

# Half-Year Report 2024

agilic

Personalised communication to millions

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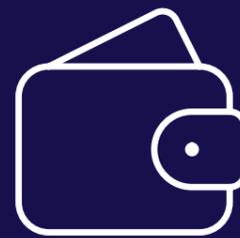
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# Half-year 2024 highlights



Total Revenue  
**DKK 29.6M**

(9% decrease YoY)



EBITDA  
**DKK 0.6M**

(DKK 0.4M decrease YoY)



Total ARR  
**DKK 61.7M**

(7% decrease YoY)



## Letter from the CEO

# Adapting and manoeuvring through obstacles whilst sharpening focus for balanced growth

**The ability to adapt and manoeuvre through obstacles continued to headline Agillic in H1 2024. Nevertheless, Agillic further sharpened its focus on growth with a leaner and more agile structure.**

Overall, consensus across markets, experts and industry stakeholders is that closing SaaS deals is getting harder.

In H1 2024 we also experienced the full negative impact of our client portfolio changes. Driven mainly by mergers and acquisitions, a number of clients have been forced onto other platforms as part of new global contract commitments. At the same time, the market is slow-moving as the combined result of a lack of appetite for tech investments and an unknown impact of AI technologies from a management perspective.

The objective of continuing to grow profitably and organically in these difficult market conditions is slowing down Agillic's desired pace of growth. Especially, as we in addition have been dealing with challenges from the Danish tax authorities.

A long, time-consuming and investment-blocking tax credit case has been a major obstacle for Agillic to act freely on growth-driving investments in H2 2023 and H1 2024. The case originated from the sudden and significant change in the practice of the tax credit scheme by the Tax Agency. A change that has negatively affected many SMEs. For a company like Agillic with limited resources, it has had a major impact on business priorities and investments.

With the Danish tax authorities' final decision on the review of the tax credit 2019-2022, a long case has finally come to an end, and with an overall successful

outcome. Specifically, the outcome means that we have increased the net result for 2024 by DKK 10.5 million, improved liquidity by DKK 2.1 million and reduced short-term debt by DKK 8.4 million. We are very pleased that our investment and persistence turned out to be successful and we now can leave the uncertainties behind us, and focus on, and invest in growth again.

In H1 2024, the revenue from subscriptions decreased by 7% to DKK 24.8 million (H1 2023: DKK 26.6 million), with a total revenue of DKK 29.6 million (H1 2023: DKK 32.7 million). Although total revenue decreased by 9%, the gross profit margin increased to 82% (H1 2023: 80%), resulting in a gross profit of DKK 24.4 million (H1 2023: DKK 26.2 million). Despite cost pressure related to the high(er) inflation rate, operating costs decreased from DKK 25.2 million to DKK 23.8 million in H1 2024. EBITDA for H1 2024 was DKK 0.6 million, a decrease of DKK 0.4 million YoY. ARR from subscriptions decreased by 6% to DKK 51.7 million and Total ARR decreased by 7% to DKK 61.7 million.

### International markets

General software sales continue to be affected by cautious sentiment and longer sales cycles, while companies focus on other business critical priorities. The market conditions have slowed growth overall and particularly affected the major markets, notably Germany, which has been hit by inflation and a lack of economic growth. In Norway and Sweden, the exchange rate has struggled with historic lows, which has had a negative impact on software investment. Despite this, we have been expanding our commercial team and partner network with stronger relationships and market presence, and expect to see a return on our late H1 investments in H2 2024.

Building a strong international footprint is largely driven through our partners, with whom we collaborate through co-marketing, co-innovation, co-solution, co-selling and co-growing. Committed to being a “growth engine” for both our partners and clients, we actively pursue the establishment of a robust win-win-win model. In this model, our clients, partners and Agillic all benefit from our joint commercial engagements, with our clients’ business results as the cornerstone of our shared success.

**Product investments with integration and embedded AI solutions**

In Q1 2024 we successfully completed a platform upgrade to modernise Agillic’s Customer Experience Platform. As of Q2 2024, we have dedicated a significant portion of our technology roadmap to improving our integration capabilities with existing AI platforms, as well as developing embedded AI solutions within the Agillic platform. From H2 2024, we will be working with shorter product improvement cycles, which will allow us to deliver more value to our clients’ businesses faster and at a greater scale.

At the heart of the AI movement, powered by data and content, Agillic clients explore the transformative showcases to capture the true potential of Agillic to drive business outcomes. Through compelling use cases and tangible results, these stories not only demonstrate the practical applications of AI within our platform but also set the stage for more inspiring stories in 2024 and beyond.

Altogether, this reaffirms our commitment to delivering state-of-the-art personalisation solutions that meet and exceed our clients’ evolving needs and to deliver tangible value to our clients through the integration of advanced technologies.

**Growth strategy and investments**

Agillic will invest in sales to acquire new clients and achieve growth in ARR in H2 2024, primarily focusing on our existing priority markets. Agillic will also continue to invest in the development of the Agillic Customer Experience Platform to improve clients’ user experience and ROI.

We expect 2024 to continue to be affected by geo-political uncertainties, but we also expect our future clients to truly recognise the pain points we address in their business through Agillic’s Customer Experience Platform, delivering top and bottom-line growth. The business solutions we deliver are similar across borders and supports our belief that we are poised for future international growth with a best-of-breed, ready-to-integrate technology product.

As we navigate the dynamic landscape ahead, our commitment to innovation, sustainability, and delivering unparalleled value to our clients remains unwavering.

**Thank you**

I would like to thank our Board of Directors for their support and our management and teams for their continuous hard work. To our shareholders, partners and clients, I extend my gratitude for their continued trust in Agillic and their commitment to creating personalised communication. We are unwavering in our commitment to deliver results to you.

We look forward to a bright H2 2024 and beyond.



Emre Gürsoy  
CEO

# Key figures and ratios

DKK million	H1 2024	H1 2023	Change	2024 Q2	2023 Q2	Change
<b>Income statement</b>						
Revenue from subscriptions	24.9	26.6	-6%	12.3	13.5	-9%
Revenue from transactions	4.7	6.1	-23%	2.5	2.9	-14%
Other revenue	0.0	0.0	0%	0.0	0.0	0%
Revenue	29.6	32.7	-9%	14.8	16.4	-10%
Gross profit	24.4	26.2	-7%	12.1	13.2	-8%
Gross margin	82%	80%	-	82%	80%	-
Operational costs, other operating income	-23.8	-25.2	-6%	-12.1	-12.2	-1%
EBITDA	0.6	1.0	-40%	0.0	1.0	-100%
Net financials	0.4	-0.9	-	1.1	-0.4	-
Net profit	3.6	-4.7	-	7.0	-1.8	-
<b>Balance Sheet</b>						
Total assets	45.8	69.0	-34%	45.8	69.0	-34%
Equity	-16.0	1.8	-	-16.0	1.8	-
Cash	4.4	18.3	-76%	4.4	18.3	-76%
<b>Cash Flow</b>						
Cash flow from operations	2.6	-3.1	-	2.6	-4.3	-
Cash flow from investments	-5.7	-6.5	-12%	-2.7	-3.2	19%
Cash flow from financing	-2.3	20.5	-	-2.7	-1.1	-59%
Net cash flow	-5.4	10.9	-	-2.8	-8.6	207%
<b>Key Ratios</b>						
Gross margin	82%	80%	-	82%	80%	-
Clients end of period	113	120	-6%	113	120	3%
Number of employees end of period	39	50	-22%	39	50	-22%
<b>SaaS Metrics</b>						
ARR from subscriptions	51.7	54.9	-6%	51.7	54.9	-6%
ARR from transactions	10.0	11.5	-13%	10.0	11.5	-13%
Total ARR	61.7	66.4	-7%	61.7	66.4	-7%
Change in ARR	-4.7	2.2	-	-4.7	2.2	-
Average ARR	0.5	0.6	-17%	0.5	0.6	-17%
Customer acquisition costs (CAC)	-	-	-	-	0.2	-
<b>Share performance (listed 22 March 2018)</b>						
Outstanding shares end of period ('000)	11,062	11,062	-	11,062	11,062	-
Share price end of period (DKK)	9.35	23.00	-	9.35	23.00	-
Market cap (million)	103	254	-	103	254	-
ARR multiple (times)	1.7x	3.8x	-	1.7x	3.8x	-

For definitions of key figures and ratios, please see page 19.

HALF-YEAR

2024

# Financial review



# Financial review

**ARR from subscriptions decreased 6% to DKK 51.7 million and Total ARR decreased 7% to DKK 61.7 million leading to a total revenue of DKK 29.6 million. EBITDA for H1 2024 was DKK 0.6 million, a decrease of DKK 0.4 million. Net profit increased to DKK 3.6 million vs. DKK -4.7 million last year as a result of the finalised tax credit review.**

### Income statement

The revenue from subscriptions decreased by 7% to DKK 24.8 million (H1 2023: DKK 26.6 million) with a total revenue of DKK 29.6 million (H1 2023: DKK 32.7 million). Although total revenue decreased 9%, gross profit margin increased to 82% (H1 2023: 80%) leading to a gross profit of DKK 24.4 million (H1 2023: DKK 26.2 million).

Despite cost pressure related to the high(er) inflation rate, operational costs decreased from DKK 25.2 million to DKK 23.8 million in H1 2024. The number of employees ended 30 June 2024 at 39 compared to 50 by 30 June 2023.

EBITDA reached DKK 0.6 million, a decrease of DKK 0.4 million compared to H1 2023 as a consequence of the decrease in revenue although operational costs and employee costs were reduced by DKK 1.4 million.

The development in EBITDA is a result of long-term focus on sustainable growth and operational excellence.

### Profit/loss for the year

Due to the continued investment in developing the Agillic Customer Experience Platform, total depreciation slightly increased to DKK 6.7 million compared to DKK 6.5 million in H1 2023.

EBIT amounted to DKK -6.1 million compared to DKK -5.5 million in H1 2023.

Profit before tax was DKK -5.6 million vs. DKK -6.4 million in H1 2023.

Net profit was DKK 3.6 million vs. DKK -4.7 million in H1 2023. The increase of DKK 8.3 million is mainly due to the final decision from the Danish Tax Authorities regarding tax credit for 2019-2022 which approved 71% of the applied amount for all four years.

### Assets

Investment in the development of the Agillic Customer Experience Platform continued in 2024. The development costs included capitalised salary costs and costs from

external consultants. Development costs during H1 2024 amounted to DKK 5.7 million capitalised (H1 2023: DKK 6.5 million).

### Cash position

As of 30 June 2024, cash at bank amounted to DKK 4.4 million compared to DKK 9.8 million as of 31 December 2023.

The decrease in cash is mainly driven by the investment in intangible assets of DKK 5.7 million (H1 2023: DKK 6.5 million) and repayment of debt of DKK 2.3 million (H1 2023: DKK 0.7 million) while cash flow from operation was DKK 2.6 million (H1 2023: DKK -3.1 million).

### Equity

As of 30 June 2024, total equity amounted to DKK -16.0 million (31 December 2023: DKK -20.2 million).

### Liabilities and deferred income

The total borrowings to EIFO amounted to DKK 21.4 million (31 December 2023: DKK 23.8 million).

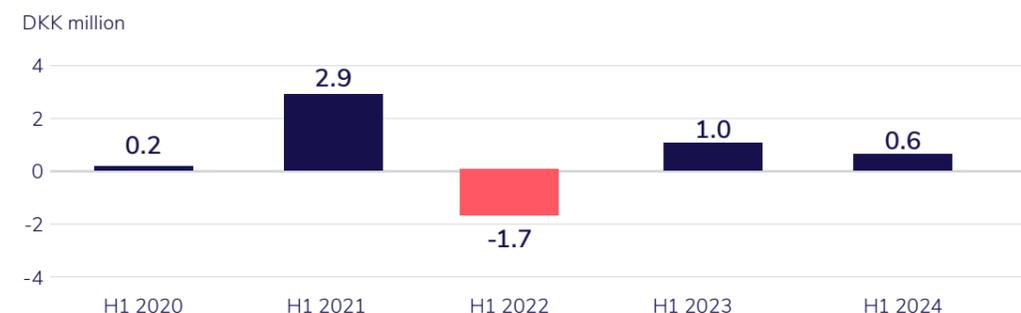
According to IFRS Accounting Standards, Agillic recognises revenue over the subscription period starting from when the client commences using the platform. Clients typically subscribe for one year and are invoiced the full amount when signing the agreement. The invoiced amount is recognised as deferred income when paid and then released proportionally over the subscription period. On 30 June 2024, deferred income amounted to DKK 28.4 million (31 December 2023: DKK 19.1 million).

### Cash flow

In H1 2024, cash flow from operations amounted to DKK 2.6 million (H1 2023: DKK -3.1 million), and cash flow from investments amounted to DKK -5.7 million (H1 2023: DKK -6.5 million). Cash flow from investments mainly consisted of investments in developing the Agillic platform.

Net change in cash amounted to DKK -5.4 million, and as of 30 June 2024, cash at bank amounted to DKK 4.4 million.

## Half-year development in EBITDA 2020-2024



**SaaS metrics**

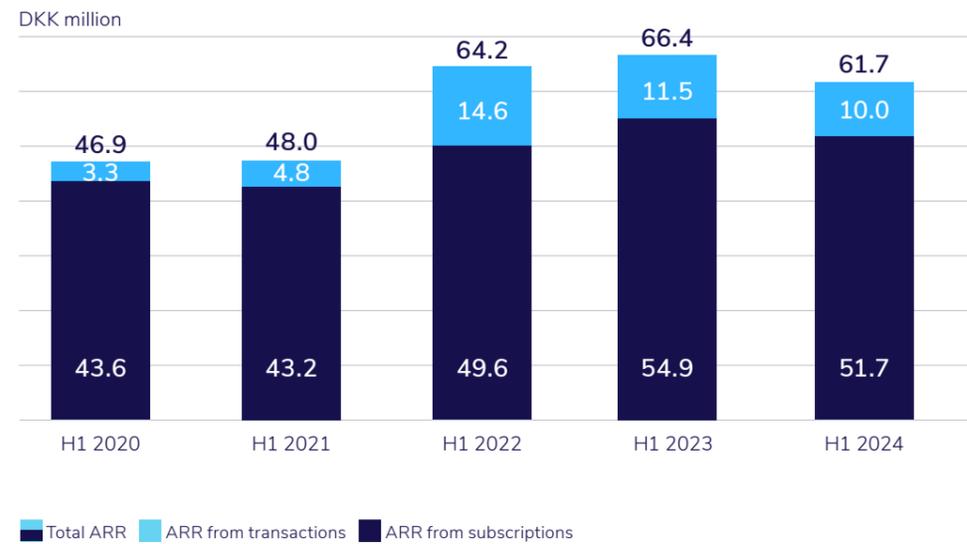
The general key performance figure for Software-as-a Service (SaaS) companies, annual recurring revenue (ARR), illustrates the annualised value of a client’s subscription agreement and transactions processed by the client via the platform.

As of 30 June 2024, ARR from subscriptions was DKK 51.7 million compared to DKK 54.9 million as of 30 June 2023, a decrease of DKK 3.2 million corresponding to a decrease of 6% with a decline in ARR from transactions from DKK 11.5 million to DKK 10.0 million as of 30 June 2024. Total ARR was DKK 61.7 million compared to DKK 66.4 million as of 30 June 2023, a decrease of DKK 4.7 million. The number of clients was 113 (30 June 2023: 120).

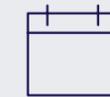
**Factors impacting the ARR-development**

- Upselling to existing clients: Clients increase unique active recipients (UAR) size, and/or deploy additional communication channels, and/or increase the number of transactions.
- When clients churn and when less transactions take place temporarily, ARR decreases.
- Sales of subscriptions to new clients increases the ARR.
- As long as the value of upselling to existing clients and the sales to new clients exceeds the value of the churning clients, the ARR from subscriptions will increase.

**Half-year ARR development 2020-2024**



# Financial calendar 2024



**Q3 results 2024**

22 October 2024

**Q4 results and Annual Report 2024**

25 February 2025

**Annual General Meeting**

3 April 2025

# Financial outlook and guidance

**In H1 2024, Agillic made sustainable investments to further strengthen its sales organisation with the aim of winning new clients, retaining and growing existing clients, and growing together with an international partner network.**

Since 2023, companies have generally become more cautious and are taking longer to make decisions, leading to slower growth than previously expected. We have also seen a reduction in ARR from transactions in certain segments mainly related to geopolitical factors.

With the Danish Tax Authorities' final decision on the review of the 2019-2022 Tax Credit, and the uncertainties eliminated, we are now able to focus further on growth.

Based on the aforementioned factors we expected Total ARR to decline primarily within ARR from subscription and primarily in Q1 2024. We expect to deliver growth in Total ARR in H2 2024.

Despite the challenging conditions, we expect a positive EBITDA as a result of our continued focus on operational excellence.

Agillic will invest in sales to win new clients and deliver growth in ARR in H2 2024 primarily with a focus on our existing priority markets. Agillic will also continue to invest in developing the Agillic Customer Experience Platform to improve the clients' user experience and enhance ROI.

### Financial guidance

The financial outlook is based on several assumptions, including that macroeconomic trends will not significantly change the business conditions for Agillic, nor the company's clients other than previously stated, during 2024.

Agillic has on 22 February 2024 published its guidance for 2024:

- Revenue: DKK 62 to 66 million
- EBITDA: DKK 0 to 2 million
- ARR from subscriptions: DKK 56 to 60 million
- ARR from transactions: DKK 10 to 14 million
- Total ARR: DKK 66 to 74 million

### Expected 2024 development in ARR from subscriptions and transactions



HALF-YEAR

# 2024

## Our business



# Equity story

## Delivering impactful, meaningful, and profitable customer experiences.

Agillic is a Danish software company offering brands a platform through which they can work with data-driven insights and content to create, automate and send personalised communication to millions, offering advantages such as:

- Higher conversion rates
- Enhanced customer satisfaction
- Better retention and win-backs
- Increased customer lifetime value

Designed for an ecosystem of strategic partnerships across CDP, CMS, CRM, Customer Service, eCommerce, and Business Intelligence, the platform continuously integrates best-of-breed technologies to accelerate the implementation process and deliver fast time to value.

Agillic holds a leading position in the Nordics and is increasing its international presence. Agillic is scaling its business through strategic partnerships and direct sales from Denmark, Norway and Germany.

### Business model

Agillic is a subscription business. Clients pay a yearly license for access to the Agillic platform and pay an additional fee for transactions sent, such as email and SMS.

### The Agillic stock

Agillic was listed on Nasdaq First North Growth Market Denmark in March 2018. Agillic's market value amounted to DKK 103 million at the end of 30 June 2024, compared to DKK 254 million at 30 June 2023. Ticker: AGILC

### Agillic partner strategy

Agillic is a 100% technology company with no professional services and has therefore established a mutual bond with partners across all priority markets. We are a best of breed technology, enforcing our position with strong ecosystem tech partnerships to eliminate all frictions from our clients' business process and time to value.

### ESG Report 2023

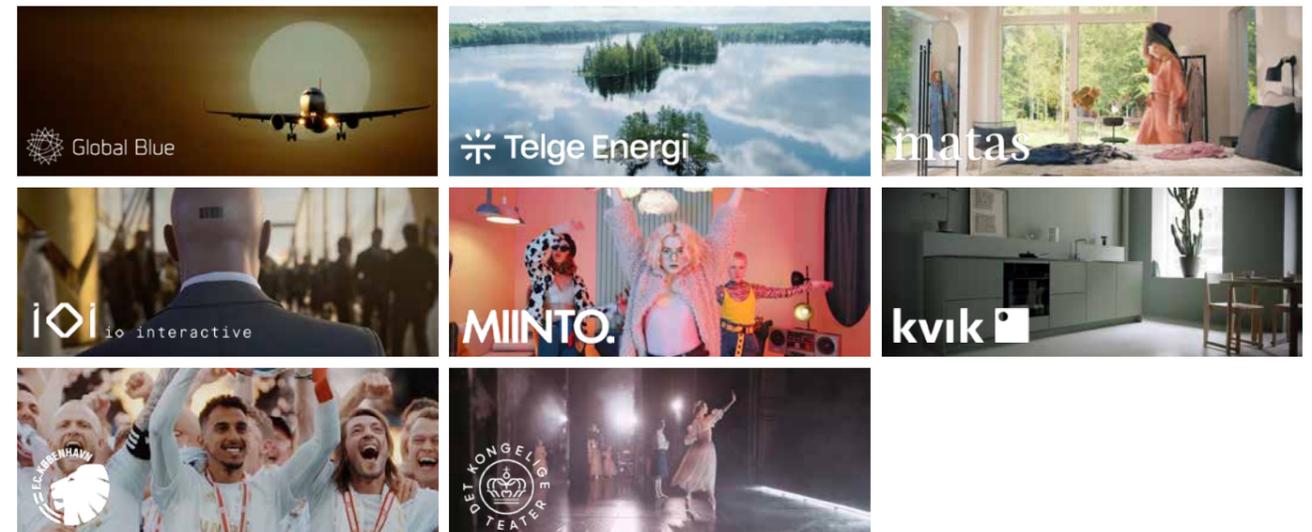
The ESG report serves as a testament to our ongoing efforts to integrate ethical practices and sustainability into the fabric of Agillic's operations, ensuring a positive legacy for future generations. The report is available at [agillic.com/esg](https://agillic.com/esg).

## Half-year 2024 financial performance



## Watch our client stories

[agillic.com/client-stories](https://agillic.com/client-stories)



Agillic is certified as a 'Nasdaq ESG Transparency Partner', highlighting our engagement in market transparency and in raising environmental standards.

HALF-YEAR

# 2024

# Financial statements

## Statement by the management

The Board of Directors and Executive Leadership have considered and approved the Half-year Report of Agillic A/S for the financial period 1 January to 30 June 2024.

The financial statements have been prepared in accordance with Accounting Standard IAS 34 Interim Financial Reporting as adopted by the EU and further requirements in the Danish Financial Statements Act.

In our opinion, the interim financial statements give a true and fair view of Agillic's assets, liabilities and financial position at 30 June 2024 and of the results of Agillic's operations and cash flows for the financial period 1 January to 30 June 2024.

Moreover, in our opinion, the Management's Report includes a fair view of developments in Agillic's operations and financial position and describes the principal risks and uncertainty factors that may affect Agillic.

Copenhagen, 27 August 2024

### Executive Leadership

Emre Gürsoy  
CEO

### Board of Directors

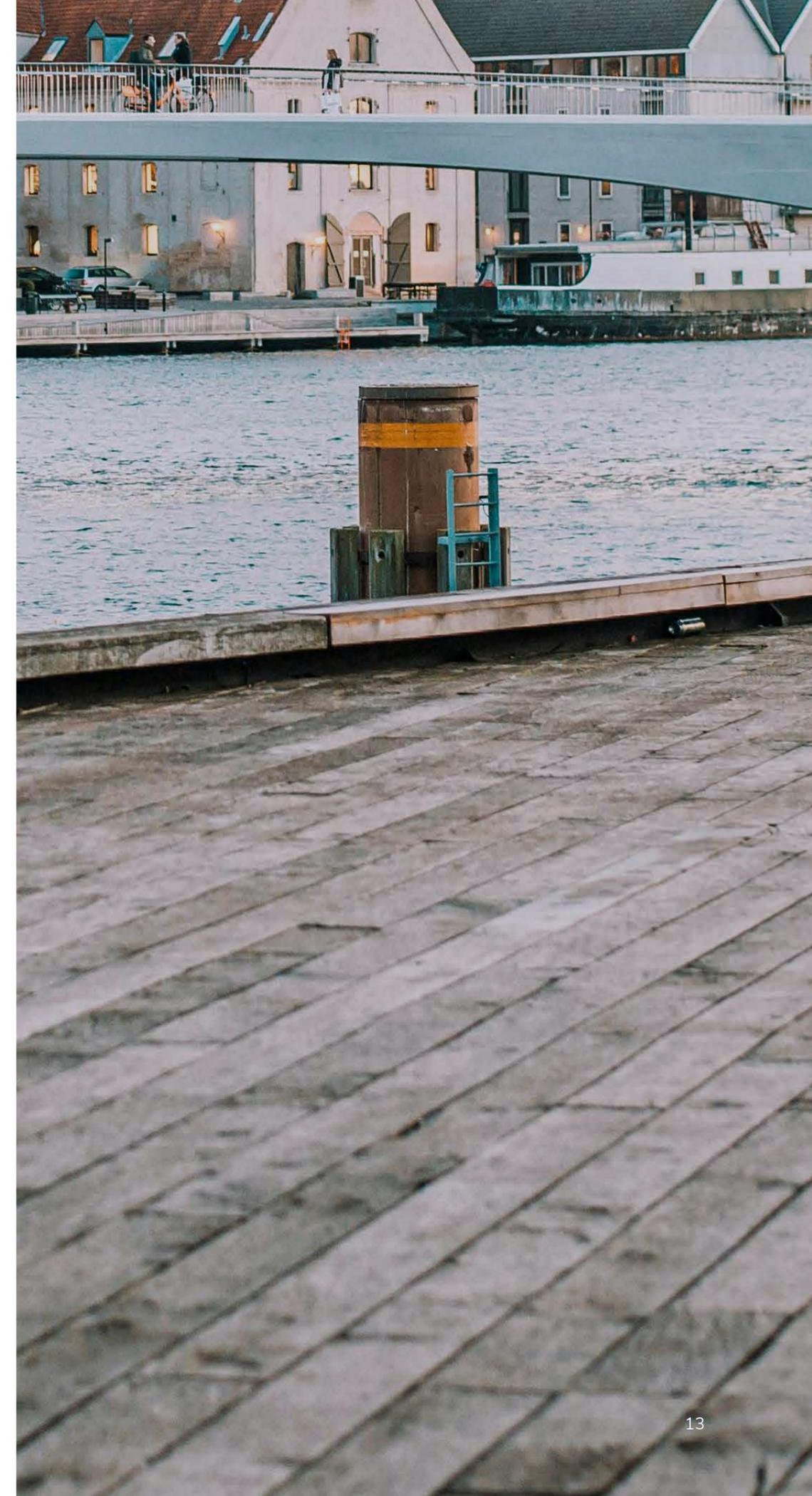
Joar Welde  
Chair

Andreas Sandbu

Jesper Genter Lohmann

Jan Juul

Thorsten Köhler



## Income statement

Note	(DKK '000)	H1 2024	H1 2023
3	Revenue	29,602	32,683
	Direct costs	-5,246	-6,465
	<b>Gross profit</b>	<b>24,356</b>	<b>26,218</b>
	Other operating income	409	299
	Other external costs	-7,562	-7,442
	Staff costs	-16,598	-18,097
	<b>EBITDA</b>	<b>605</b>	<b>978</b>
	Depreciation and amortisation of intangible and tangible assets	-6,682	-6,479
	<b>Operating profit (EBIT)</b>	<b>-6,077</b>	<b>-5,501</b>
	Financial income	2,397	640
	Financial expenses	-1,958	-1,575
	<b>Profit before tax</b>	<b>-5,638</b>	<b>-6,436</b>
	Tax on profit for the period	9,269	1,704
	<b>Profit for the period</b>	<b>3,631</b>	<b>-4,732</b>
	Earnings per share (EPS)	0.33	-0.43
	Earnings per share, diluted (DEPS)	0.33	-0.43

## Statement of comprehensive income

(DKK '000)	H1 2024	H1 2023
<b>Profit/loss for the period</b>	<b>3,631</b>	<b>-4,732</b>
Other comprehensive income	-	-
<b>Total comprehensive income</b>	<b>3,631</b>	<b>-4,732</b>

## Statement of financial position

Note	(DKK '000)	30 June 2024	31 Dec 2023
<b>ASSETS</b>			
<b>Non-current assets</b>			
	Patent	500	500
	Software developed	30,600	31,035
	<b>Intangible assets</b>	<b>31,100</b>	<b>31,535</b>
	Fixtures and equipment	-	15
	Right of use assets	436	958
	Leasehold improvements	-	4
	<b>Tangible assets</b>	<b>436</b>	<b>977</b>
	Deposits	586	586
	<b>Other non-current assets</b>	<b>586</b>	<b>586</b>
	<b>Total non-current assets</b>	<b>32,122</b>	<b>33,098</b>
<b>Current assets</b>			
	Trade receivables	5,691	3,489
	Other receivables	16	35
	Tax receivables	2,594	-
	Prepayments	959	741
	Cash	4,386	9,808
	<b>Total current assets</b>	<b>13,646</b>	<b>14,073</b>
	<b>TOTAL ASSETS</b>	<b>45,768</b>	<b>47,171</b>

Note	(DKK '000)	30 June 2024	31 Dec 2023
<b>EQUITY AND LIABILITIES</b>			
<b>Equity</b>			
4	Share capital	1,106	1,106
	Reserve development costs	25,606	25,945
	Retained earnings	-42,662	-47,297
	<b>Total equity</b>	<b>-15,950</b>	<b>-20,246</b>
<b>Non-current liabilities</b>			
5	Borrowings, long-term	13,677	17,189
	Leasing obligations, long-term	-	-
	Other payables, long term	3,179	2,885
	<b>Total non-current liabilities</b>	<b>16,856</b>	<b>20,074</b>
<b>Current liabilities</b>			
5	Borrowings, short term	7,752	6,574
	Lease obligations, short-term	579	1,146
	Prepayments from clients	-	-
	Trade payables	4,604	4,848
	Tax payables	-	8,235
	Other payables, short term	3,552	7,402
	Deferred income	28,375	19,138
	<b>Total current liabilities</b>	<b>44,862</b>	<b>47,343</b>
	<b>Total liabilities</b>	<b>61,718</b>	<b>67,417</b>
	<b>TOTAL EQUITY AND LIABILITIES</b>	<b>45,768</b>	<b>47,171</b>

## Cash flow statement

Note	(DKK '000)	30 June 2024	30 June 2023
Profit/loss for the year		3,631	-4,732
Adjustments for non-cash items			
Tax on profit/loss for the year		-9,269	-1,704
Financial income and expenses		-439	935
Share-based payments		665	404
IFRS 16		-567	-552
Depreciation, amortisation and impairment		6,682	6,479
Changes in working capital		3,034	-3,003
<b>Total</b>		<b>3,737</b>	<b>-2,173</b>
Net financials, paid		-1,120	-935
Income taxes, received		-	-
<b>Cash flow from operating activities</b>		<b>2,617</b>	<b>-3,108</b>
Purchase of intangible assets		-5,705	-6,523
Purchase of tangible assets		-	-
Adjustment to other non-current assets		-	-
<b>Cash flow from investing activities</b>		<b>-5,705</b>	<b>-6,523</b>
Issuance of shares, net of costs		-	21,203
Borrowings/repayment (-) long-term		-3,512	-4,111
Borrowings/repayment (-) short-term		1,178	3,443
<b>Cash flow from financing activities</b>		<b>-2,334</b>	<b>20,535</b>
<b>Change in cash</b>		<b>-5,422</b>	<b>10,904</b>
Cash at bank 1 January		9,808	7,369
<b>Cash at bank 30 June</b>		<b>4,386</b>	<b>18,273</b>

## Statement of changes in equity

(DKK '000)	Share capital	Reserve for development costs	Retained earnings	Total
<b>Equity at 1 January 2023</b>	1,026	25,879	-41,945	-15,040
Profit for the period	-	-746	-3,986	-4,732
Transfer of negative reserve	-	-	-	-
Other comprehensive income	-	-	-	-
<b>Total comprehensive income</b>	<b>-</b>	<b>-746</b>	<b>-3,986</b>	<b>-4,732</b>
Issue of share capital	80	-	22,495	22,575
Costs related to costs related to issuance of new shares	-	-	-1,372	-1,372
Share-based payments	-	-	404	404
<b>Equity at 30 June 2023</b>	<b>1,106</b>	<b>25,133</b>	<b>-24,404</b>	<b>1,835</b>
<b>Equity at 1 January 2024</b>	<b>1,106</b>	<b>25,945</b>	<b>-47,297</b>	<b>-20,246</b>
Profit for the period	-	-339	3,970	3,631
Transfer of negative reserve	-	-	-	-
Other comprehensive income	-	-	-	-
<b>Total comprehensive income</b>	<b>-</b>	<b>-339</b>	<b>3,970</b>	<b>3,631</b>
Issue of share capital	-	-	-	-
Costs related to costs related to issuance of new shares	-	-	-	-
Share-based payments	-	-	665	665
<b>Equity at 30 June 2024</b>	<b>1,106</b>	<b>25,606</b>	<b>-42,662</b>	<b>-15,950</b>

# Notes

## Note 1 – Accounting policies

This half-year financial report covers the period 1 January to 30 June 2024. In addition, in the primary statements are presented numbers for the half-year reporting period ended 30 June 2024 has been prepared in accordance with Accounting Standard IAS 34 Interim Financial Reporting as adopted by the EU and further requirements in the Danish Financial Statements Act. The half-year report does not include

all the notes of the type normally included in an annual financial report. Accordingly, this report is to be read in conjunction with the annual report for the year ended 31 December 2023 and any public announcements made by the company during the interim reporting period. The accounting policies adopted are consistent with those of the previous financial year.

## Note 2 – Critical accounting estimates and judgements

In preparation of the half-year report, the management is required to make judgements (other than those involving estimations) that have a significant impact on the amounts recognised and to make estimates and assumptions about carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions

are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates. During H1 2024, the critical accounting estimates and judgements are unchanged compared to those described in the Annual Report 2023, except for Tax credit assessment which has been resolved as described in financial review.

## Note 3 – Revenue

(DKK '000)	H1 2024	H1 2023
Subscription fees	24,829	26,563
Transaction fees	4,748	6,107
Other revenue	25	13
<b>Total revenue</b>	<b>29,602</b>	<b>32,683</b>

All revenue is derived from contracts with clients. Revenue from subscription fees are derived over time. Transaction fees and other revenue are recognised monthly. Contract liabilities are presented as deferred income.

## Note 4 – Share Capital

At 30 June 2024, the share capital consisted of 11,062,005 (Dec 2023: 11,062,005) shares with a nominal value of DKK 0.10. The shares are not divided into classes and carry no right to fixed income.

(DKK '000)	30 June 2024	31 Dec 2023
<b>Issued and fully paid shares</b>		
At 1 January 2024, 11,062,005 shares of DKK 0.10 each	1,106	1,026
Capital increase, registered 14 July 2021	-	-
Capital increase, registered 30 March 2021	-	-
Capital increase, registered 7 April 2022	-	-
Capital increase, registered 24 March 2023	-	80
<b>Total</b>	<b>1,106</b>	<b>1,106</b>

## Note 5 – Borrowings

(DKK '000)	30 June 2024	31 Dec 2023
<b>Borrowings are due as follows</b>		
Within 1 year	7,752	6,574
From 1-5 years	13,677	17,189
After 5 years	-	-
<b>Total borrowings</b>	<b>21,429</b>	<b>23,763</b>
<b>Borrowings are recognised accordingly</b>		
Borrowings, long term	13,677	17,189
Borrowings, short term	7,752	6,574

## Appendix: Financial development per quarter

(DKK 'million)	2024		2023				2022			
	Q2	Q1	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1
<b>INCOME STATEMENT</b>										
Revenue subscriptions	12.3	12.6	12.2	13.6	13.5	13.1	13.5	13.1	12.2	11.1
Revenue transactions	2.5	2.2	2.9	3.0	2.9	3.2	6.0	4.8	3.3	2.6
Other revenue	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.3
Total revenue	14.8	14.8	15.4	16.6	16.4	16.3	19.5	17.9	15.6	14.0
Gross profit	12.1	12.3	12.6	13.4	13.2	13.0	15.5	11.4	11.7	11.0
Gross margin	82%	83%	82%	81%	80%	80%	80%	64%	75%	78%
Other operating income	0.2	0.2	0.1	0.2	0.2	0.1	0.3	0.0	0.0	0.0
Employee costs	-8.0	-8.6	-10.8	-7.9	-9.4	-8.7	-9.2	-7.3	-8.0	-8.0
Operational costs	-4.3	-3.3	-3.5	-3.2	-3.0	-4.4	-5.1	-2.7	-3.7	-4.8
EBITDA	0.0	0.6	-1.6	2.5	1.0	0.0	1.5	1.4	0.0	-1.8
Net profit	7.0	-3.4	-22.4	-0.4	-1.8	-2.9	-2.0	-1.2	-2.7	-4.7
<b>BALANCE SHEET</b>										
Cash <sup>1</sup>	4.4	7.2	9.8	11.5	18.3	26.9	7.4	1.8	12.6	7.5
Total assets	45.8	51.5	47.1	64.9	69.0	75.8	52.8	54.0	58.7	55.4
Equity	-16.0	-23.3	-20.2	1.5	1.8	3.4	-15.0	-13.2	-12.0	-9.6
Borrowings	21.4	24.3	23.7	23.0	24.2	25.7	24.3	23.7	26.0	26.4
<b>CASH FLOW</b>										
Cash flow from operations	2.6	0.0	-0.6	-2.8	-4.3	1.2	7.3	-4.9	9.0	-8.3
Cash flow from investments	-2.7	-3.0	-2.1	-3.1	-3.2	-3.3	-3.3	-3.3	-3.7	-3.2
Cash flow from financing	-2.7	0.4	1.0	-0.9	-1.1	21.6	1.6	-2.6	-0.2	-1.6
Net cash flow	-2.8	-2.6	-1.7	-6.8	-8.6	19.5	5.6	-10.8	5.1	-13.1
<b>EMPLOYEES &amp; CLIENTS</b>										
Employees end of period	39	41	50	50	50	46	48	47	51	47
Clients end of period	113	116	122	120	120	118	118	111	108	105
<b>ARR &amp; SAAS METRICS</b>										
ARR subscriptions	51.7	52.2	57.8	56.8	54.9	54.2	54.1	50.3	49.6	48.5
ARR transactions	10.0	8.9	12.3	12.1	11.5	17.3	22.6	19.6	14.6	10.3
Total ARR <sup>2</sup>	61.7	61.1	70.1	68.9	66.4	71.5	76.7	69.9	64.2	58.8
Change in ARR (DKK)	0.6	-9.0	1.2	2.5	-5.1	-5.2	6.8	5.7	5.4	3.1
Change in ARR %	1%	-13%	2%	4%	-7%	-7%	10%	9%	9%	6%
Average ARR <sup>3</sup>	0.5	0.5	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6
Yearly CAC <sup>4</sup>	-	-	0.2	-	-	-	0.1	-	-	-
Months to recover CAC <sup>5</sup>	-	-	6	-	-	-	3	-	-	-

1. Cash is defined as available funds less bank overdraft withdrawals.
2. ARR, i.e., the annualised value of subscription agreements and transactions at the end of the actual reporting period.
3. Average ARR, i.e., the average ARR per client.
4. Customer acquisition costs (CAC), i.e., the sales and marketing cost (inclusive salaries, commissions, direct and share of costs of office) divided by the number of new clients. CAC is calculated end of year.
5. Months to recover CAC YTD, i.e., the period in months it takes to generate sufficient gross profit from a client to cover the acquisition cost.

## Definitions of key figures and ratios

### Annual recurring revenue

Annual recurring revenue (ARR) is the value of subscriptions at a given date, including transaction-based use, entered into with Agillic and converted to a monthly value multiplied by 12.

New subscriptions are included in ARR at the time of entering into the binding agreement, which would typically occur at the time of signing the agreement.

For changes to existing subscriptions, ARR is included at the time that the change enters into force. Subscriptions that are terminated or not renewed are reduced on ARR at the time that the agreement ceases to exist.

Subscriptions are typically entered into with an irrevocable period of 12-36 months. Inclusion of ARR is conducted in the following manner:

For 12 month subscriptions, ARR is included as 1 times the value of the agreement. For 24 month subscriptions, ARR is included as ½ times the value of the agreement. For 36 month subscriptions, ARR is included as ½ times the value of the agreement.

Monthly subscriptions are included in ARR as 12 times the actual monthly value of the subscription (MRR).

In addition to the value of subscriptions, the clients' transaction-based subscription use, including email and SMS transactions, are also included in ARR. The

value of ARR from transaction-based use is calculated as the latest quarter's actual transaction-based use multiplied by 4.

From quarter to quarter, ARR is calculated as the value from the last day of the most recent quarter's ARR adjusted for changes until the last day of the current quarter.

The following elements are included in the calculation of the changes in ARR:

- + Additional sales to existing clients (subscription-based upgrades/additional services)
- + Agreed upon price adjustments to existing subscriptions
- + New sales of subscriptions
- + The change (+/-) in transaction use derived from the subscriptions
- Termination or downgrading of subscription
- = Change in ARR

ARR is calculated in Danish Kroner. When entering into an agreement in a foreign currency, a currency conversion is conducted at the time of entering into the agreement.

### ARR multiple

Market cap / ARR.

### Cash adjusted EBITDA

EBITDA added back for R&D capitalisation plus the change in deferred revenue.

### Customer acquisition costs (CAC)

The sales and marketing cost (inclusive direct related cost, like travel costs, personal IT costs, costs of office etc.) of acquiring one new customer.

### Earnings per share (EPS)

Net profit divided by the weighted average number of shares.

### Earnings per share, diluted (DEPS)

Net profit divided by the weighted average number of shares, including the dilutive effect of stock options.

### EBITDA

Net profit before interests, tax, depreciation, amortisation and result from joint ventures.

### EBIT

Earnings before interest and tax.

### Gross profit margin (%)

Gross profit as a percentage of revenue.

### NRR

Net retention rate is a key customer success metric. It is an important metric that indicates the profitability of a SaaS business generated solely from your existing customers.

### Number of employees year end (FTE)

Number of full-time equivalent employees (part-time employees translated into full-time employees) at the end of the year.

### Years to recover CAC

Average number of years to recover the costs of acquiring one new customer (CAC) calculated as CAC divided by average ARR\*gross profit margin %.

## Company information

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Business Reg. no. 25063864

### **Board of Directors**

Joar Welde, Chair  
Andreas Sandbu  
Jesper Genter Lohmann  
Jan Juul  
Thorsten Köhler

### **Executive Leadership**

Emre Gürsoy, CEO  
Claus Boysen, CFO

### **Date of establishment**

2 December 1999

### **Financial year**

1 January - 31 December

### **Auditor**

Deloitte Statsautoriseret Revisionspartnerselskab  
CVR no. 33963556