

StrongPoint Q2 2025

11 July 2025



Agenda

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Customer success

Q2 2025 financials

Outlook



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Chief Executive Officer



Marius Drefvelin

Chief Financial Officer

Q2 2025 Highlights

Financial highlights

- Revenue 350 MNOK: +18%
- Recurring revenue* 378 MNOK: +16%
- EBITDA: 7 MNOK and 2.1%
- Cash flow from operations: +20 MNOK

Customer success

- Carrefour Belgium picks StrongPoint's Order Picking
- Nordic grocery retailer orders AI-powered weighing scales
- COOP Estonia orders self-checkouts

* Rolling 12 months



About StrongPoint



StrongPoint at a glance



1.3 Bn NOK annual revenue



378 MNOK recurring revenue



>80% revenue from grocery retailers



~500 team across Europe



Proprietary SaaS solutions built by in-house development team

Our purpose:

Retail technology in every shopping experience for a smarter and better life

Impact on grocery retailers



Driving Efficiency Savings



Boosting margins

Impact on end consumers



Improving both the in-store and online experience for shoppers

Solutions solving 5 **grocery** problems

01 E-COMMERCE FULFILLMENT

- SaaS-based E-Commerce Platform
- Click & Collect and Home Delivery
- AutoStore automation

03 STORE EFFICIENCY

- SaaS-based task management software
- Next generation AI-powered Self-Checkout
- Self-Scanning

04 PRICING & PROMOTIONS

- Electronic Shelf Labels
- At-shelf digital promotions
- In-store retail media advertising

02 THEFT & SHRINKAGE

- AI-powered theft detection
- AI-powered scales & weighing devices
- Vensafe Select & Collect

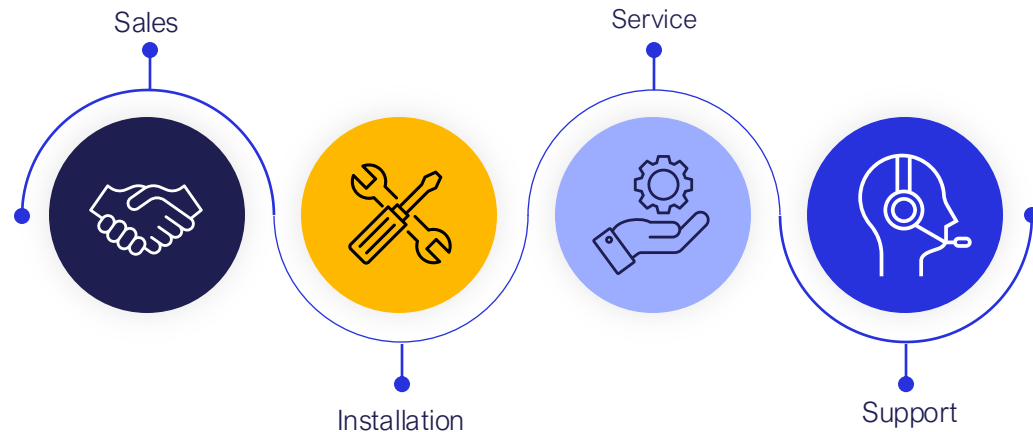
05 CASH HANDLING

- CashGuard
- Developing next-generation cash automation solution



Where we operate

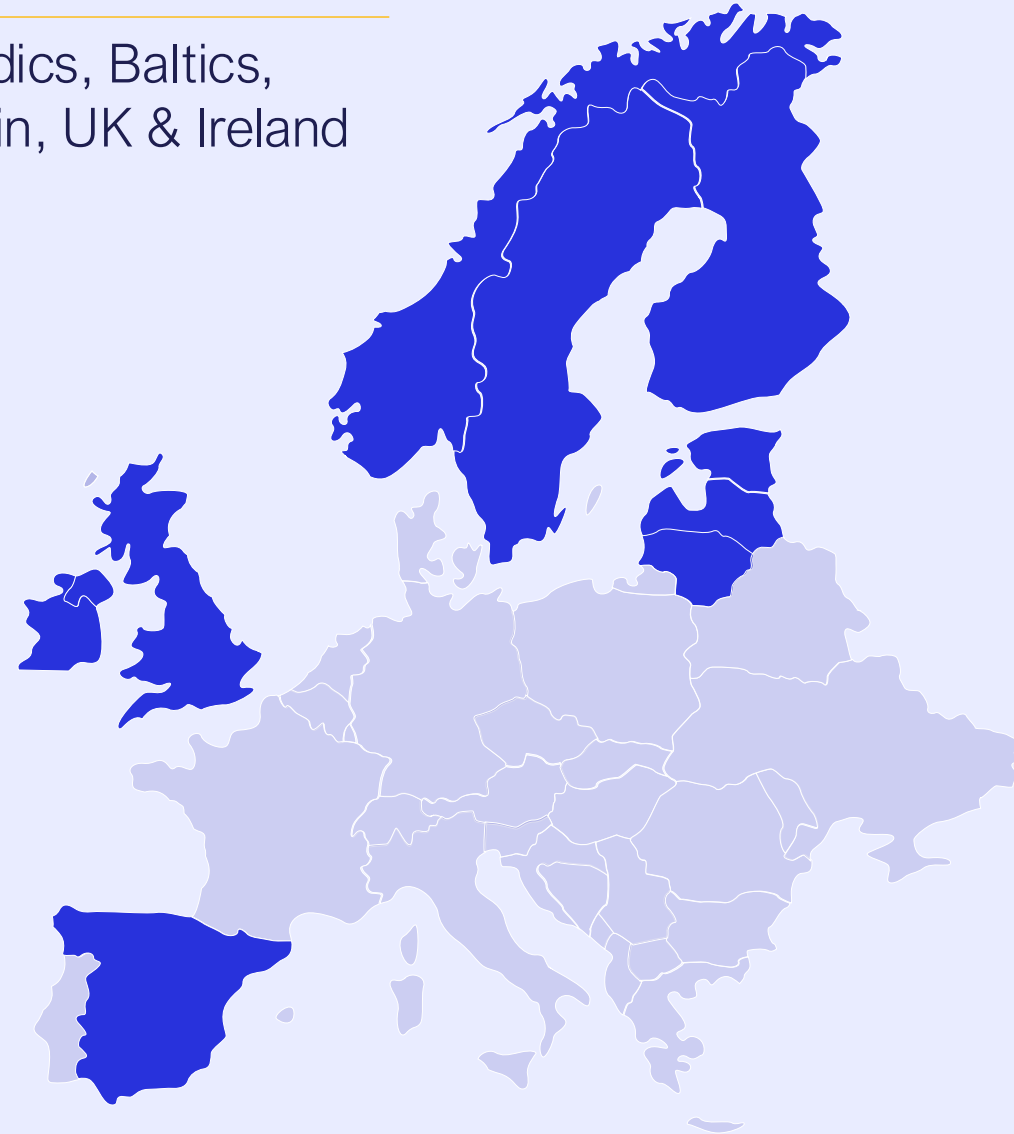
- Direct operations in 9 core countries with full local support from sales to service
- Managing entire value chain = capture more revenue and build deeper customer intimacy



In addition, support grocery retailers with software and products in **20 other countries** with support from our partner network

Our Core Markets:

Nordics, Baltics,
Spain, UK & Ireland



Customer success



Carrefour Picks StrongPoint Order Picking

- Grocery retailer Carrefour Belgium chooses StrongPoint's Order Picking for all its scheduled deliveries
- Chosen following competitive RFP process
- Implementation started already and be completed within coming months



AI-Powered Scales to Nordic Grocery Retailer

- 21 MNOK of AI-powered weighing scales ordered by Nordic grocery retailer (from StrongPoint partner DIGI)
- To be used by the grocery retailer in-store for its end customers
- AI provides instant product recognition making it faster and easier to use and reduces mistakes, intentional and accidental



COOP Estonia order Self-Checkouts

- Grocery retailer COOP Estonia ordered 130 self-checkouts
- Part of a long-standing cooperation between COOP Estonia and StrongPoint



Order Picking and CashGuard Connect update

Order Picking at: **Sainsbury's**

- Full roll out planned to be completed by summer 2026
- Some additional stores planned to go live before Christmas period
- Regional training centers go live in early Q1 2026

CashGuard Connect solution:

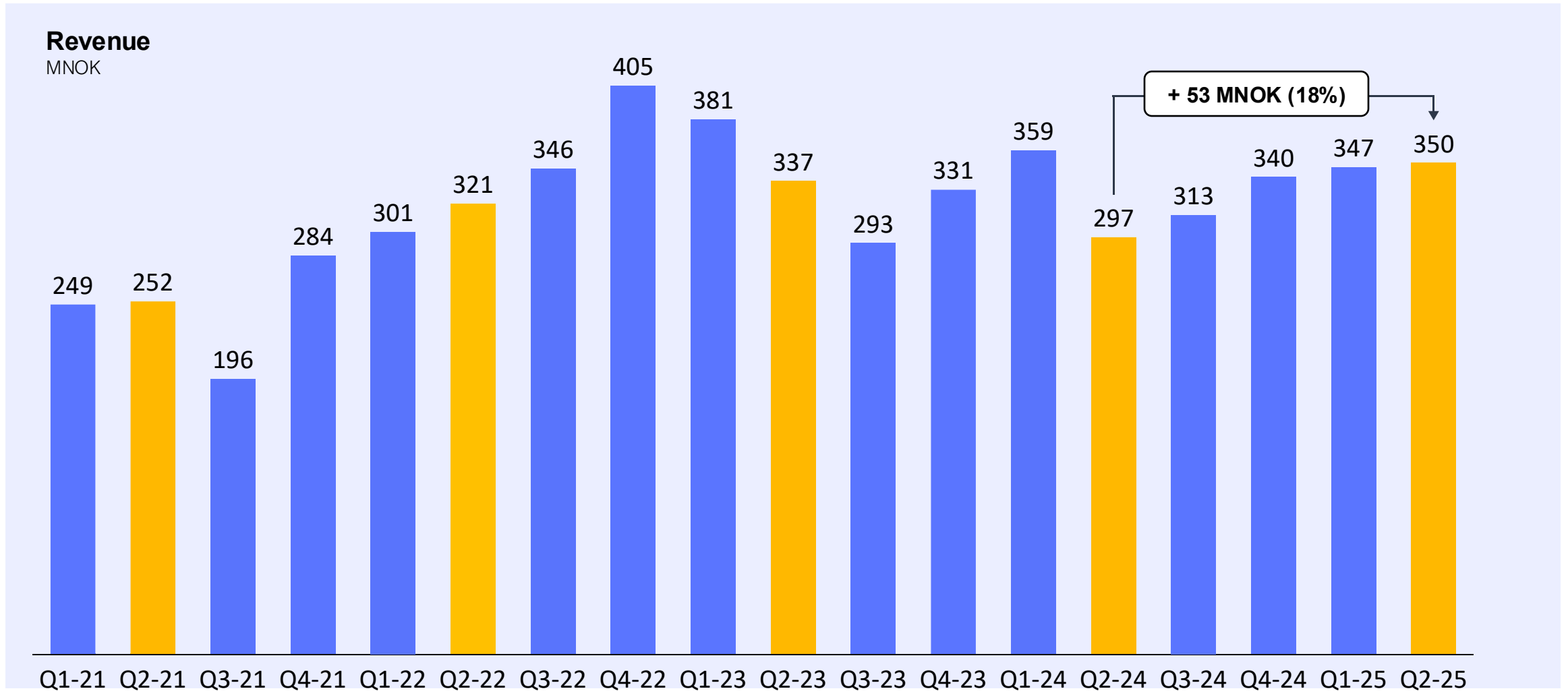


- Latest version being tested in a store being used by real customers
- Preparing additional units to test multi-checkout functionality
- Ongoing dialogue with customer to industrialise production of solution

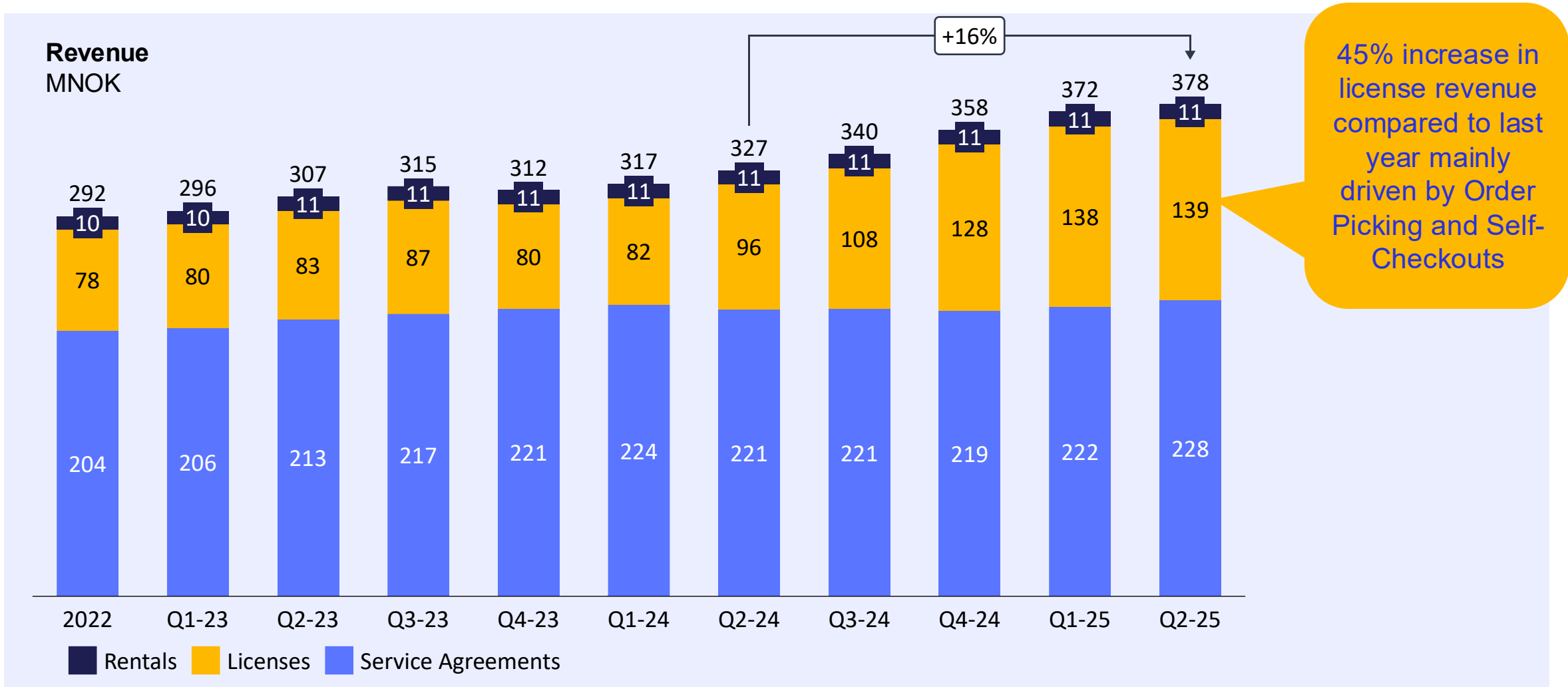
Q2 2025 financials



2nd quarter revenue

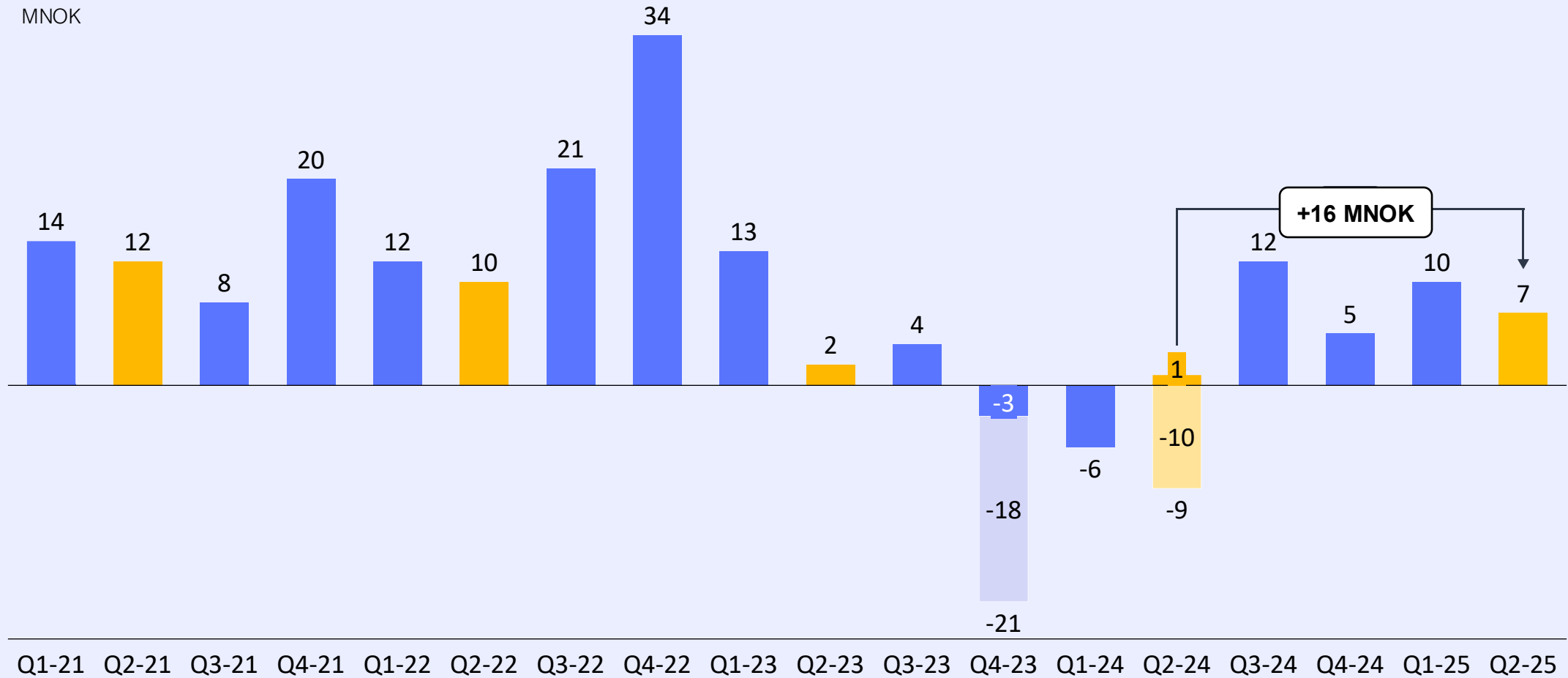


Total recurring revenue (12 months rolling)



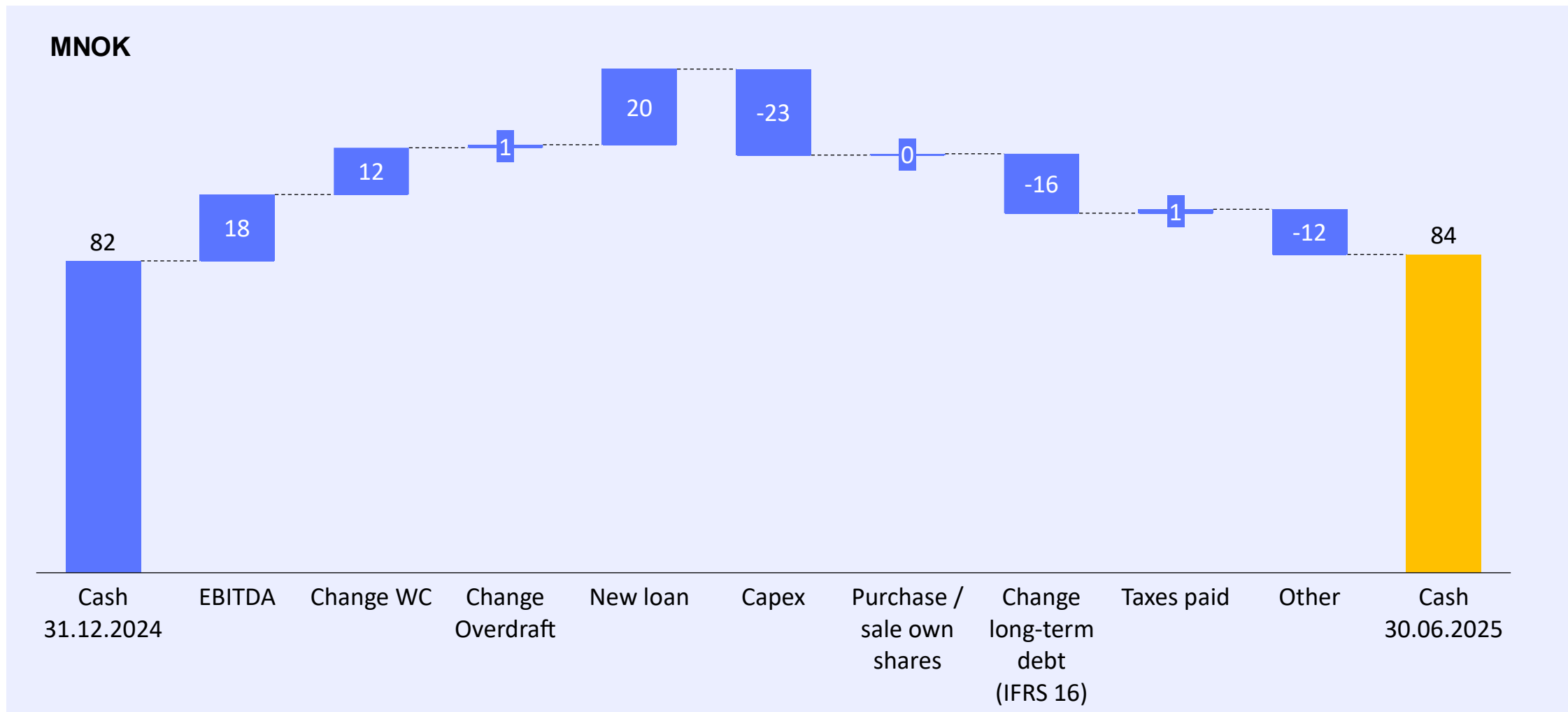
2nd quarter EBITDA

EBITDA
MNOK

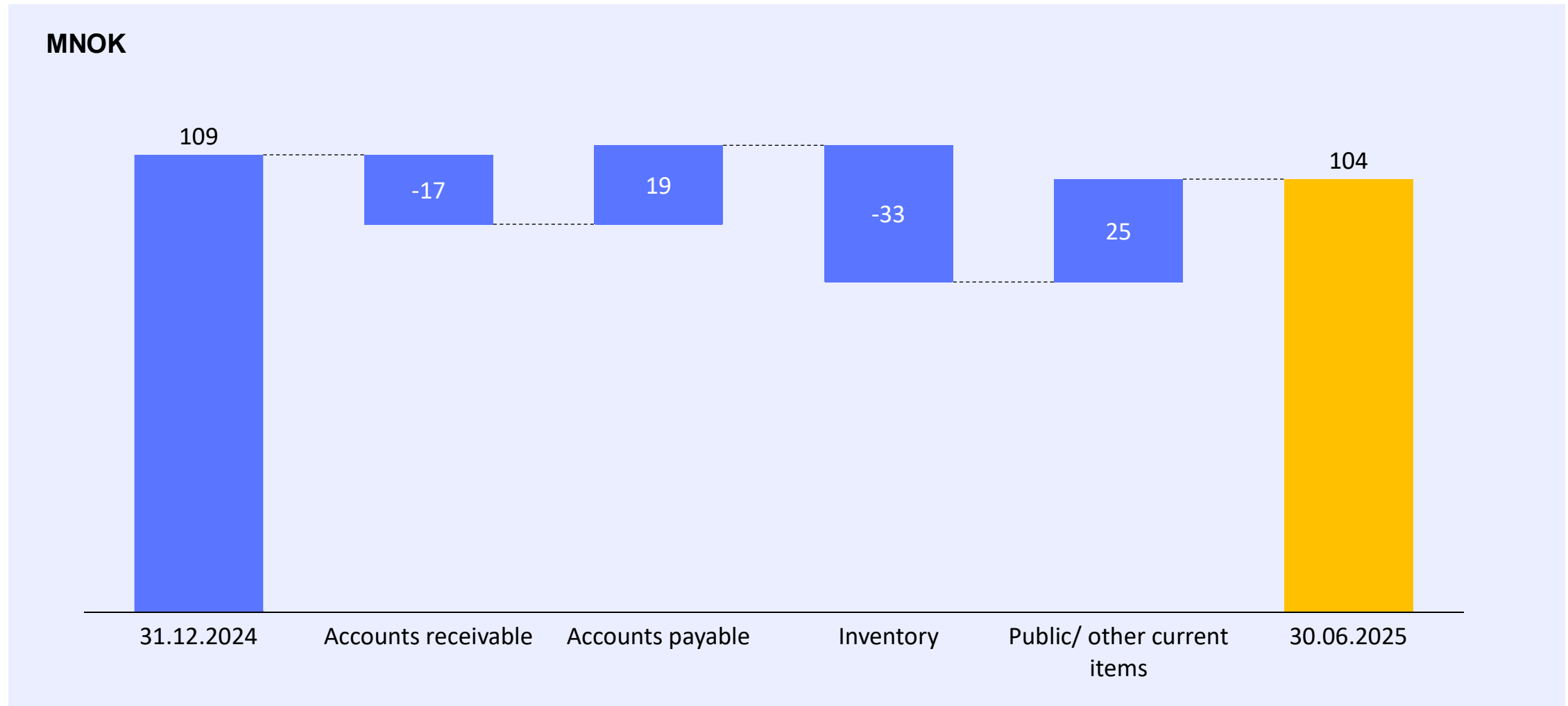


The Q4 2023 EBITDA reported was -20.6 MNOK, including non-recurring restructuring and M&A costs of 7.3 MNOK and write-downs 10.6 MNOK. Excluding these adjustments, the Q4 2023 EBITDA adjusted was -2.7 MNOK.
The Q2 2024 EBITDA reported was -9.1 MNOK, including non-recurring restructuring costs of 10 MNOK. Excluding these adjustments, the Q2 2024 EBITDA adjusted was 0.9 MNOK.

Cash Flow movements in 2025

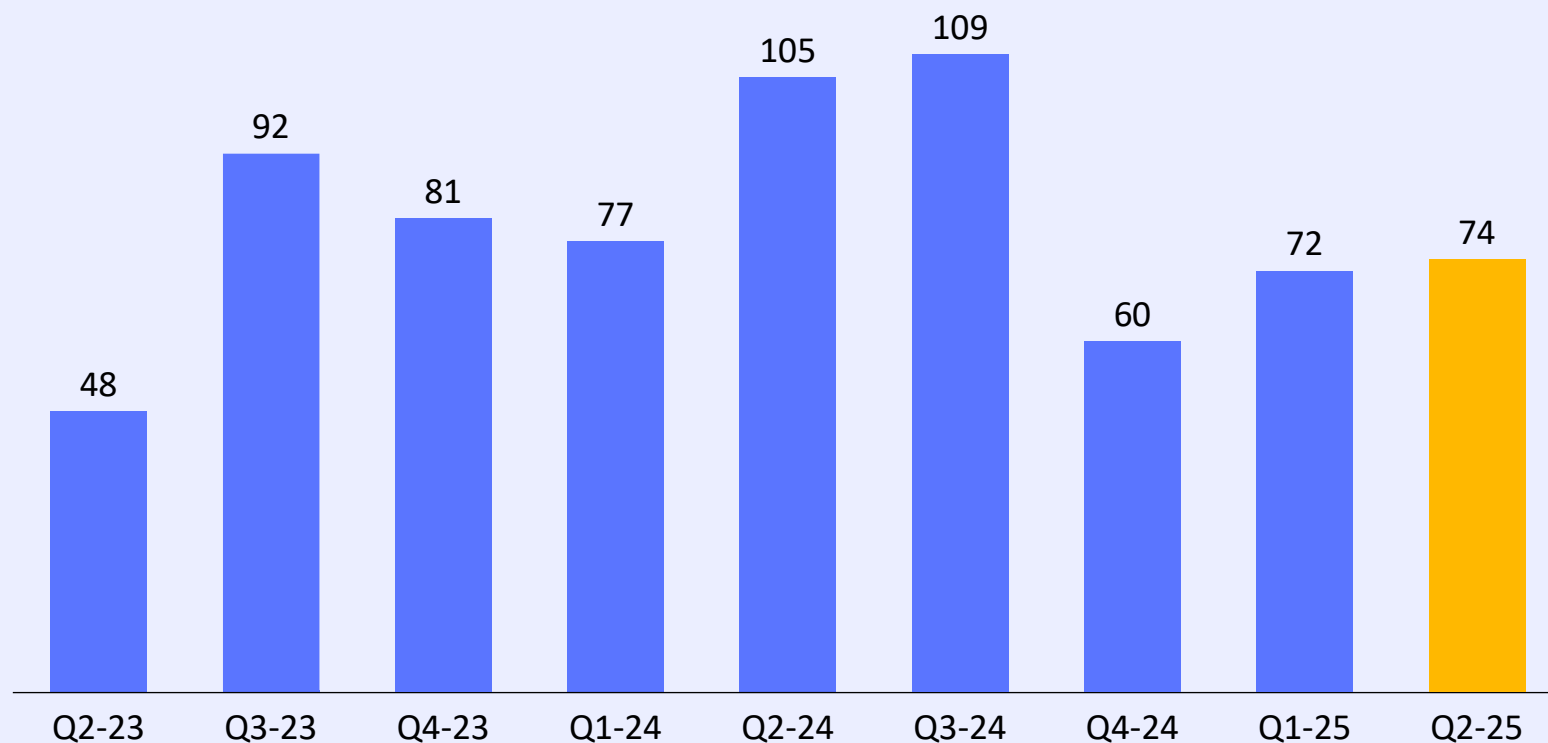


Changes in main working capital items in 2025



Net interest-bearing debt

Net interest-bearing debt
(MNOK)



Disposable funds of
NOK 84 million as
per Q2 2025.
(NOK 85 million as
per Q1 2025)

Net interest-bearing debt includes interest-bearing bank loans, financial lease and IFRS 16 car leasing. See the quarterly report for an overview of each component comprising net interest-bearing debt.

Outlook



Outlook

Short-term:

- Continued improvement in EBITDA and recurring revenue although slower than anticipated

Long-term:

- Core fundamentals getting stronger, especially with global SaaS E-Commerce opportunities
 - Healthy revenue growth, >10% EBITDA margin
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Thank you

