

Q2 2023

Fortnox AB (publ)

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CEO, Fortnox

Today's agenda

- Q2 2023 in numbers
- Q2 Business & product highlights
- Appendix; more about us



Q2 2023 in numbers

The Group in brief: Q2 2023



Customers

+15k
(+15k)



ARPC

SEK +11
(SEK +8)

Growth

31%
(34%)



EBIT margin

39%
(34%)



Rule of Fortnox

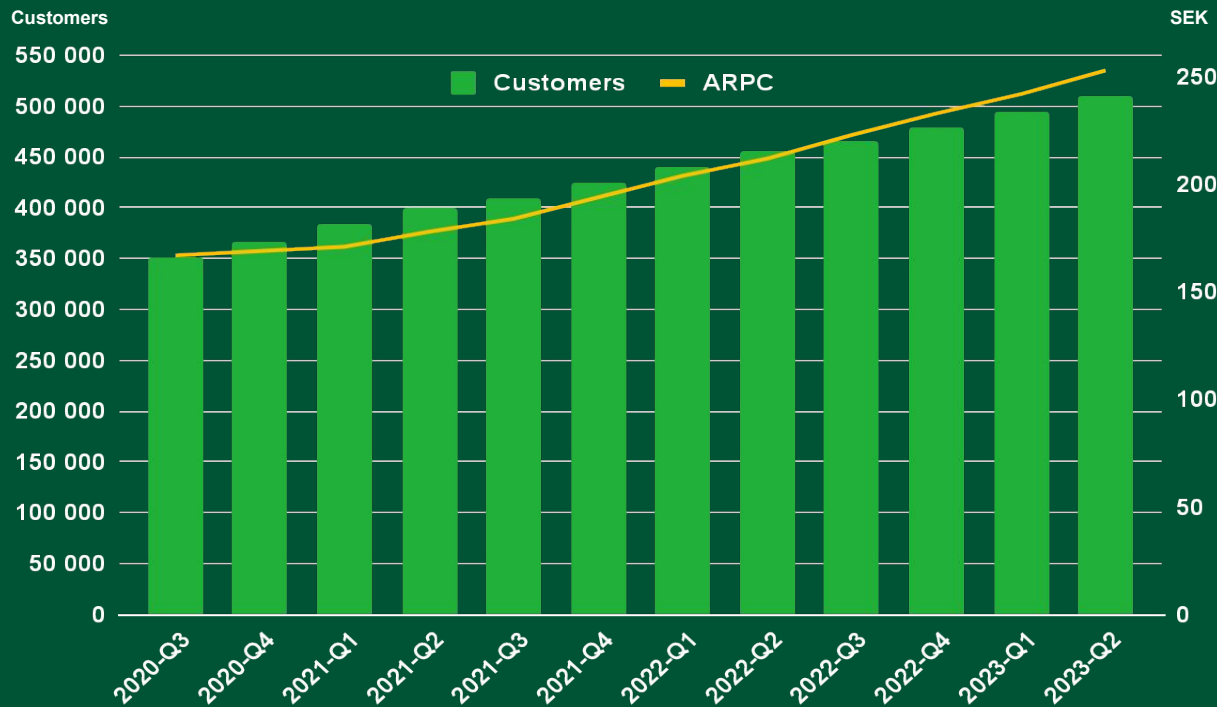
70%
(67%)

Organic growth
31% (28%)

EBIT grew 52 percent vs
Q2 last year

Customers and usage

We passed two milestones
- 500 000 customers
- ARPC of SEK 250.



Q2 2023

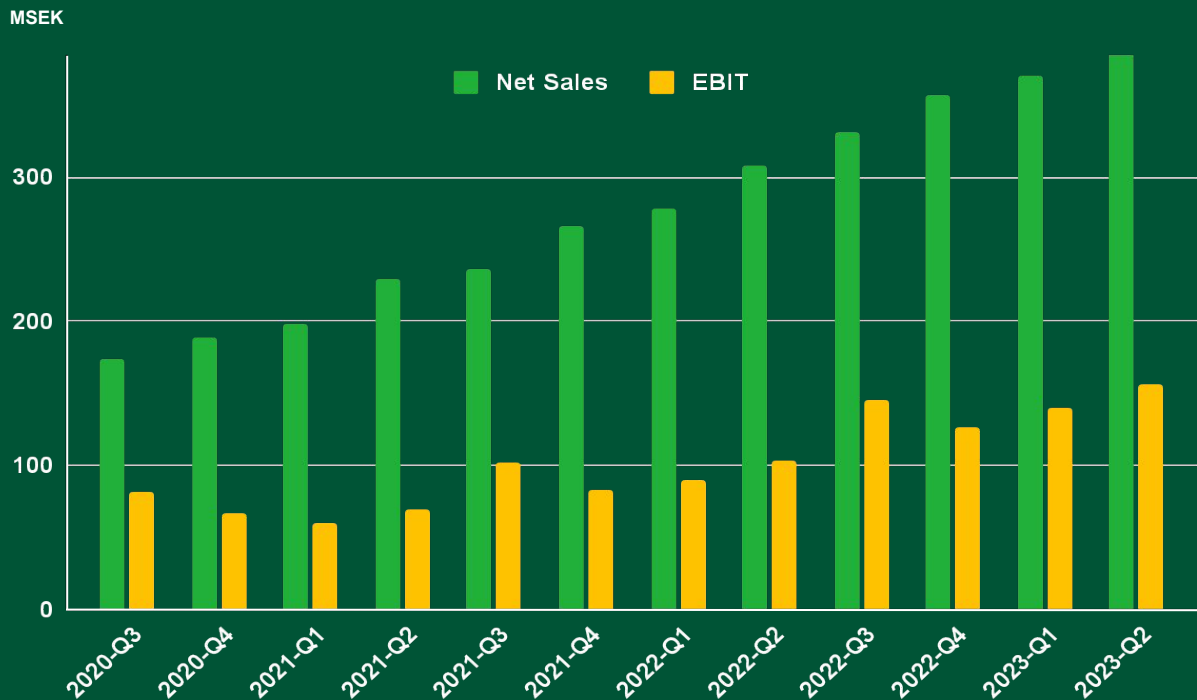
Customers

510k
(456k)

ARPC

SEK 253
(SEK 212)

Financial performance



Q2 2023

Net sales
MSEK 404
(MSEK 308)

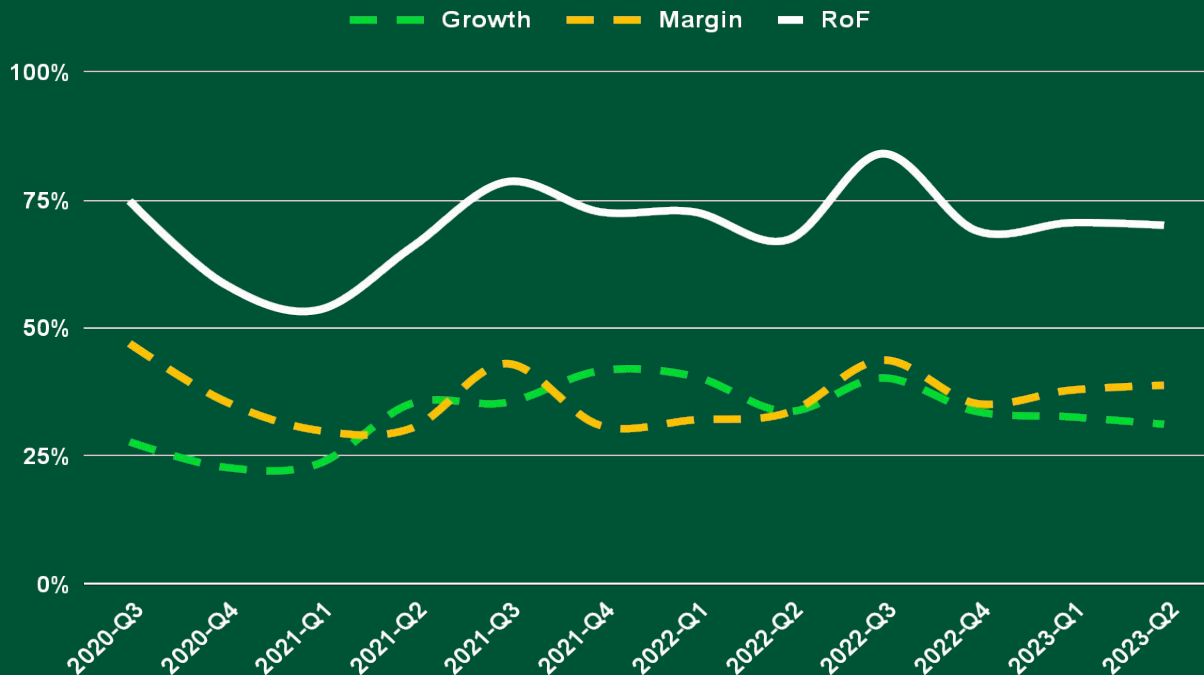
EBIT
MSEK 157
(MSEK 103)

**Profit grew
more than 70%**



Rule of Fortnox

Organic RoF
above 70%
four quarters in a row



Q2 2023

RoF
70%
(67%)

RoF-12
73%
(72%)

Where do we stand?

Half-way through the business plan of 2020

We'll double in 5 years

 CUSTOMERS > 700 000	 ARPC > 300 SEK/MONTH
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The 2025 goal...



Customers

>700,000



ARPC

>300 SEK/month

In Q2 2023...



Customers

510,000



ARPC

253 SEK/month

Fun Facts

A customer invoice
distributed every
10th second
by Fortnox Invoice
Service

30 000 customers now
use AI-bookkeeping

+ 35%
since Q1 2023

More than
110,000
companies use one or
more integrations -
an increase
of 34% YoY

In the heart of business life

500,000 customers

A milestone was reached in the quarter. 500,000 companies are now using the Fortnox platform. A testament of how we can shape thriving businesses – together

“The simplicity of Fortnox is what really strikes me”

– Therese Strömberg, Lotus Maskin & Transport AB, Norsborg





Q2 Business & product highlights

Business & product highlights

Integrated business mailbox and 5 other app improvements

We're happy to introduce 5 new improvements to our app. Among them, an integration of our Business Mailbox which allows users to handle post from authorities in their phones or delegate it to their accountant.

Notable other app improvements are:

- View balance of your tax account
- Calculate and register work hours
- Send invoices for review before approval
- English language support
- Cost center and project in time registering

Running a business on the mobile phone has become common for many.



Business & product highlights

Facilitating for more connected bank accounts

Customers can now benefit from bookkeeping from bank statements through integrations with two new banks.

We have also developed faster onboarding for banking integrations in general, improving the customer experience.

Increasing number of customers benefit from an integrated bank solution



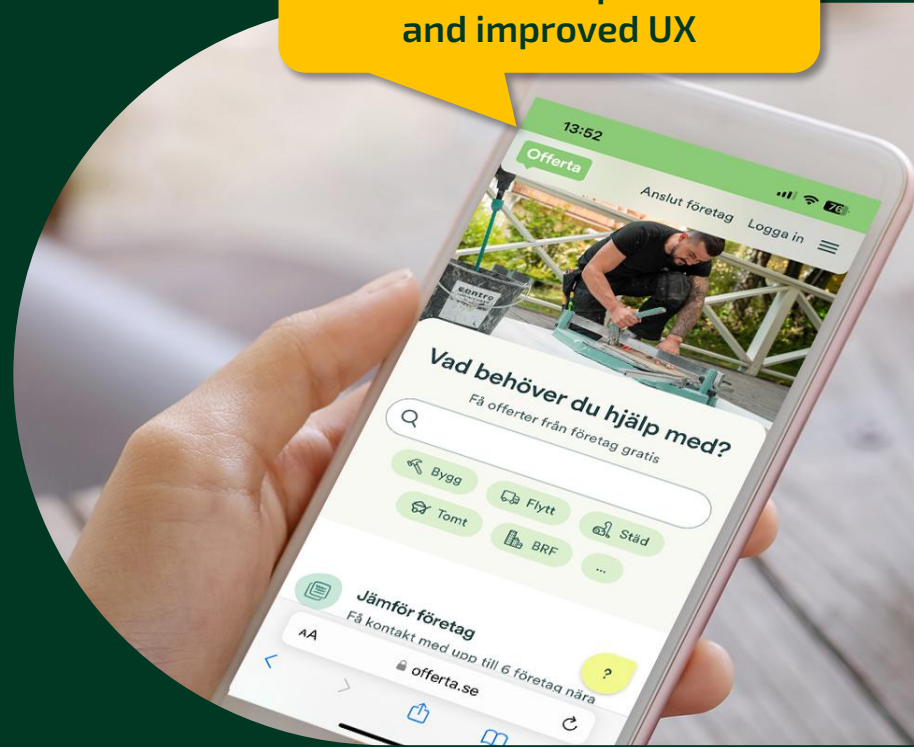
Business & product highlights

Brand new offertta.se

Business Area Marketplaces launched a new website - offertta.se - with a new visual identity, more inspiring content, clearer search ways and smart functions, to improve the customer experience.

A shared website operation with fortnox.se improves scalability and enables new technical solutions.

offerta.se –
new technical platform
and improved UX



Business & product highlights

New collaboration related to customer awareness

Through a new collaboration with a Norwegian company, Fortnox will be able to offer a complete solution for KYC (Know Your Customer) and AML (Anti-Money Laundering).

This makes it easier for our customers, initially accountants, to meet authority regulations and comply with the Money Laundering Act. The new product will be launched later this year, initially for accounting firms.

Better tools to fight financial crime



Business & product highlights

Lots of news for accountants - including full control of the payroll process

Several improvements for accountants were presented in the quarter, among them a new view, where the user gets a full overview of the payroll assignments - from when the documents are received until the salary is paid and booked.

Some other news:

- Rolling 12 months turnover insights
- Account grouping for Reconciliation & Report
- Improved client list filtering in Reconciliation & Report
- Improved management of ownerships and shares in Financial statements & Tax

Continuous step by step improvement for accountants



Appendix





About Fortnox

Fortnox

**Our vision is to
enable a prosperous
society, shaped by
thriving businesses.**

Fortnox in a nutshell

Fortnox is a **business platform** connecting people, companies and organizations. **We help companies** start, grow and develop.

With **smart technical solutions** and services, and the opportunity to connect them with hundreds of external parties, we are **a hub for entrepreneurship** in Sweden.

We want to enable a **prosperous society**, shaped by **thriving businesses**.

Fortnox helps businesses start, grow and develop!

What?

Fortnox offers products, packages, solutions and integrations to cover business's financial and administrative needs by creating easy flows in accounting, invoicing, financing and managing employees.

For whom?

Fortnox's customers operate in essentially every industry and include businesses and firms of every size.

The offering is intended for all users connected to a business: from the owner, customers, suppliers, employees and board to accounting consultants, auditors and bank contacts.

Where?

Our focus is on the Swedish market. Fortnox has customers across the entire country.

The company is headquartered in Växjö with offices in Malmö, Linköping and Stockholm.

How?

Fortnox sells its products directly to customers and indirectly through accounting firms. Revenue is generated through subscriptions, through transactions (based on use) and through lending.

Products can be purchased individually, as a package designed to meet the overall needs, or as solutions combined to meet specific industry needs.

A business platform, enabling success stories

Our main objectives...

- » **More business, less administration**
Making it easier to focus on core business
- » **Modern platform**
Boosting business through smart technology
- » **Better quality, less hassle**
All functionality, cloud based, neatly packaged to an attractive price

What we've done...

- » **100% cloud based with open API's**
Flexible solutions with close to 400 integration partners on tap
- » **Insights and automation**
Data and AI is adding efficiency to daily work tasks and facilitate for qualified decision-making
- » **Secure and scalable**
A modern and fully scalable system catering for a secure and stable client infrastructure
- » **Innovation at core**
Continuously pushing new technology to create even smarter solutions for small businesses

Where we're heading...

We'll have doubled in 5 years



CUSTOMERS
> 700 000



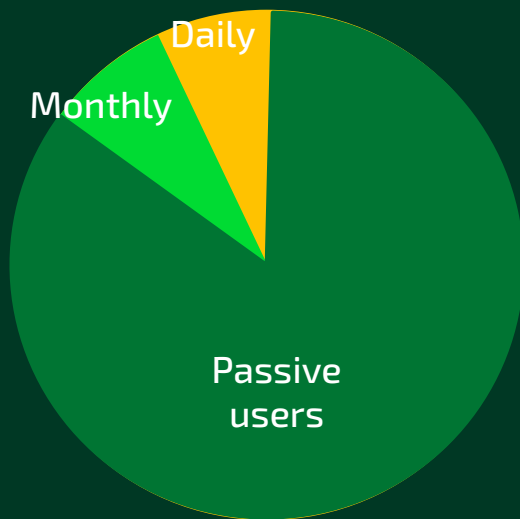
ARPC
> 300 SEK/MONTH

How to get there

Growth and activation of users

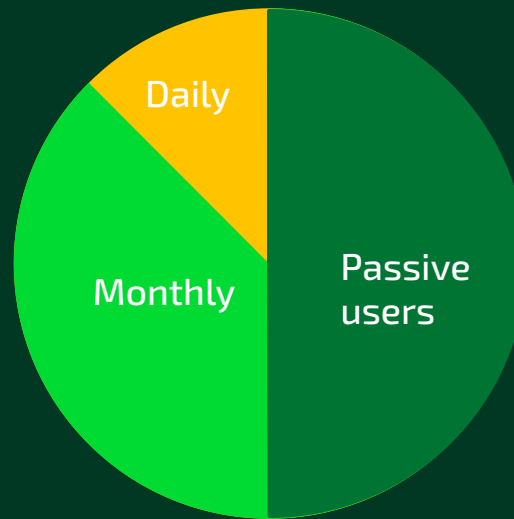
2020

2 million users



2025

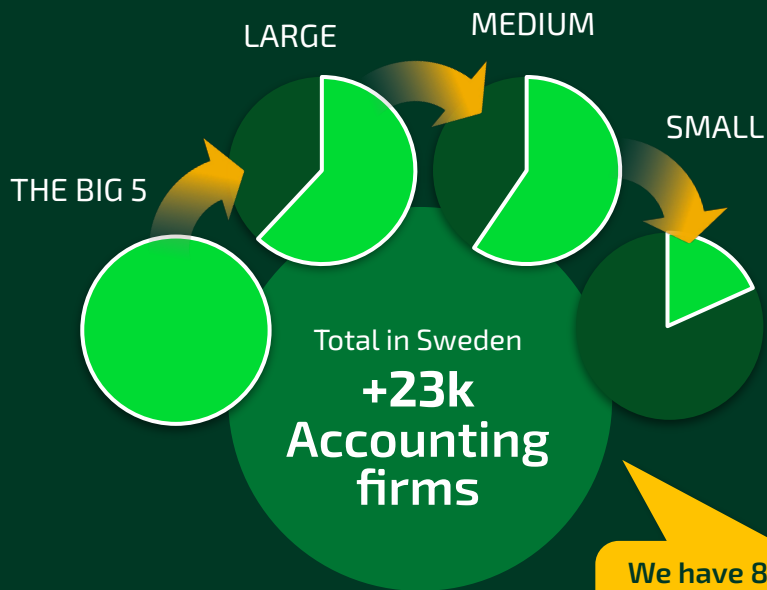
4 million users



How to get there

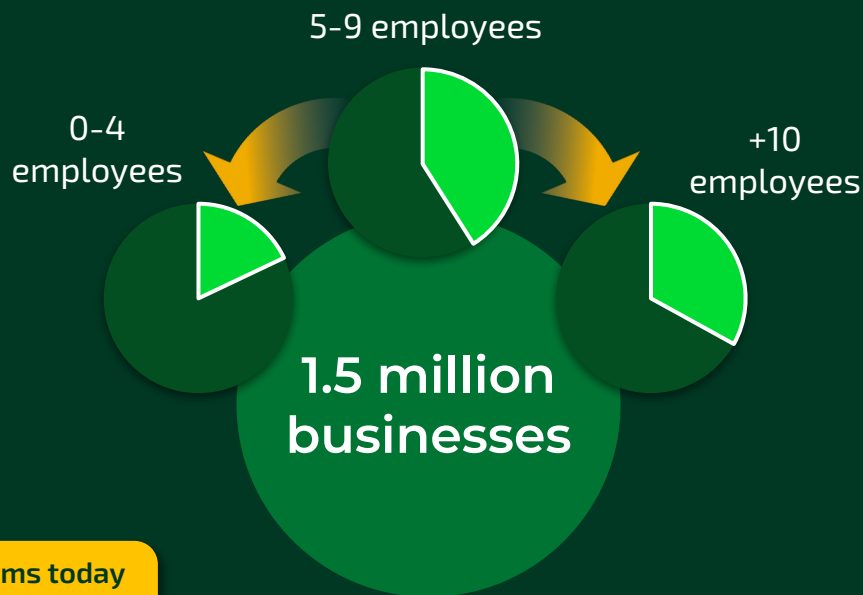
Adding more accounting firms & businesses

Accounting firms



We have 8 000 firms today with the ambition to exceed 12 000 in 2025

Small businesses and corporations



Targeting new customer groups, outside core of 5-9 employees

Our customers – where they come from

Activation through
webshop



Customers in
collaboration with
Accounting firm



Activation through
accounting firms



Our revenue streams

Subscription based

- Access per user

~ 19-379
per month

Product Z

Product Y

Product X

Product Y

Products
and activation of
multiple users

Transaction based

~ 1-300
per month

Pay-per-use

Pay-per-use

Pay-per-use

Pay slips, invoices etc.

Lending based

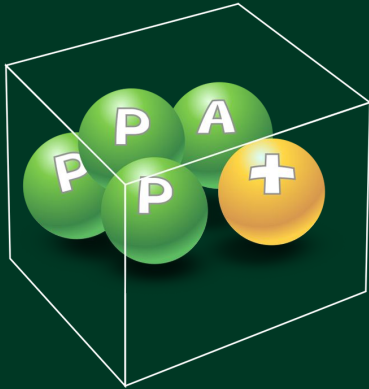
~ 1-3%
per month

Interest

Factoring, loans etc.



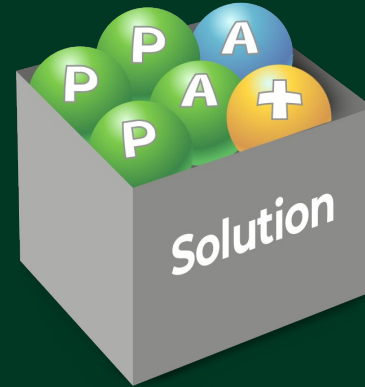
Products, packages, solutions



Products...
can be purchased
completely individually or as
a suitable selection.



Packages...
consists of Fortnox products
collection as a package with
a certain price offer.



Solutions...
are composed of different
products, apps and services
to meet the needs and
requirements of a specific
industry.





Our Business Areas



Business areas and responsibilities

Business areas



Product area responsibility

Customer responsibility

The core of the offering

Business area: Core Products

Core Products can be thought of as the core of our development work at Fortnox. The business area carries out product development, user support and digital additional sales in five of Fortnox's product areas – Accounting, Billing, People, Report and Engagement. The focus is on automated and digitalized products and services that make it easy for businesses of all kinds to manage their administrative needs.

Core Products has also developed the backbone of Fortnox's offering in AI, which is used for services like Fortnox Insights. Insights offers automated advice and information based on operational data from a business, something that can then be connected to products in several product areas.

Product Areas:

Accounting

Billing

People

Report

Engage

More growing power when needed

Business area: Financial Services

Financial Services develops and offers financial services with a focus on products and solutions that optimize cash flows, primarily for SMEs. By combining smart technology, real-time data and automation, Financial Services can offer customized solutions that are based on the requirements of the individual business.


Financial Services offers invoice mortgaging, factoring and business financing – invoice distribution, reminder services and payment solutions as well as credit ratings in real time. Credit ratings provide security for financial transactions since they make it possible to set a price on risk based on real-time data rather than historical data.

Product Areas:

Payment Solutions

Financial Insight & Credit Management

Finance Services



A hub for growth and business opportunities

Business area: Marketplaces

Buyers and sellers meet daily in Marketplaces: consumers can request professional help from service providers, primarily within construction, moving and cleaning, while service providers can find new customers. This service was added to Fortnox through an acquisition in 2021.

The business area develops, supports and offers service brokerage and products that simplify communication between service providers and consumers. It is also responsible for Fortnox Integrations, where businesses can integrate Fortnox with a large variety of systems from partners based on Fortnox's open API. This means that with just a few clicks, customers can connect other programs and services with Fortnox, creating their own business system.

Product Areas:

[Connect](#)

[Business Proposal](#)



Giving businesses a head start

Business area: Businesses

Businesses manages marketing and sales of the offerings in Core Products and Financial Services to business customers. The product offering includes automated, insight-driven and scalable financial and business systems that businesses can purchase and customize directly in Fortnox's digital interface.

The business area is also responsible for developing industry-specific solutions for defined customer groups, such as tradespeople or property owners. The goal is to understand and continuously identify the needs that businesses have during their lifetime and then package, market, sell and support them with products, apps and solutions that can help businesses become more successful.

Customer focus:

Self Employed

Small

Large



Taking accounting firms to the next level

Business area: Accounting Firms

Accounting Firms manages marketing and sales of the offerings from Business areas Core Products and Financial Services to accounting firms and their clients, supplemented with development of industry-specific solutions. With cutting-edge technology, we create an integrated accounting process where businesses and employees are connected and can work together with accounting firms, banks and authorities. In addition to software, firms can also receive support from Fortnox's accounting firm experts.

The goal is to create added value by offering accounting firms what they need to be able to focus on the parts of the job that make the biggest difference – the actual interaction with their customers. Today, more than 23,000 firm consultants use Fortnox.

Customer focus:

Self Employed
Accountant Firms

Accounting Firms

Accounting & Auditing
Firms

Accounting Firms with
own platform



Fortnox

Our offering



A complete offering for all SME's

We help them start, run and grow by facilitating their administration, document management, payments and business opportunities

Fortnox Products and Services



Partner Systems and Services



Fortnox Business Solutions

ERP system

Financing

Payment solutions

Book-keeping

Web shop

Industry specific system

And more

Fortnox



Our products

Product Areas & Products

Product areas

Accounting	Billing	Report	People	Engage	Payment Solutions	Finance Services	Financial Insights & Credit Decisions	Business Proposal	Connect
Products									
Bookkeeping	Invoicing	Annual Accounts & Taxes	Payroll	Insights	Payment Service	Invoice Factoring	Financial Decision Support	Business Opportunities	Integrations
Bookkeeping Approval & Review	Basic Invoicing	Reconciliation & Reporting	Basic Payroll	Archive Storage	Invoice Service	Business Loan		Find Service Companies	Purchasable Integrations
Supplier Invoice Approval	Inventory	Group Reporting <small>(new in 2023)</small>	Expense Management	Stock Companies	Reminder Service	Invoice Discounting		Quotes & Contracts <small>(new in 2023)</small>	Developer Portal
Invoice Data Capture	Quote		Travel	Business Mailbox <small>(new in 2023)</small>				Signing <small>(new in 2023)</small>	
Fixed Assets Register	Order		Business Card <small>(new in 2023)</small>	Fortnox ID <small>(new in 2023)</small>					
Read	Autogiro		Employees Approval <small>(new in 2023)</small>	Start Page					
Audit Access	Time		Employee <small>(new in 2023)</small>	ToDo					
				App					
Infrastructure									

Creating better control with real time data

Product area: Accounting

Innovation and smart solutions help us create a reliable accounting service that helps businesses receive payments in better ways every day.

Bookkeeping is the foundation of our service and something every business needs to address. We want to digitalize and automate recurring expenses. We want bookkeeping to be checked and updated in real time.

Along with linking together the administrative ecosystem for businesses, this allows us to provide insights and proactive advice to accounting consultants and business owners.

Products:

Bookkeeping

Bookkeeping Approval &
Review


Supplier Invoice Approval

Invoice Data
Capture

Fixed Assets
Register

Read

Audit



More and efficient ways to receive payments

Product area: Billing

Product area Billing make it easier for our customers to do business by creating efficient ways to receive payments. We provide efficient invoicing solutions for all business types, where invoices directly end up in the company's bookkeeping. Since all businesses are different, we make sure there are alternative ways to receive payments.

Customers can choose to let Fortnox Payment Solutions handle all the invoicing work with distribution, bookkeeping, reconciling and handling of reminders. It's all integrated into our invoicing product.

We also take care of everything that happens before and after a company has received payment – sending quotes, time that needs to be invoiced and keeping track of the number of goods in inventory.

Products:

Invoicing

Basic Invoicing


Inventory

Quote

Order

Autogiro

Time



The complete offer for financial statements and reporting

Product area: Report

“Report” help businesses and accounting consultants with smart, automated account closing and business reporting. Our Accounts Closing & Tax and Reconciliation & Reporting products automate and simplify the closing of interim and annual accounts.

At the group level, we have Fortnox Consolidated Reporting, which in addition to reporting offers everything from consolidation to digital submission of annual accounts. Together, these form a complete offering for accounts closing, tax and consolidated reporting. Our products save time for business owners, who can rest assured that the programs are regularly updated as new laws and regulations enter into force.

Products:

Annual Accounts
& Taxes

Reconciliation &
Reporting

Company Management

Group Reporting



Simplicity and security for businesses and their employees

Product area: People

We make complicated regulations and convoluted administration simple to manage – and create security for businesses and their employees. A job and salary are some of the most important things in a person's life. This is where we play a central role by offering solutions for everything from payroll and expenses to sickness absence and vacation. Many of these tasks can be a hassle for business owners, but we can help make them easier.

A business can feel confident that it is following the most recent regulations since our systems are updated automatically. Work can be shared easily between accounting firms, businesses and employees.

Products:

Payroll

Basic Payroll

Expense Management

Corporate Card

Employees Approval

Travel

Employee



Value generating information though the entire business journey

Product area: Engage

Our value-generating information and services guide the user throughout the entire business journey. Using AI, we analyze the customer's data and provide insights that help business owners make well-founded business decisions.

We are responsible for the "Start" page, the first page the user sees when logged in to Fortnox. This is where we make sure that the user has the right information at the right moment about what needs to be done and the current status of the business. We also make sure that the most important functions are readily available through the Fortnox App.

The services in Stock Company help future business owners get started right away. All relevant documents are easily available in Archive Storage.

Products:

Insights

Archive Storage

Stock Companies

Corporate Mailbox

Fortnox ID

Start Page

ToDo

App



The complete payment process, from A to Z

Product area: Payment Solutions

With our payment solutions, business owners can receive payments quickly and efficiently. We also communicate clearly with their end customers and offer them a flexible way to pay. Our role is to make everyday tasks simpler for business owners by managing their customer invoices and payments.


We offer automated services such as delivering invoices, maintaining sub-ledgers, sending reminders to customers and registering payments as they come in. We also give customers access to a practical invoice portal.

Products:

Payment Services

Invoice Service

Reminder Service



Quick access to business financing – the inside track to growth

Product area: Finance Services

The Financing product area helps businesses with smart, flexible financing solutions for everything from growth to dips. By understanding our customers' needs, we can offer customized financing for businesses.

Depending on the situation, we can offer businesses financing solutions to help them succeed, regardless of whether the goal is to strengthen cash flow or invest for growth. Thanks to our real-time data, we can provide a smart, relevant offering that even includes automated payment flows and bookkeeping.

We focus on SMEs that need financing solutions in various forms.

Products:

Invoice Factoring
(Capcito & Fortnox)

Business Loan
(Capcito)

Invoice Discounting
(Capcito)

Wise financial decisions – driven by better data

Product area: Financial Insights & Credit Decisions

We help company decision makers better understand their own business's finances and risk profile – or someone else's – by offering immediate business insights and analyses. A single integration is all it takes to access information from some 30 sources of data, providing an overview of their potential and existing customers.

We focus on credit and finance managers, accounting consultants and business owners who want a better understanding of their business or someone else's.

Products:

**Financial Decision
Support**
(Monto)



Find new customers and business opportunities

Product area: Business Proposal

We help consumers find professional assistance, and help service providers find new customers and business opportunities. Consumers who require assistance write a request on offerta.se and wait for responses from companies that are interested in the job.

We focus primarily on business owners within the construction, moving and cleaning industries who want to find new customers and business opportunities. However, businesses in other industries can also take advantage of our offering.

Products:

Business Opportunities

Find Service Companies

Quotes & Contracts

Signing



Enabling for hundreds of partner integrations

Product area: **Connect**

Through our open API, we can offer a variety of suppliers the opportunity to connect with us. This gives our customers solutions that are tailored to the precise needs of their operations – solutions like e-commerce, work order systems, or budget and forecast management. Today, we have hundreds of external services available in Fortnox.

On the “Connect” page, all users can purchase and activate apps from our external partners. They can also find helpful ratings and more personalized content tailored to the fit their businesses.

Products:

[Integrations](#)

[Purchasable Integrations](#)

[Developer Portal](#)



Catering for a smooth and hassle free operation

Product area: Infrastructure

We assist our colleagues at Fortnox in making deliveries and help our customers use Fortnox in the best way possible. We provide our colleagues as well as our customers with sustainable, well-chosen and sometimes proprietary support systems, frameworks and platforms. We are continuing our journey towards becoming a world-class service organization with services adapted to our target groups and their needs.

This product area provides our internal target groups with support systems and allows us to secure our Group-wide public website. Naturally, our central focus is on ensuring that our customers receive the best support, which requires a good management system and stable infrastructure for telephony and chat. We can help with this! We also keep an eye on the “My subscription” service so customers have good insight into their subscriptions with us.

Thank You!