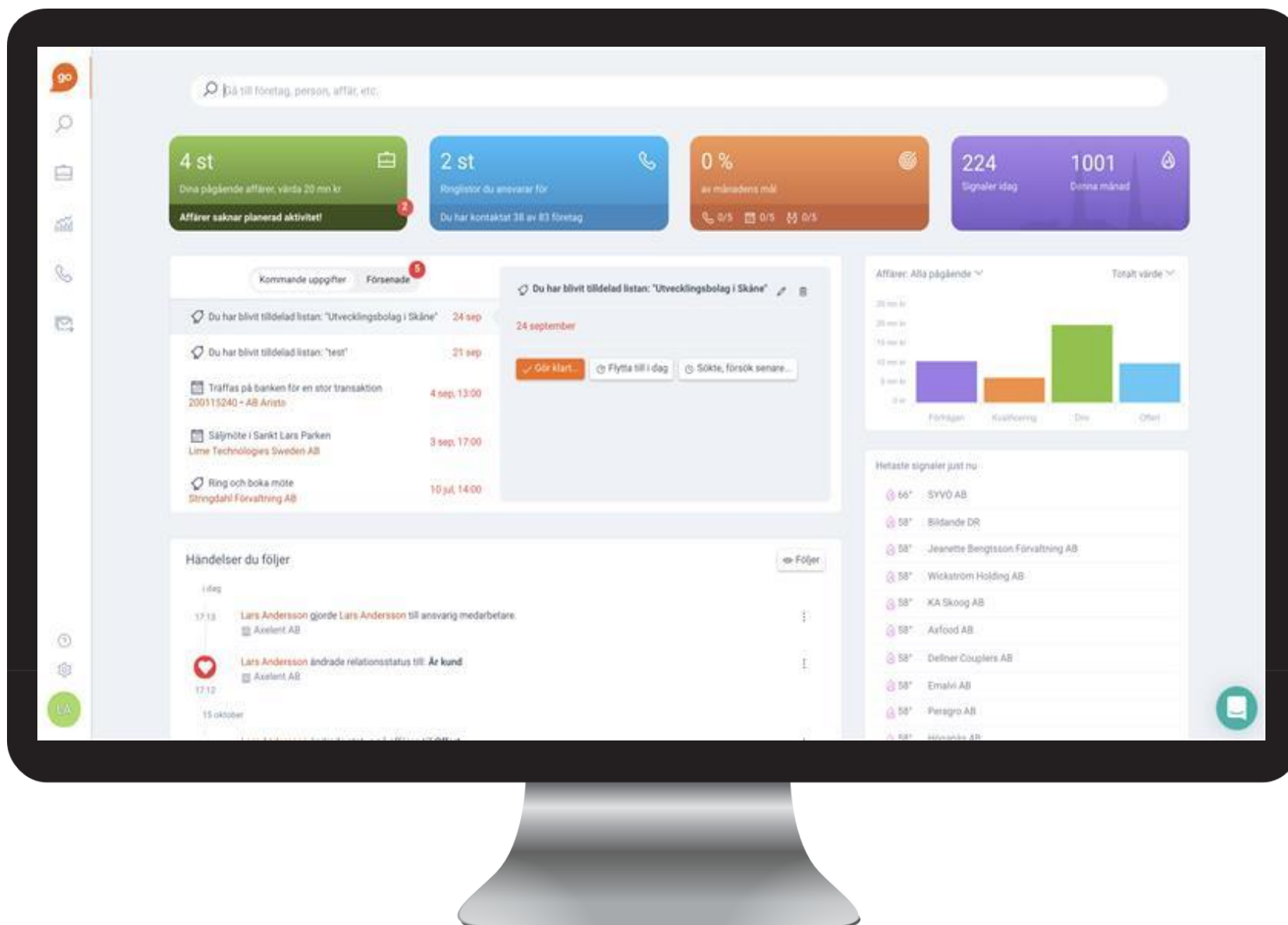


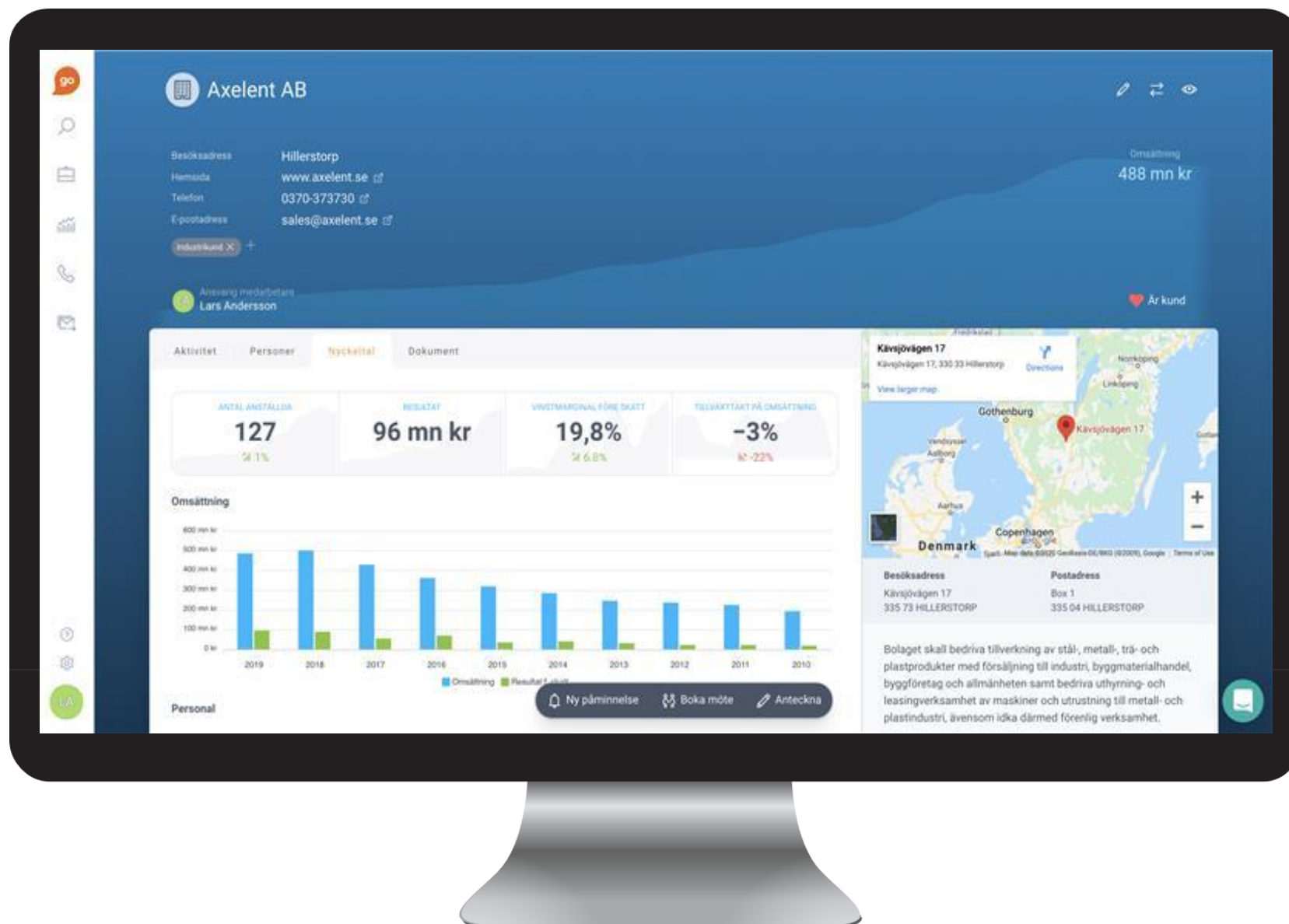


Lime BI



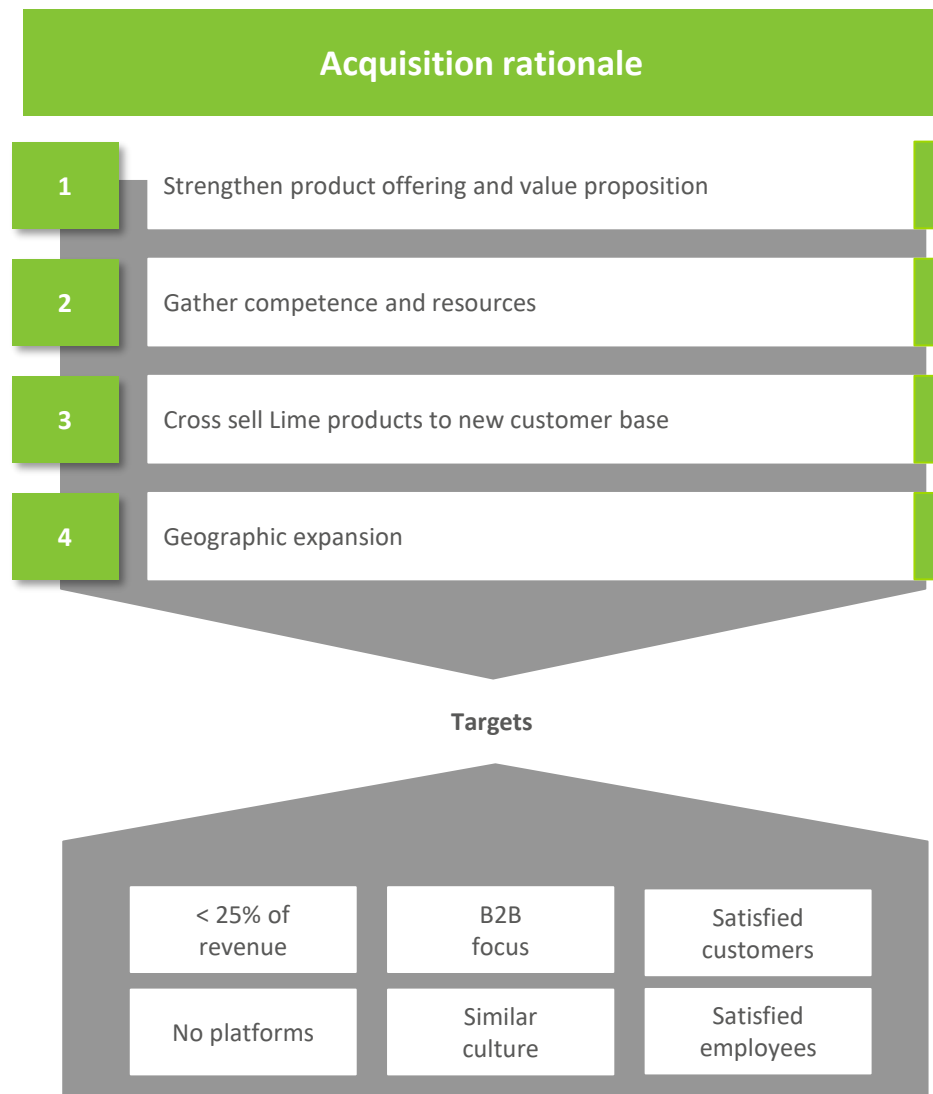
eSign





Acquisition strategy

Strengthen the product portfolio both for new and existing customers





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Financial targets

LTM Q3 2020

Sales growth

"Lime's objective in the medium term is to achieve an annual organic net sales growth above 15%"

14 %

EBITA margin

"Lime's objective in the medium term is to achieve an annual EBITA margin above 23%"

27.5 %

Capital structure

"The objective in respect of the capital structure is that the net debt, excluding leasing liabilities, in relation to EBITDA should be less than 2.5"

0.4

Dividend policy

"Lime intends to distribute available cash flow, after taking into account the Company's indebtedness as well as future growth opportunities, including acquisitions. Dividend is expected to correspond to at least 50 % of net profit."

**51 %
(1.50 SEK/share)**

Q3 2020 summary

Covid-19 impact

Order intake was less than expected in Q2, deferral of the first invoice and extended holidays affected the growth in Q3.

Growth

Net sales MSEK 76 +8 MSEK
(11 % total growth and 18 % total growth LTM)

Profitability

Adjusted EBITA margin 33 % and 27,5 % LTM
(28 % same period last year)

Investments

We continue to invest in growth. During the third quarter, we invested in recruitment, product development and new markets.

Thank you for listening!

investors.lime-technologies.com

