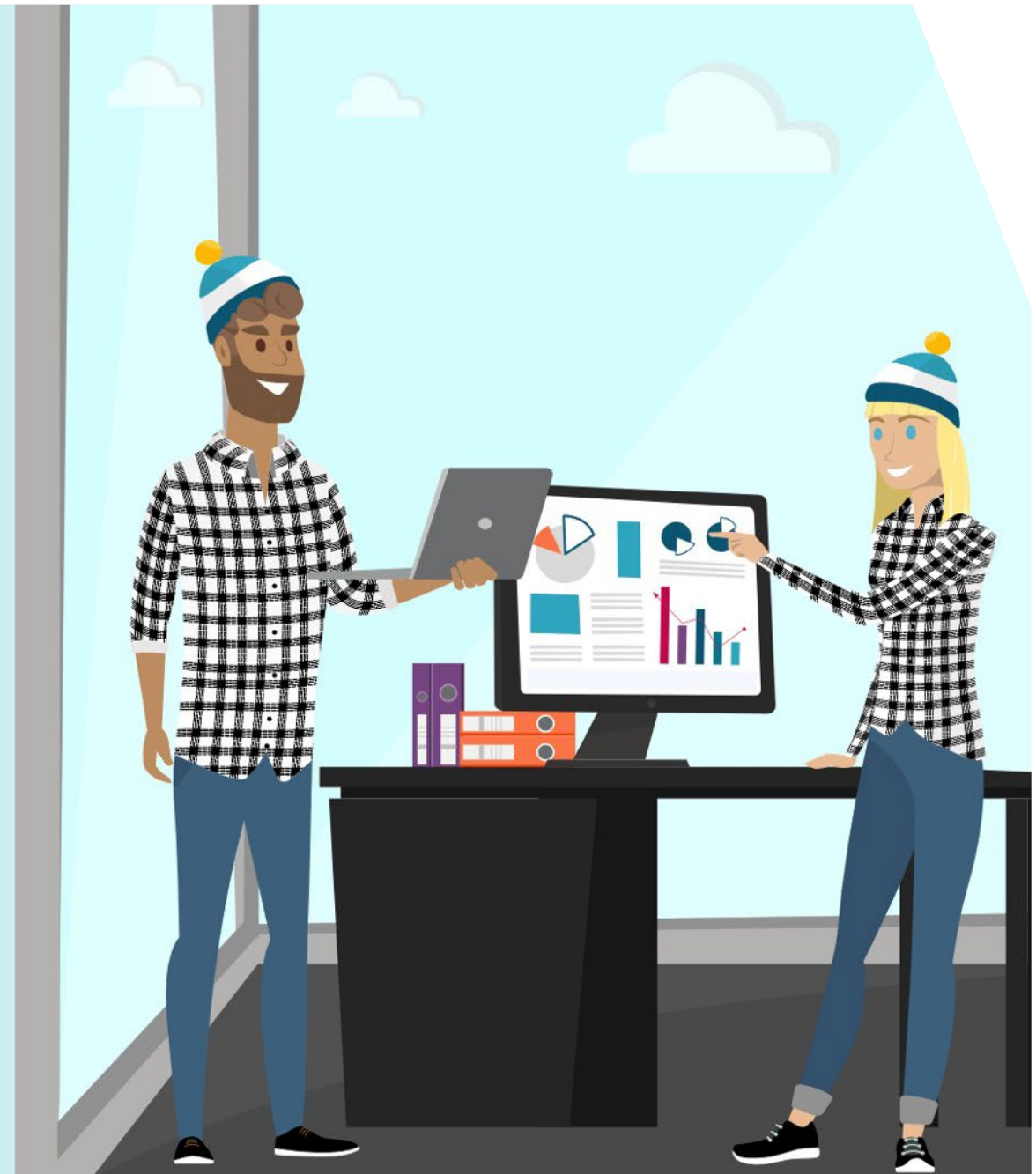


Accelerating in Europe

Three proven engines of growth

Steffan Schumacher / Chief Operating Officer

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Three main things we will cover

Growing internationally

Expand proven model in international markets

01

Growing with new customers

Accelerating new customer acquisition

02

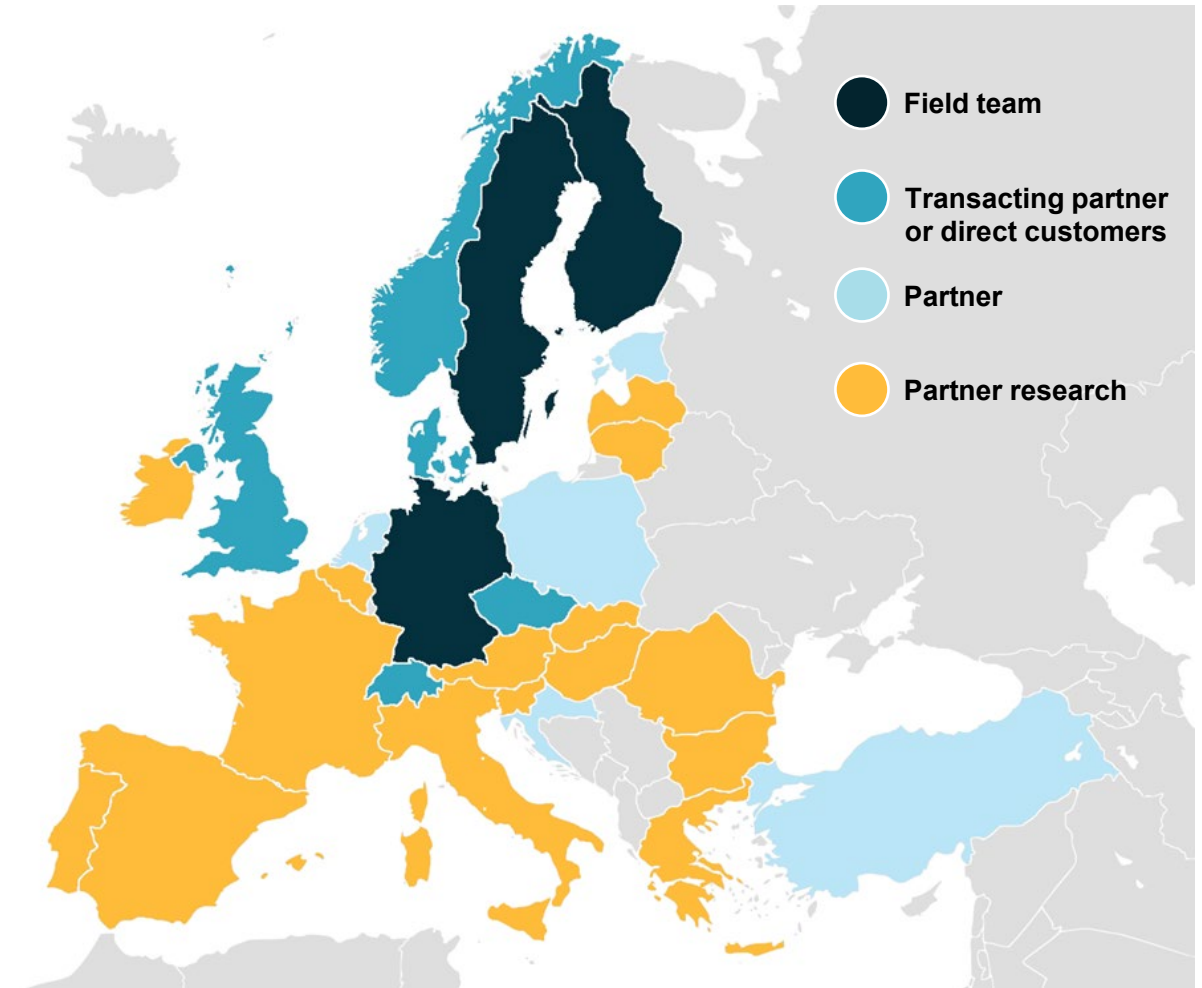
Growing in existing customers

Upsell and expand motion

03

Go-to-market in Europe and beyond: 2021

- Solid demand for our ITSM, ESM and Identity Governance and Access (IGA) solutions
- Finland, Scandinavia and DACH continued to be our main markets
- International share of total net sales at 25% (24%) as a result of strong growth internationally and in Finland
- Channel execution progressing with new customers in all markets, including first partner led deals in UK, Czech republic and Poland
- Continuing to drive new partner led markets across EMEA
- Exploring new direct markets in Europe to expand our reach



SaaS metrics prove solid execution



NRR 115%

Strong enterprise sales motion to drive customer satisfaction and customer upsell



LTV/CAC >8

With solid unit economics, investing in sales and marketing makes sense



Churn <5%

Sticky solution that customers love with long term agreements

01 Growing internationally

International Go-To-Market Approach



Field

Enable access to larger mid-enterprise customers in larger markets.

- Efecte Field Team in the country
- Direct sales and marketing to customers
- Professional Services to support customer implementations
- Local subsidiary



Channel

Quick market entry within smaller markets with lower cloud penetration.

- Partner led sales and marketing
- Project implementation by partner
- Partner support 1st level with local language
- Efecte supports partner with sales, marketing and project implementations



Field + Channel

Combining benefits from both models. Evolution of either channel or field model.

- Efecte has a partner friendly model
- Efecte field and partners work together in the market
- Joint marketing and sales
- Partners support Efecte in Deliveries

Expanding into new markets



Proven market entry template exists: DACH and Scandinavia



Geographic expansion into new direct markets



Start with a pilot market entry during 2022



Potential pilot countries are Spain, UK, Poland, Italy and France



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Growing our partner ecosystem

Elmo

 advatech

giosg

hiQ

Virnex

 tiera

 BECHTLE

ultimate.ai

 Synerity
ENTERPRISE SERVICE MANAGEMENT

 Softico

 BT BILGI
TEKNOLOJILERI

solutia[®]
Idea & Solution Together

nixu
cybersecurity.

 Miradore

RDS[®]

s&t

 APPLIXURE

Softcat

 CONET
SOLUTIONS

notkia^{IT}

 Computer Aided Network Systems

MONITZION

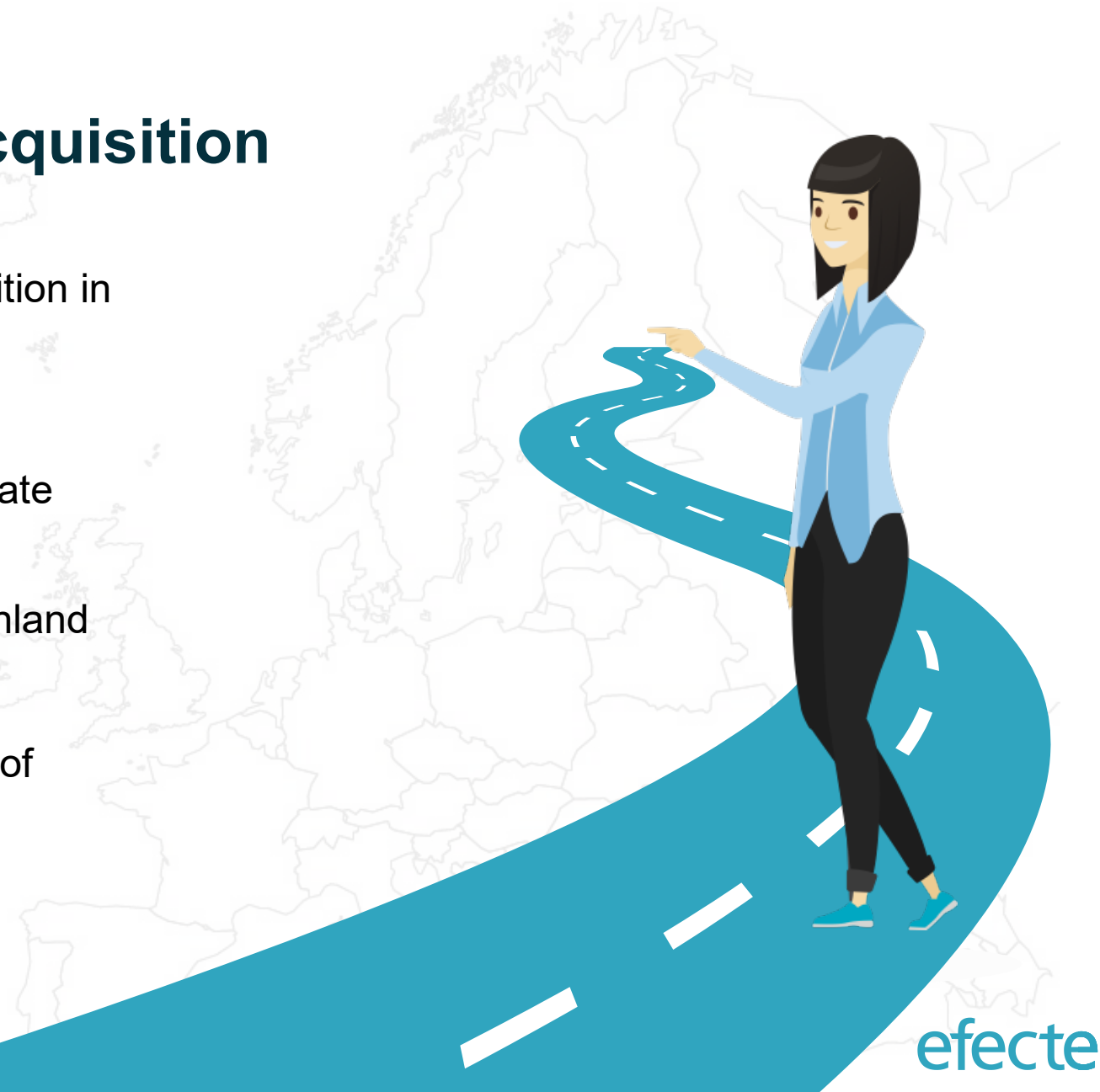
 ISTEKKI

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02 Growing with new customers

Accelerate new customer acquisition

- Sharpen systematic new customer acquisition in existing markets
- Expand reach through new direct markets
- Use expanding partner channel to accelerate sales and marketing activities
- Increase focus in Public Sector outside Finland
- Expand IGA Go-To-Market across Europe
- Leverage increased customer awareness of privacy, security and data location topics



Why are customers choosing Efecte?

TCO

“Price was at lower level than ServiceNow and functionality was similar and matching Public Sector requirements.”

Experience

“The size of the company was like ours, so we thought the service will be at a good level.”

Agility

“Easy to use and agile to develop all the features needed in order to successfully run service management.”



TCO

“Easy to modify or even create new things, reporting is good”

Agility

“Flexible deployment models to comply with high security requirements with Private Cloud choice”

TCO

“We deal with multi-industry tickets such as IT, marketing, etc. The main benefit is the reduction in personal emails and phone calls”

Winning against anyone

ITSM / ESM

Won cases against **servicenow**

- Large public sector entity
- Private health services organization
- Private ICT service provider

Won cases against freshworks

- Public university
- Private organization offering lawyer services
- Private organization offering sports products

IGA

Won cases against **okta**

- Private media company
- Private organization offering elderly care services

Won cases against **ivanti**

- Public church organization

RECOGNIZED BY THE INDUSTRY



Enterprise Service Management - Tools and Services

ESM Tools Providers

Rising Star Germany

isg Provider Lens™

Quadrant Study

2021



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Efecte

by Efecte

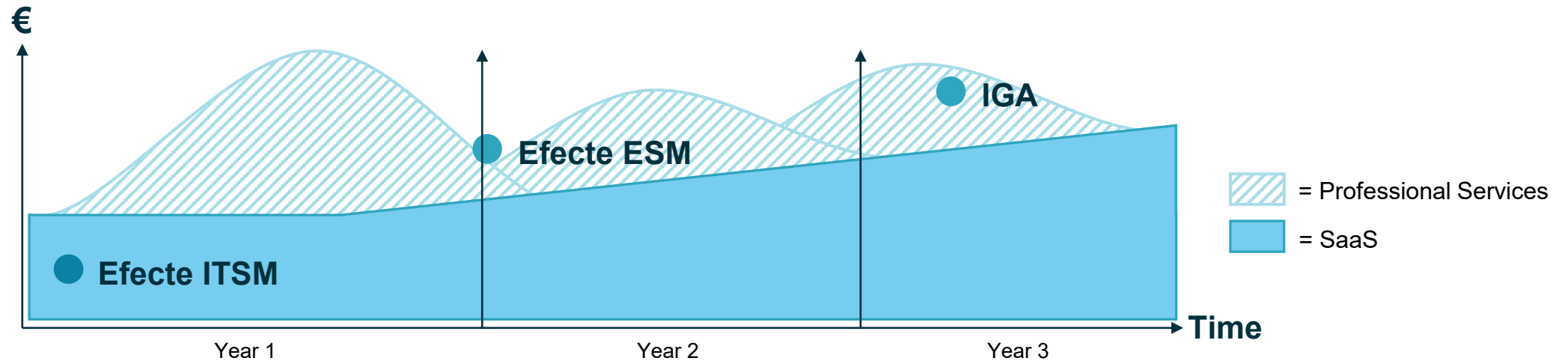
★★★★★ 4.7



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03 Growing with existing customers

Creating value across the customer lifecycle



New Customer Acquisition

Solutions spearheads:

- ITSM
- IGA

Commercials:

- Commercial agreement for 36 months term and annual payment
- Professional Services for implementation

Expand & Upsell

Solutions:

- Organic growth (new users)
- New use cases (e.g. HR, Finance)
- New solutions (e.g. IGA, WB)
- Extended support options

Commercials:

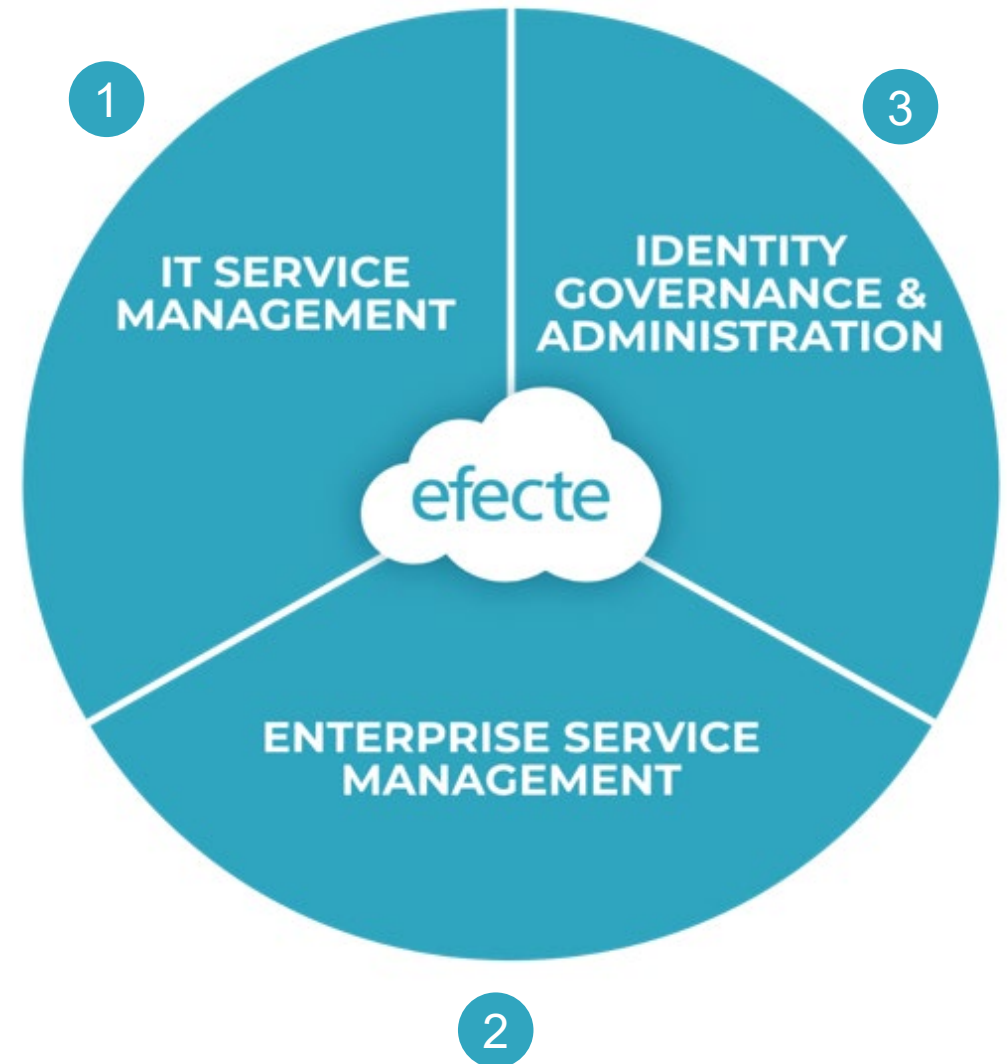
- New users added until end of term
- Professional Services for expansion

Extension

- Extension of agreement after 3-year term
- Protected with price increase terms

Customer Journey Example

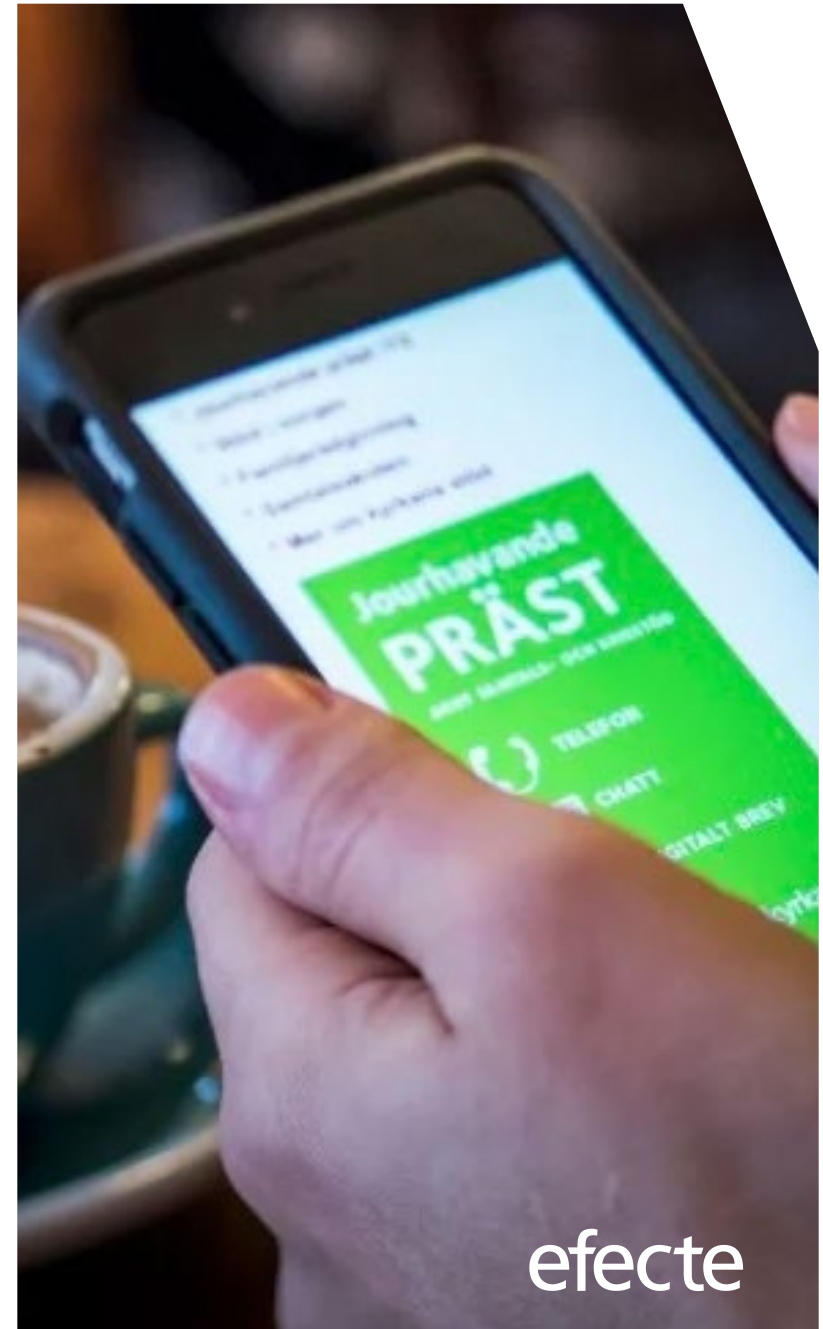
- 1 New customer: ITSM implementation with 50 Service Desk agents
 - 3,000€ MRR for a 36 months term with an annual payment plan
 - 25,000€ / Professional Services
- 2 Customer expands usage and adds 10 users for expanding into HR Service Management
 - 500€ MRR for remainder of term
 - Annual payment
- 3 Customer will take IGA Starter solution in use
 - 1,000€ MRR for remainder of term
 - 5,000€ of Professional Services
- 4 Customer extends agreement after initial term with 4,500€/MRR commitment



Customer Example: Swedish Church

Flexible IT Service Management for a unique organization: How the Church of Sweden extends support to +26,000 global users

- The Church of Sweden is a unique institution in Sweden, with an extensive history of managing information and resources.
- Offers a progressive **online presence for its six million members**.
- The national office in Uppsala heads up the support for all shared internal systems, directories, payment systems, and email, as well as all the technical support for 16,000 Citrix users.
- The Church of Sweden has close to 24,000 employees who are distributed across the country and throughout the world, and all of whom are supported by the central IT platform of the national office.



Customer Example: Swedish Church

KPIs and results with Efecte:

- Simpler and more efficient logging of issues
- Improved ability to prioritize
- Smarter and easier system reporting
- Digital Service Service

"Efecte has become an increasingly important tool for us and is now a hub for all our case management at the Church Office in Uppsala. In addition to IT-related matters, Efecte also handles cases concerning finances, payroll, caretaking, and archives. It means our staff has a common portal that can handle most of the cases they may need help with."

CLIENT BENEFITS IN A NUTSHELL

- ✓ Business continuity and support for growth
- ✓ Customer satisfaction for the services provided
- ✓ Transparency of and control over costs

Read more:

<https://www.efecte.com/customer-cases/the-church-of-sweden>

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Three key takeaways

Growing internationally

Expand proven model in international markets

1

Growing with new customers

Accelerating new customer acquisition

2

Growing in existing customers

Upsell and expand motion

3

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Thank you.