

# StrongPoint Q1 2025

29 April 2025

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# Agenda

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Highlights

About StrongPoint

Customer success

Q1 2025 financials

Outlook

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**Jacob Tveraabak**

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Chief Executive Officer



**Marius Drefvelin**

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Chief Financial Officer

# Q1 2025 Highlights

## Financial highlights

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- Revenue 347 MNOK: decrease 3%
- Recurring revenue 372 MNOK (rolling twelve months): increased 17%
- EBITDA 10 MNOK and margin of 2.9%
- Cash flow from operations 8 MNOK

## Customer and operational updates

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- 1<sup>st</sup> AutoStore win in the UK
- 3<sup>rd</sup> Vensafe theft-prevention pilot in UK
- AI-powered theft prevention pilots in Norway and Sweden and partnership formalized

# About StrongPoint



# StrongPoint at a glance



1.3 Bn NOK annual revenue



372 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

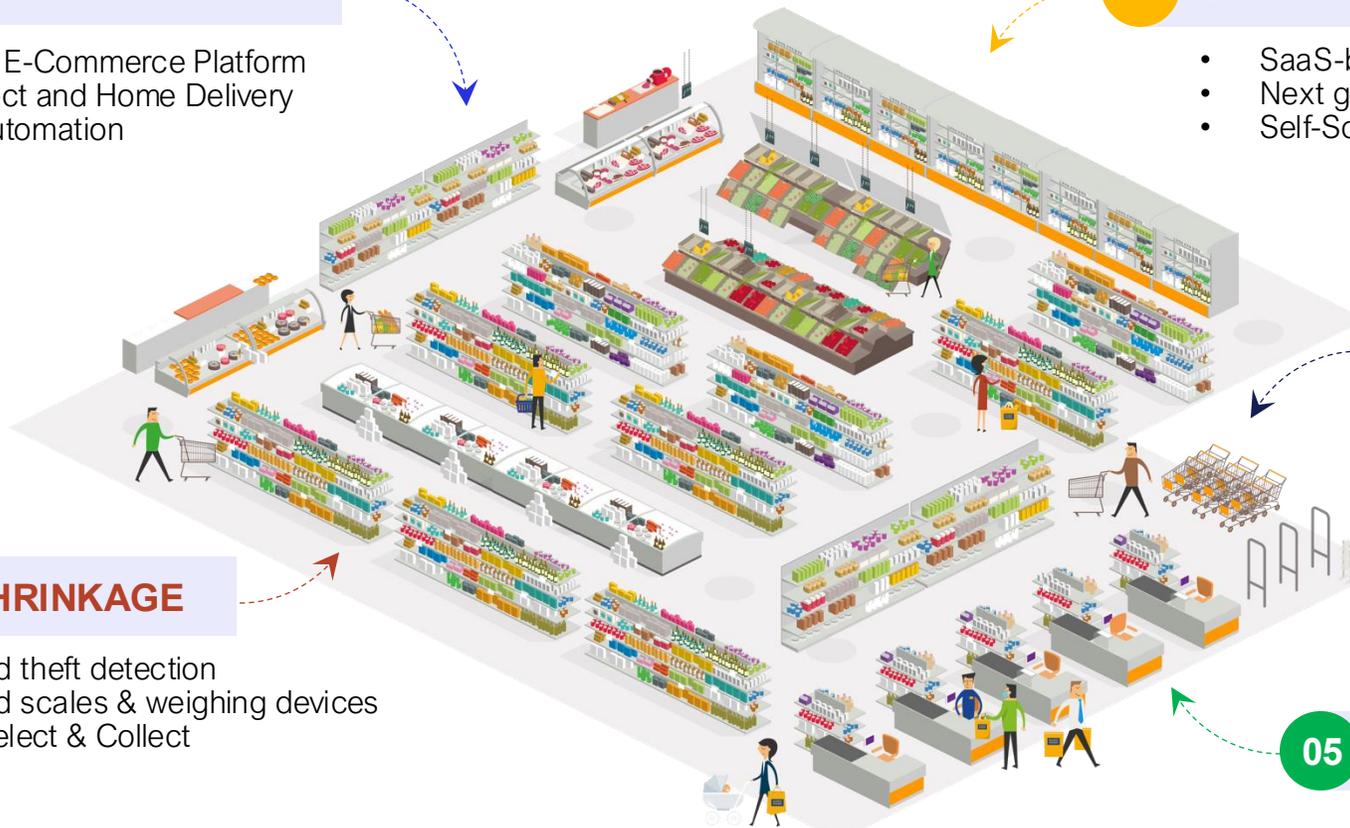
- Electronic Shelf Labels
- At-shelf digital promotions
- In-store retail media advertising

## 02 THEFT & SHRINKAGE

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

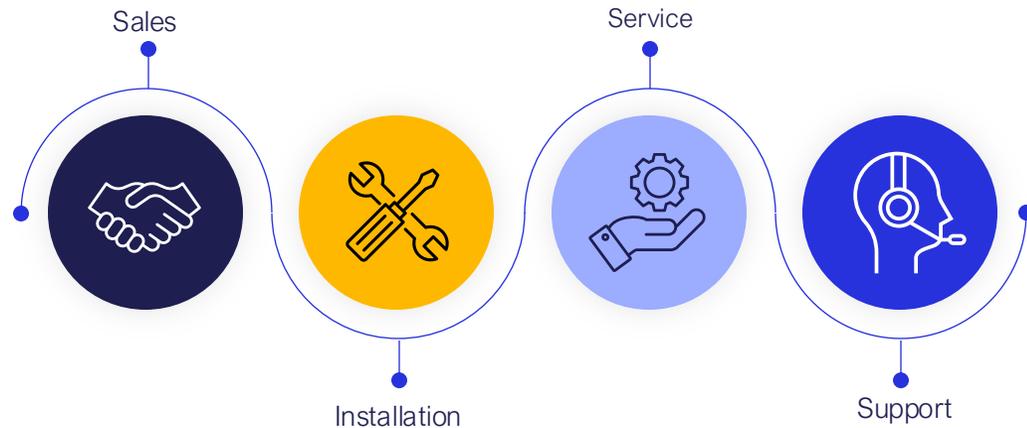
## 05 CASH HANDLING

- CashGuard
- Developing next-generation cash automation solution



# Where we operate

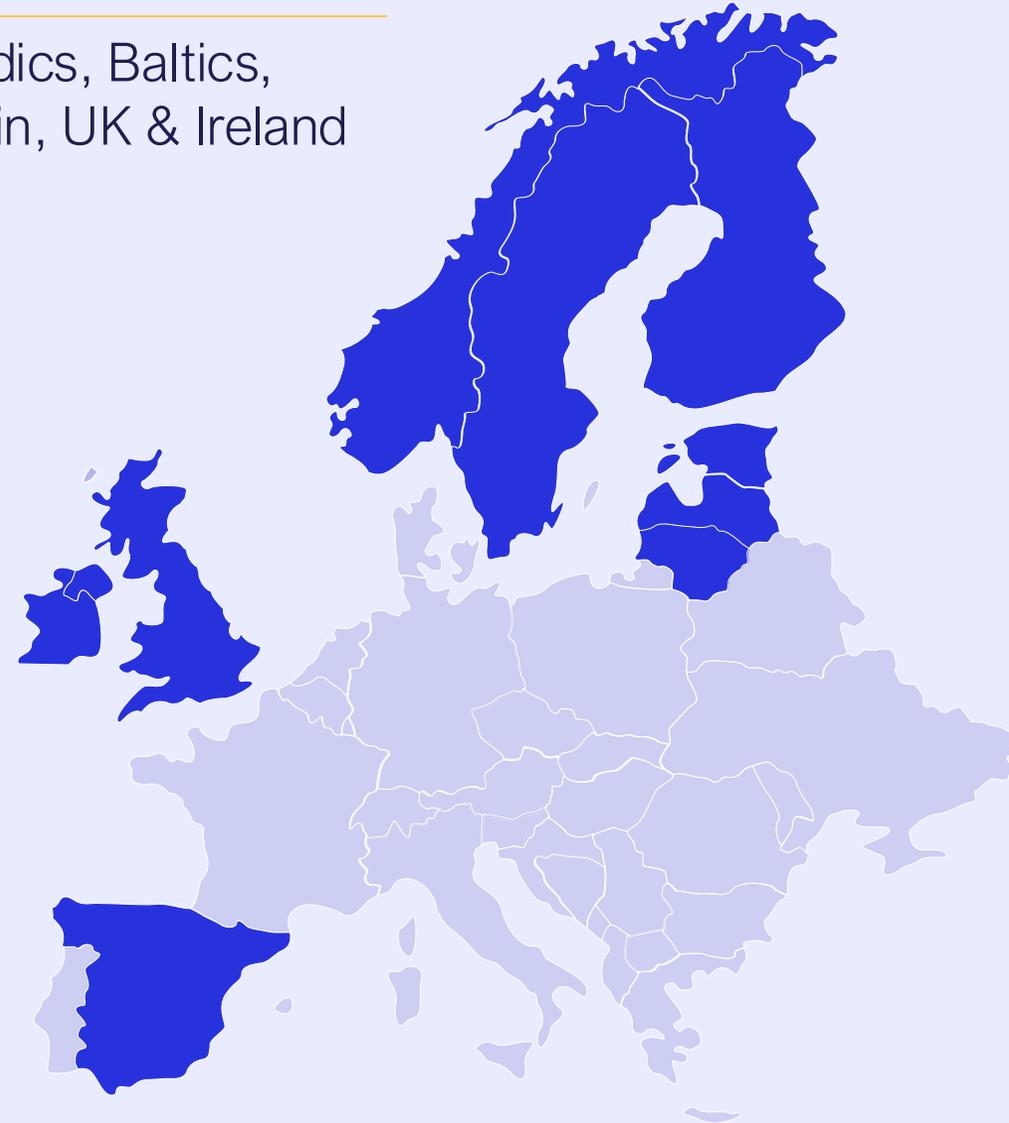
- Direct operations in 9 core countries with full local support from sales to service
- Managing entire value chain = capture more revenue and build deeper customer relationships



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

## Our Core Markets:

Nordics, Baltics,  
Spain, UK & Ireland



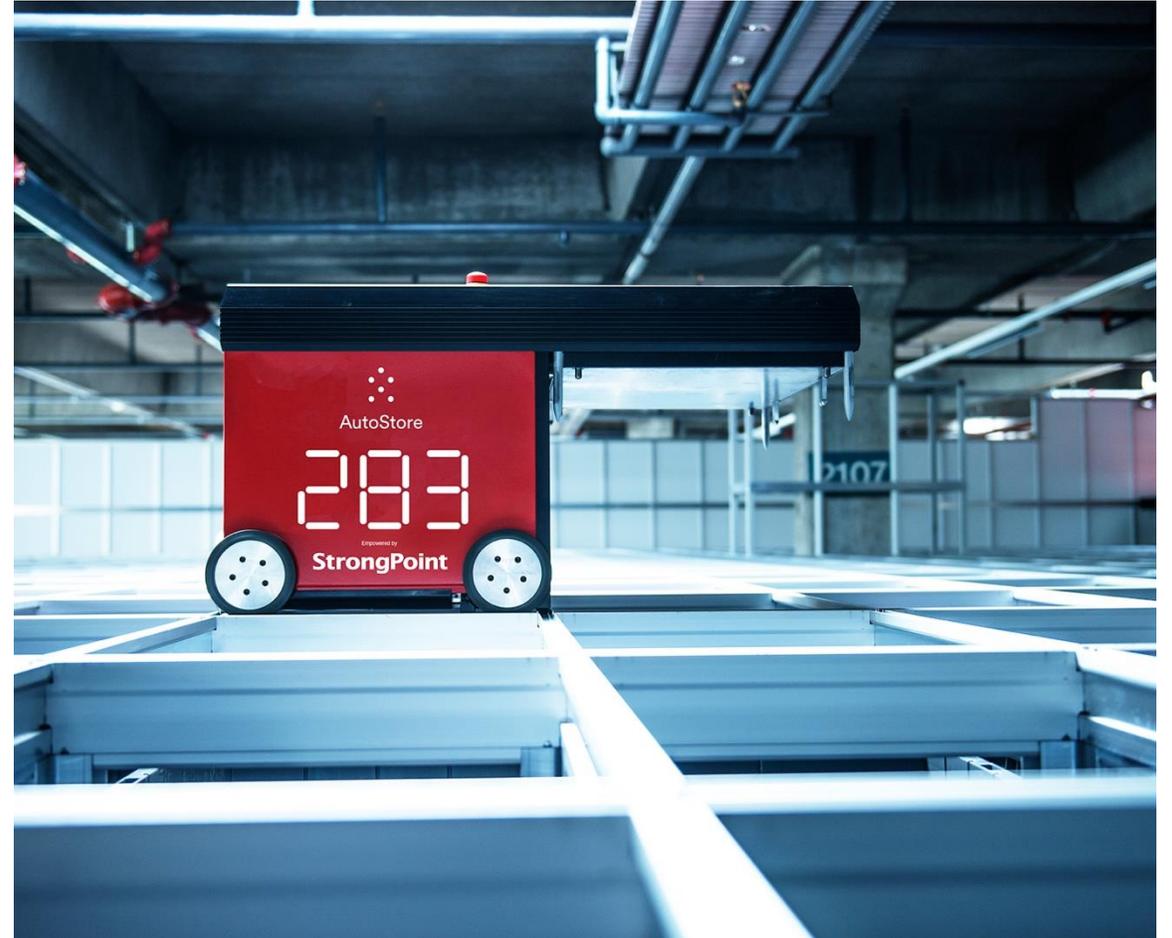


# Customer success



# Automation expansion in UK

- Delivering AutoStore solution for leading UK cosmetics retailer
- Solution used to support e-commerce orders
- 1<sup>st</sup> StrongPoint AutoStore project in the UK
- Partnership with Pio, new compact solution from AutoStore



# 3<sup>rd</sup> Vensafe Proof of Concept in UK

- Launched 3<sup>rd</sup> Vensafe proof-of-concept in the UK with grocery retailer Morrisons
- First installation of newly launched 'Digital Media Retail' Vensafe
- Includes screens at the shelf and dispenser that can run adverts, driving retail media revenue opportunities for retailer



# AI-powered Anti-Theft Partnership & Pilots

- Formalised partnership with SAI Group to provide AI-powered anti-theft solutions
- The agreement combines StrongPoint's store integration capabilities with SAI's computer vision technology
- Two active pilots in the Nordics implemented by StrongPoint with leading grocery retailers



# Order Picking and CashGuard Connect update

## Order Picking at: **Sainsbury's**

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- Installation expected to be completed across all targeted stores by summer 2026
- Updated schedule accommodates additional functionalities enhancing the solution

## CashGuard Connect solution:

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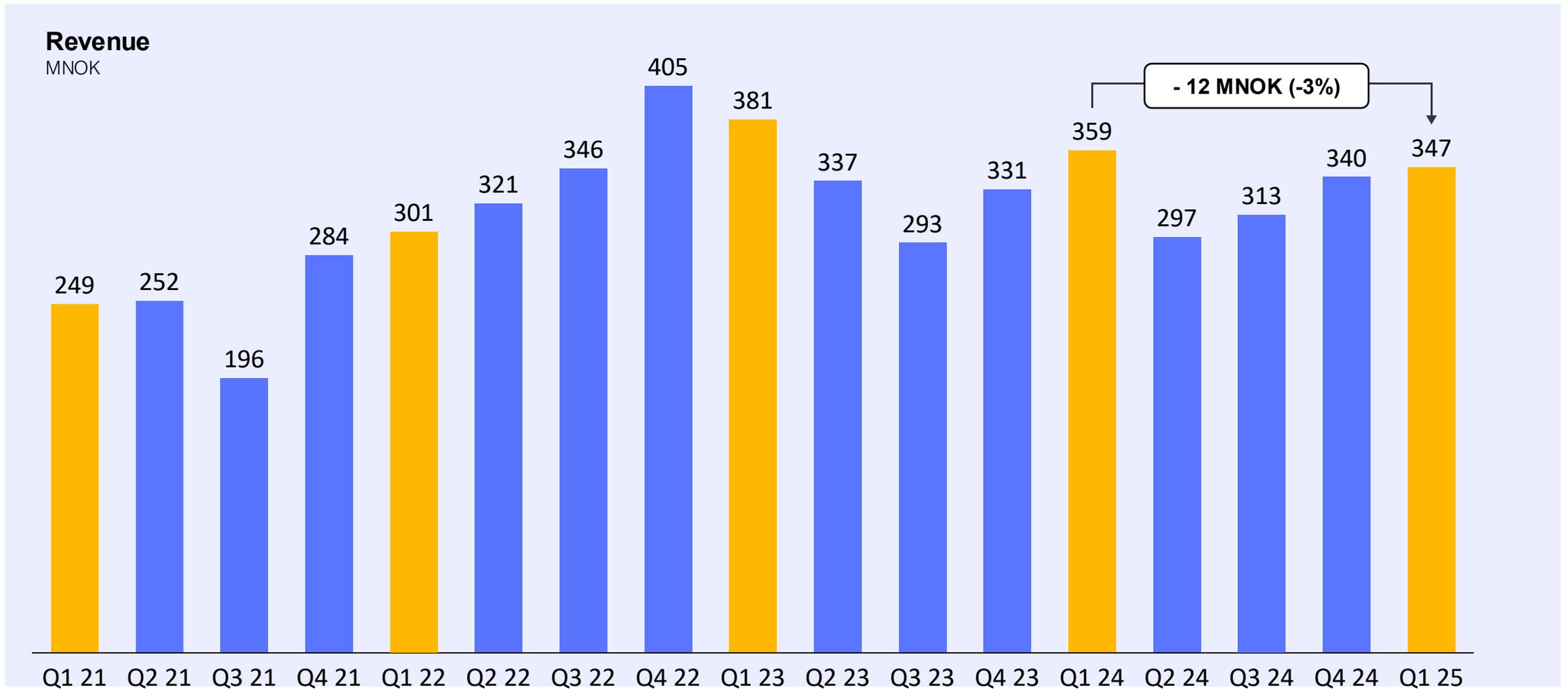
- Continuous development of CashGuard Connect with largest grocery retailer in Spain
- Additional pilots being planned, firm long-term commitment being pursued
- In discussions with several other potential customers

# Q1 2025 financials

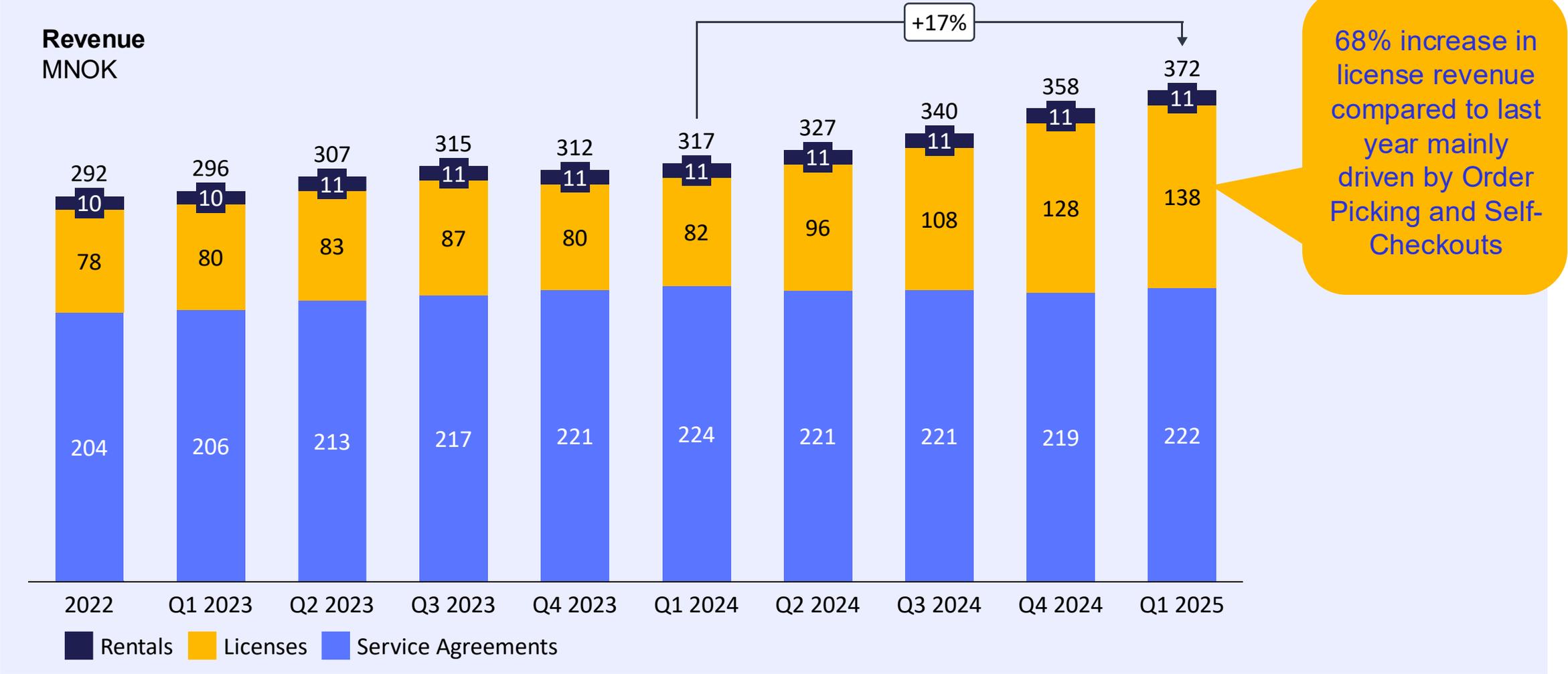
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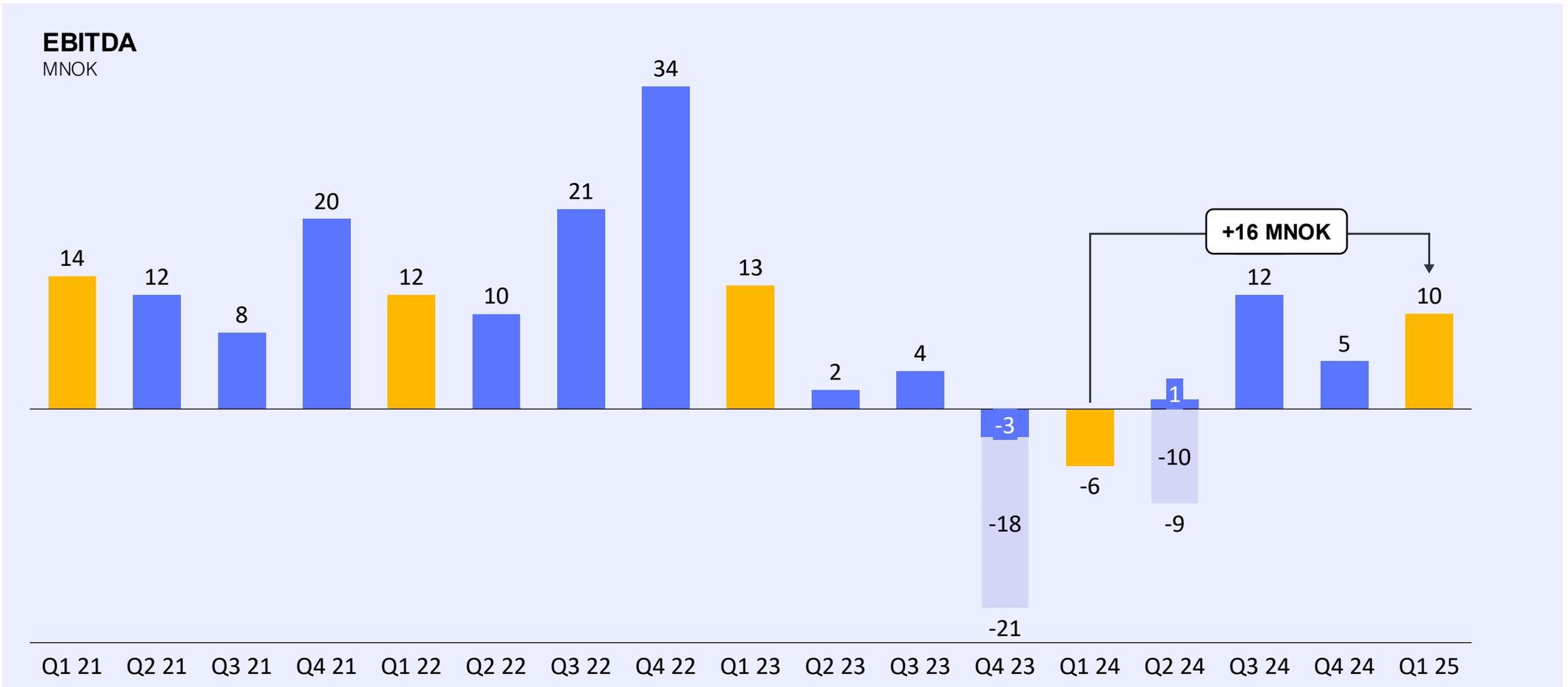
# 1<sup>st</sup> quarter revenue



# Total recurring revenue (12 months rolling)

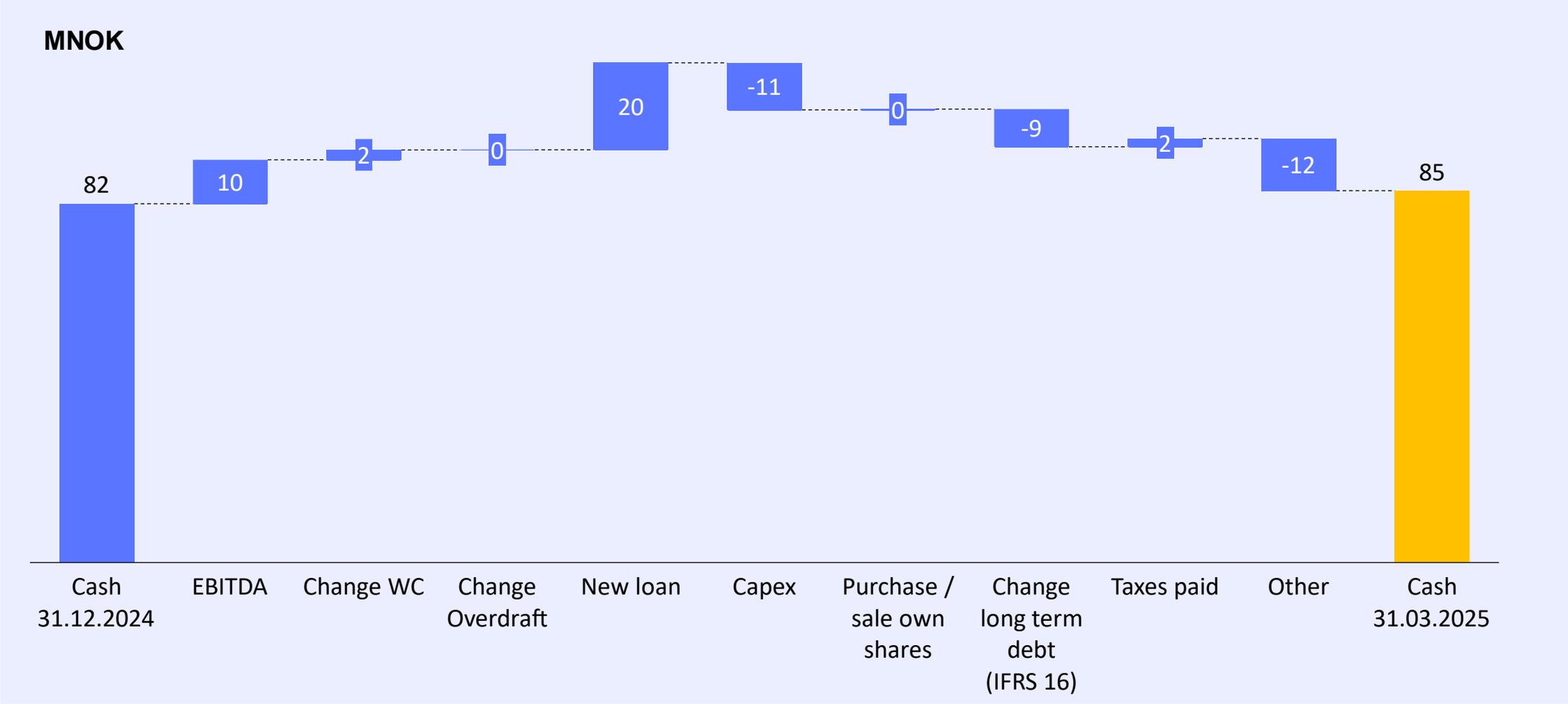


# 1<sup>st</sup> quarter EBITDA

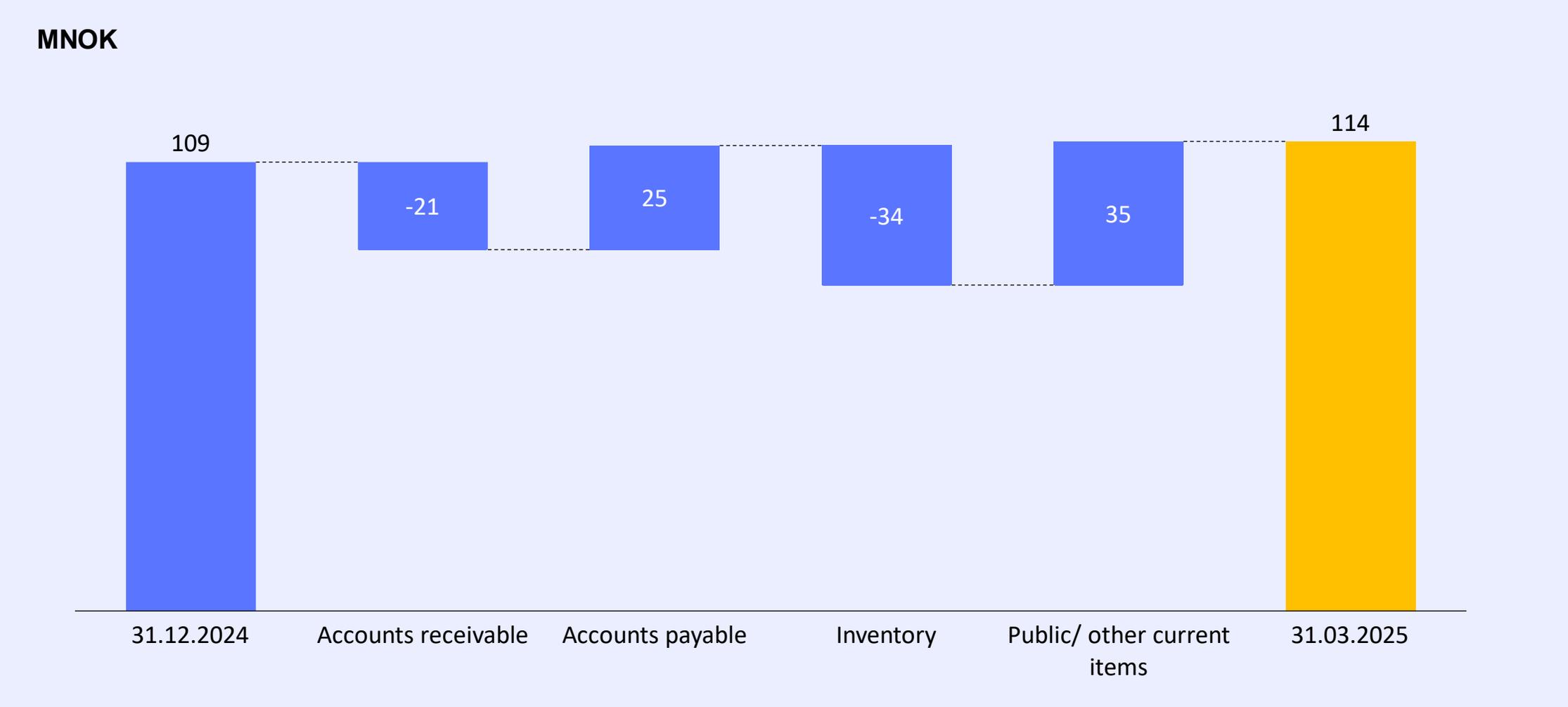


The Q4 2023 EBITDA reported was -20.6 MNOK, including non-recurring restructuring and M&A costs of 7.3 MNOK and write-downs 10.6 MNOK. Excluding these adjustments, the Q4 2023 EBITDA adjusted was -2.7 MNOK.  
 The Q2 2024 EBITDA reported was -9.1 MNOK, including non-recurring restructuring costs of 10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

# Cash Flow movements in 2025

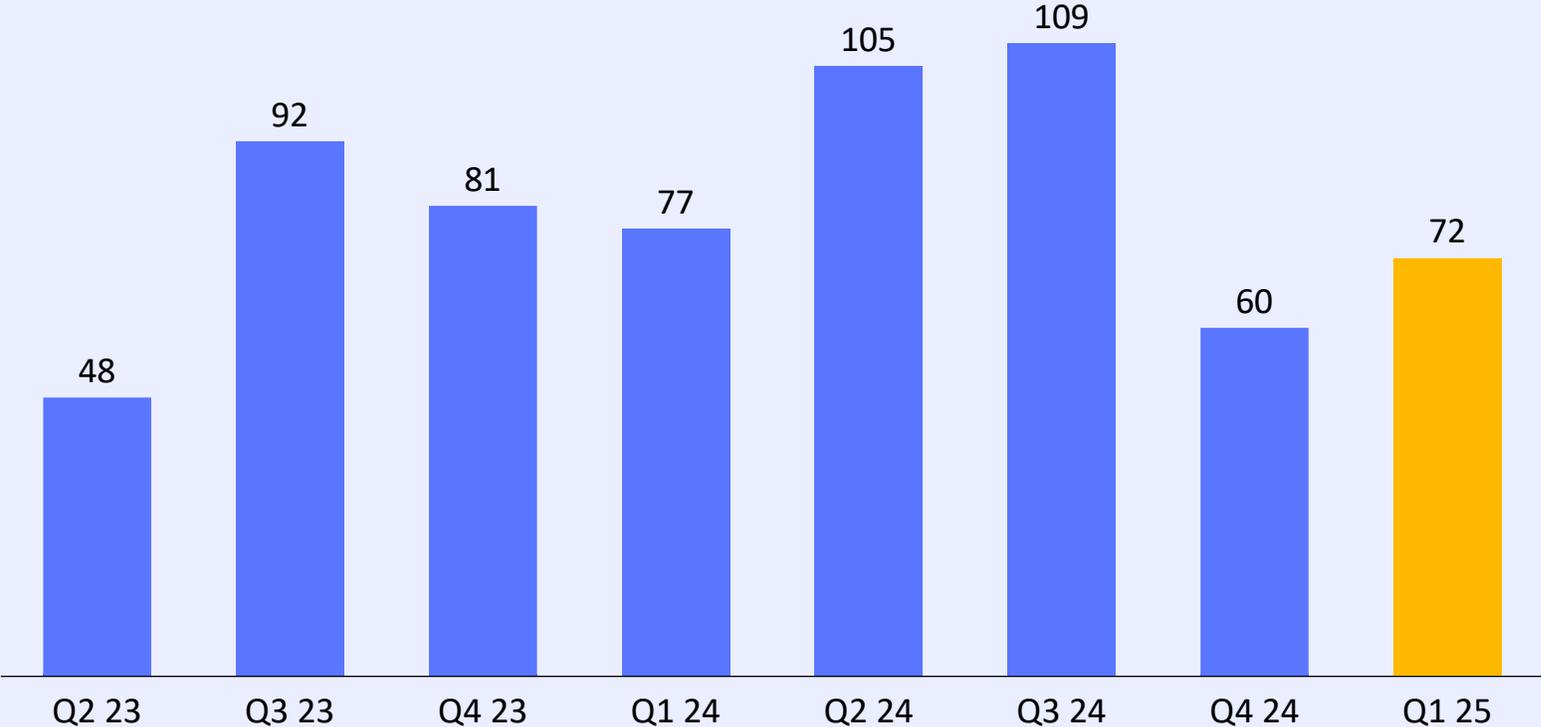


# Changes in main working capital items in 2025



# Net interest-bearing debt

Net interest-bearing debt (MNOK)



Disposable funds of NOK 85 million (Q1 2025), down from NOK 102 million (Q4 2024)

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

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# Outlook

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Short-term: cautiously optimistic prospects

Longer-term: positive trends, interest in solutions and continued trust by customers

- Further development in profitable traditional markets
  - Reaping profits from investments in new markets
  - Global opportunities with SaaS E-commerce fulfillment solution
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# Thank you

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