

## Strong new sales in a turbulent climate: Interim report, January - March 2025

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### The first quarter 2025

- Net sales amounted to MSEK 188.3 (169.2), rendering a sales growth of 11% (22%)
- Recurring revenue amounted to MSEK 122.4 (105.8)
- The 12-month recalculated recurring revenue at the end of the first quarter 2025 was MSEK 491.4 (432.1), rendering an ARR growth of 14% (31%)
- EBITA was MSEK 45.6 (43.0), rendering an EBITA margin of 24% (25%)
- Adjusted EBITA margin was 25% (26%)
- Operating income, EBIT, MSEK 36.4 (32.5)
- Cashflow from operating activities amounted to 53.2 MSEK (62.7)
- Net Income amounted to 28.1 MSEK (23.4)
- Earnings per share amounted to 2.11 SEK (1.76), an increase by 20% and earnings per share diluted amounted to 2.09 SEK (1.75), an increase by 20%

### CEO's comments: Strong new sales in a turbulent climate

**We began the first quarter of the year with ARR growth of 14%, an EBITA margin of 25% and total growth of 11%. In a turbulent climate, we delivered robust new sales and continue our commitment to long-term, profitable growth.**

#### Growth despite longer lead times

As we left 2024 behind, we were hopeful for a more positive business climate in 2025. While the first quarter brought some challenges – including the cyberattack on Lime Sportadmin and ongoing macroeconomic uncertainty – we are pleased to report continued strength in new sales, with order intake exceeding that of recent quarters. This is a promising sign for the rest of the year and confirms that our offering remains strong, even in a tougher market.

At the same time, the market for existing customers remains slower, with longer decision-making processes and many deciding to delay their investments. This is especially noticeable in Expert Services, where a higher share of sales comes from existing customers – reflecting the more cautious behavior we're seeing.

#### Strong new sales continue to build momentum for the future

The Lime CRM offering is specifically designed to support companies in our selected verticals. Our focus is on streamlining their most business-critical processes in sales, marketing and customer service by combining our software with deep industry knowledge, so that we can create real value for our customers. At the start of the year, we welcomed a number of strategically important customers, including utility company Glitre, real estate company Skövdebostäder and wholesale company FM Mattsson. These are all fantastic companies that we look forward to working with for many years to come.

For a long time, we have been working to deliver our Expert Services offering more efficiently by making sure we have the right tools on our platform, and we are now seeing clear signs of accelerated adoption and customisation. It has become easier to build business-critical flows and integrated solutions, which is good for our customers. At the same time we see a natural shift towards a higher proportion of recurring revenue in the long term, which is in line with our strategy.

Over the past quarter, we've focused on recovering Lime Sportadmin following the cyberattack on 16 January. A well-known criminal group was behind the attack, which led to the theft, attempted sale, and eventual publication of sensitive data about children and young people in Swedish associations. This situation makes me both sad and angry.

Together with the affected associations, we acted quickly and used every legal option available to us following the data breach. It's incredibly frustrating that criminals can steal personal data and get away with it. The matter is now in the hands of the relevant authorities.

In the first quarter, Lime GO saw strong new sales, showing that we're on the right track. Our focus on larger companies is paying off – with bigger deals and more satisfied users. Among our new customers are Yesp AB and Oddes – welcome to Lime!

Lime Connect is showing a similar trend to Lime CRM and Lime GO, with steady growth in new sales. It's great to see that our more proactive sales efforts are starting to pay off. That said, we know the German market is still tough – especially when it comes to existing customers, and particularly in the automotive industry, where many use Lime Connect.

### **At Lime we always look ahead**

Despite a tougher market climate, we've made the decision to continue with our proactive recruitment strategy. When the market hits pause, we hit play. The year kicked off with a great onboarding in Lund, where we welcomed 25 new Limers – and recruitment has stayed strong since then. We're still seeing lots of great candidates and have hired about 40 new colleagues so far. At the same time, we're now preparing to fill roles ahead of the bigger onboarding wave in August. By investing when others are pulling back, we position ourselves strongly for the future and build an even sharper Lime.

### **The right culture – a key factor for long-term performance**

There are several things I'm proud of this quarter – like the great feedback we've had from customers, and how we managed to win a lot of new business despite tough competition. That success comes from our strong culture at Lime, where everything we do is focused on helping our customers grow. It might sound like a cliché, but keeping up the pace in a tough market takes real commitment, courage, and grit. I'm truly grateful to all our employees who give their best every day to develop, contribute, and create value for our customers. After a challenging start to the quarter, I just want to say a big thank you – you really make a difference.

*/Nils Olsson, CEO & Managing Director, Lime Technologies*

**Read the entire report in the attached PDF**

## **Invitation to webcast for the presentation of Lime Technologies' Interim report**

Today, April 24, at 09:30 CEST, analysts, investors, media, and other interested parties are invited to attend a webcast where Lime's CEO Nils Olsson, and CFO Anders Hofvander, will comment on the published report and answer questions. The presentation will be held in English.

The presentation material is available on [Lime's website](#).

[The link to the webcast can be found here.](#)

### **Disclosure regulation**

*This information constituted inside information prior to publication. This is information that Lime Technologies AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation and the Securities Markets Act. The information was submitted for publication, through the agency of the contact persons mentioned, at 07:50 CET on 24 April, 2025.*

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### **About Lime Technologies AB (publ)**

Lime helps businesses to become better at customer care. The company develops and sells digital products for development and management of customer relationships. Lime was founded in 1990 and has over 500 employees. The company has offices in Lund, Stockholm, Gothenburg, Malmö, Oslo, Copenhagen, Utrecht, Assen, Cologne, Helsinki and Krakow. Their customers include everything from sole traders to large organisations. [www.lime-technologies.com](http://www.lime-technologies.com)

### **Attachments**

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