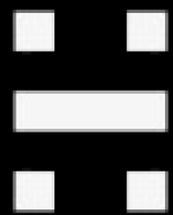


# Q1 2025 Results

15<sup>th</sup> May 2025

Presented by  
CEO Rósa Stensen and CFO Abhijit Banik



# Key highlights Q1 2025

## Q1 2025 results

- Revenue of NOK 45 million vs. NOK 33 million in Q1 2024, driven by sustained growth in Channel sales which increased 55 % compared to Q1 2024
- Strategic partner revenue picking up: Expected to increase substantially throughout 2025
- Gross margin of 53 % vs. 48 % in Q1 2024: Upholding strong margins, demonstrating the market appeal of Huddly's AI powered products

## Go-to-market and product launches

- Global rollout of Huddly Crew started in the Microsoft organization Q1, continues in Q2
- Strategic partner Shure launched a portfolio of four Huddly-powered IntelliMix room kits in Q1. Shipping to end customers started in May
- Huddly C1, a new AI-driven videobar, will be launched at Infocomm 2025 in June, followed by a joint roadshow in collaboration with Lenovo and Microsoft

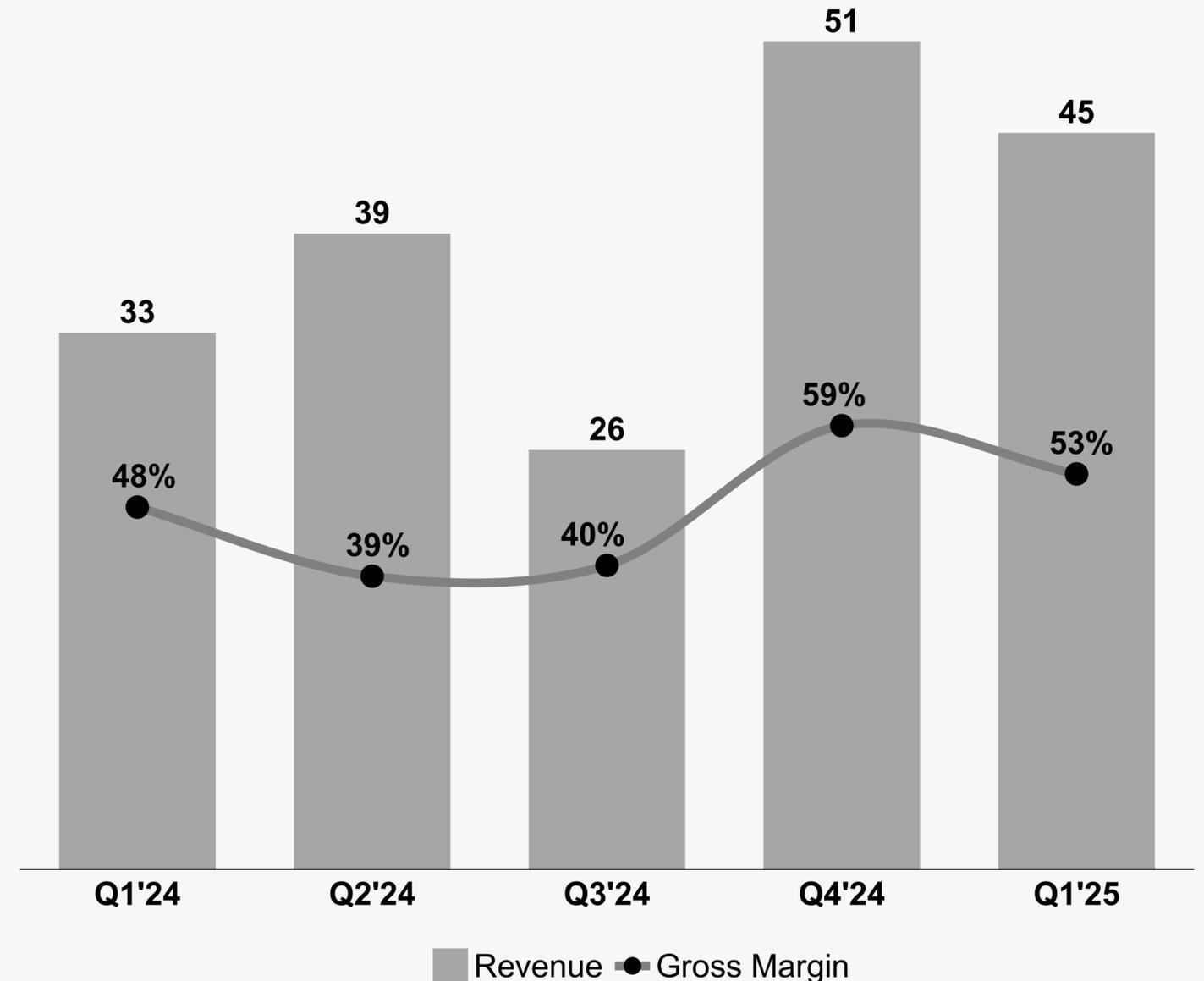
## Strategic review

- The Board has ended the strategic review process

## Outlook

- Delivering according to business plan: Maintaining outlook provided in the last quarterly announcement
- However, acknowledging increased uncertainty amplified by macroeconomic volatility and tariffs

## Revenue and gross margin NOK million



# The roll-out of Huddly cameras to Microsoft began in Q1 and will continue in Q2



- **Microsoft has chosen Huddly Crew** to enhance collaboration in large meeting spaces at its Redmond Headquarter
- With **Edge AI** and **scalable technology**, it ensures inclusivity for all participants and supports Microsoft's vision for flexible, next-gen hybrid workspaces
- Microsoft Teams is the **leading collaboration platform**, and a prominent voice in how the future of hybrid collaboration is shaped. Teams-certification is often a purchasing criterion for corporate buyers
- With Teams-certification and purchase and roll-out at Microsoft's own headquarter, Huddly is **well aligned with Microsoft's vision**



*We wanted a better hybrid experience in our large conference rooms. With more cameras, we can **capture the best angle for everyone** in the space. But **scalability** is still an important concern - we have many rooms to deploy and manage, and the traditional set up process can be resource and time-intensive. When we explored the Huddly Crew solution, it **checked all of our boxes**. It provided a great video experience, was **simple to install**, and best of all, it **didn't need any complex configuration** or programming.*

- Sam Albert, Principal Product Manager at Microsoft

# The Shure kits were launched in Q1, while shipping to end customers started in May



Combining the legendary 100-year-old Shure brand and audio expertise with Huddly's AI-powered video solution

✓ Cameras with Edge AI:  
Automatically detect and frame people

✓ IntelliMix software: Crystal-clear speech  
and removes background noise

✓ Easy to set up:  
Autoconfiguration right out of the box

Small rooms

Medium rooms

Large rooms



### IntelliMix Room Kit 30

- ✓ Shure ceiling mic & loudspeaker
- ✓ Huddly IQ camera
- ✓ Microsoft Teams Room solution

### IntelliMix Room Kit 50

- ✓ Shure ceiling mic & loudspeaker
- ✓ Huddly L1 camera
- ✓ Microsoft Teams Room solution

### IntelliMix Room Kit 70

- ✓ Shure ceiling mic & loudspeaker
- ✓ Huddly L1 camera
- ✓ Microsoft Teams Room solution

### IntelliMix Room Kit 80

- ✓ Shure ceiling mic & loudspeaker
- ✓ Huddly Crew
- ✓ Microsoft Teams Room solution

# User story: Sykehuspartner and government sector opportunities



Photos by Advania Norge

- **Sykehuspartner** is a Norwegian healthcare organization providing IT, supply chain, and administrative services to hospitals across Norway
- They are responsible for equipping and maintaining approximately **5,000 meeting rooms within hospitals** in the South-East Norway region (Helse Sør-Øst)
- In collaboration with reseller Advania, Huddly has supplied cameras for Sykehuspartner's new offices
- The **government sector** is becoming an increasingly attractive customer segment. In Q4 2024, Huddly sold 276 Crew kits to a large customer in the Canadian government
- Government is an attractive sector due to its strong willingness to pay for Huddly cameras. They highlight **advantages** such as **low maintenance costs, product longevity, ESG, and IT security**

# Product roadmap: A complete video and audio solution

Video:  
Multi-camera solution



**2024**

**Huddly Crew**

Huddly AI Director with user modes

Video + Audio:  
Complete solution for small-medium rooms



**2025**

**Huddly C1 videobar**

Huddly AI Director with user modes

Huddly Machine Learning Audio

Video + Audio:  
Complete solution for all rooms

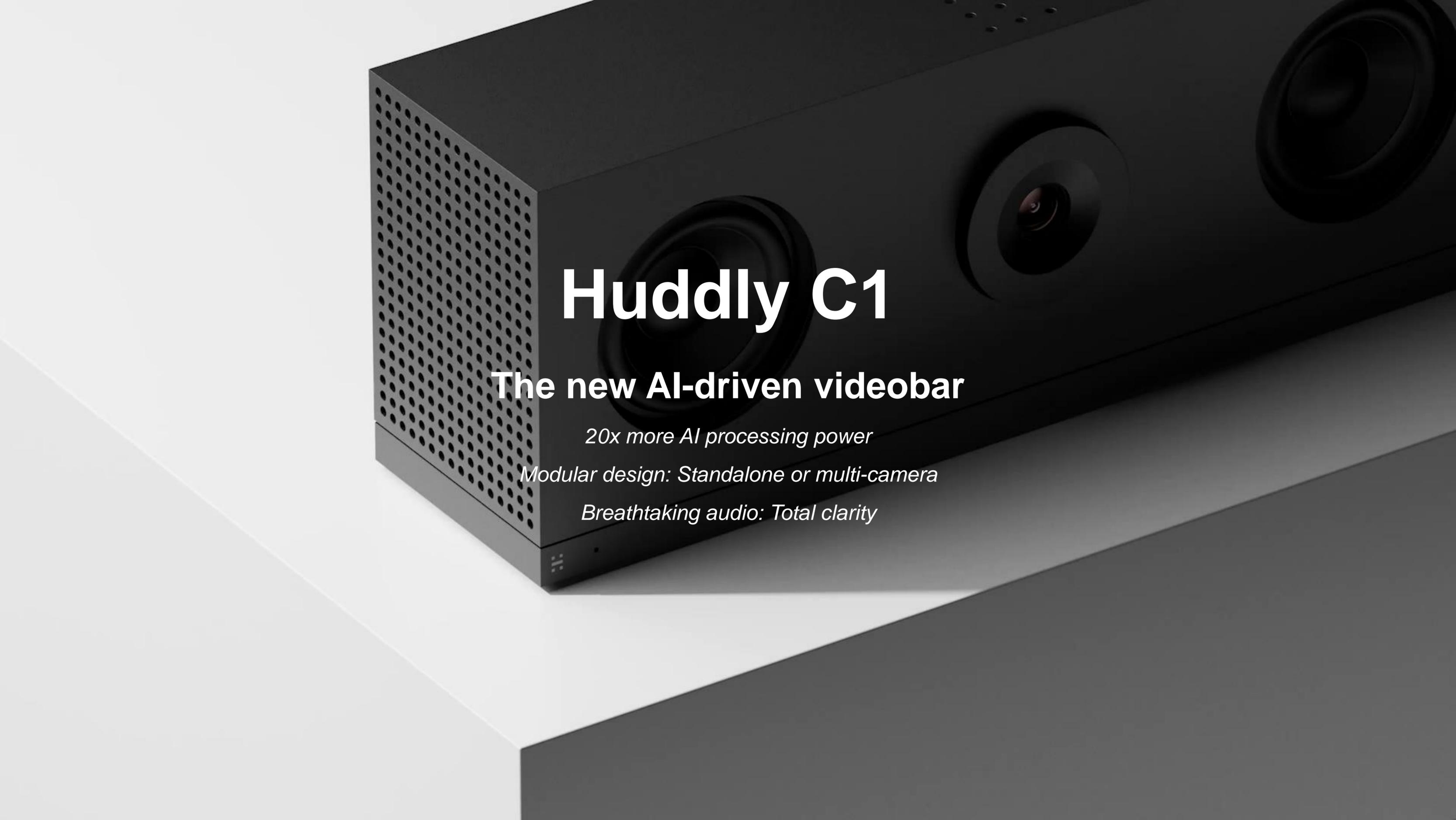


**2026-27**

**Huddly satellite device (modularity)**

Huddly AI Director with user modes

Huddly Machine Learning Audio

A sleek, black, rectangular videobar is shown from a low-angle perspective. The device features a camera lens on the left side and two large circular speakers on the right. The front panel has a perforated grille on the left side. The background is a clean, white surface with a dark grey shadow cast by the device.

# Huddly C1

**The new AI-driven videobar**

*20x more AI processing power*

*Modular design: Standalone or multi-camera*

*Breathtaking audio: Total clarity*

# Launching the new Huddly C1 AI-driven videobar in cooperation with Lenovo and Microsoft

## Go-to-market and product launch

Q1 2025



First showcased at the ISE trade fair, featuring live demos for ~250 customers and partners, receiving excellent feedback

Q2 2025



EMEA roadshow in Oslo, London, Paris, Warsaw and Milan



Global launch in June at the InfoComm trade fair in Orlando, USA

H2 2025



USA roadshow. More details to come

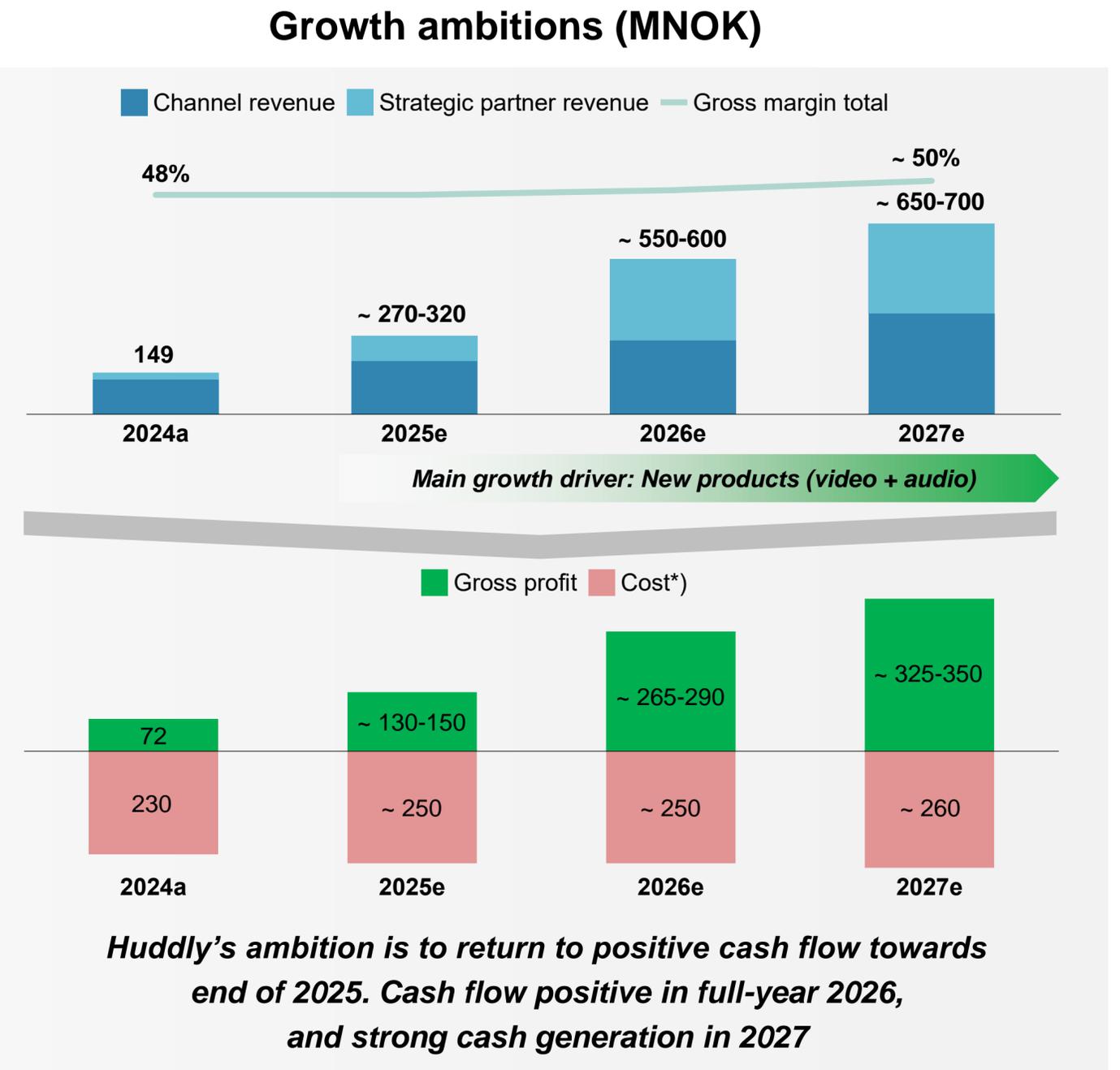


Customer shipment from Q3

“Lenovo and Huddly are joining forces to set a new standard for intelligent meeting room experiences. Huddly’s cutting-edge AI cameras, combined with Lenovo’s intelligent room devices, create a perfect synergy to deliver smarter, more inclusive spaces for truly effective collaboration”

- Andrea Recuperero, Director EMEA Smart Collaboration at Lenovo

# Outlook and key priorities: Delivering according to business plan



\*) Includes all capitalized R&D. 12 MNOK in annualized cost savings from 2025

# However, heightened market uncertainty from tariffs and volatile trade conditions

## Huddly - Simplified supply chain illustration

→ Flow of finished goods to customers    - - -> Flow of components



- The US has imposed significant tariffs on imports from China and other Asian countries, with some relief for certain electrical products. Tariff levels for Chinese imports have ranged from 30 % to 145 % since April 2
  - Lower tariffs from the European Union and Norway. Uncertainty on timing of implementation

# Initial assessment of impact from market uncertainty

## Impact on Huddly



- Higher tariffs in the US have increased costs for Huddly's distribution partners, who handle shipping and duty payments. Huddly has responded by **raising prices for US end-customers, while maintaining its margins**
- Although **industry-wide price increases** are announced, large B2B end-customers seem resilient to higher costs
- So far, Huddly seem to benefit from a **favorable cost position**, as many competitors manufacturing in Asia face higher tariffs than products exported from Europe

## Impact on market and customers



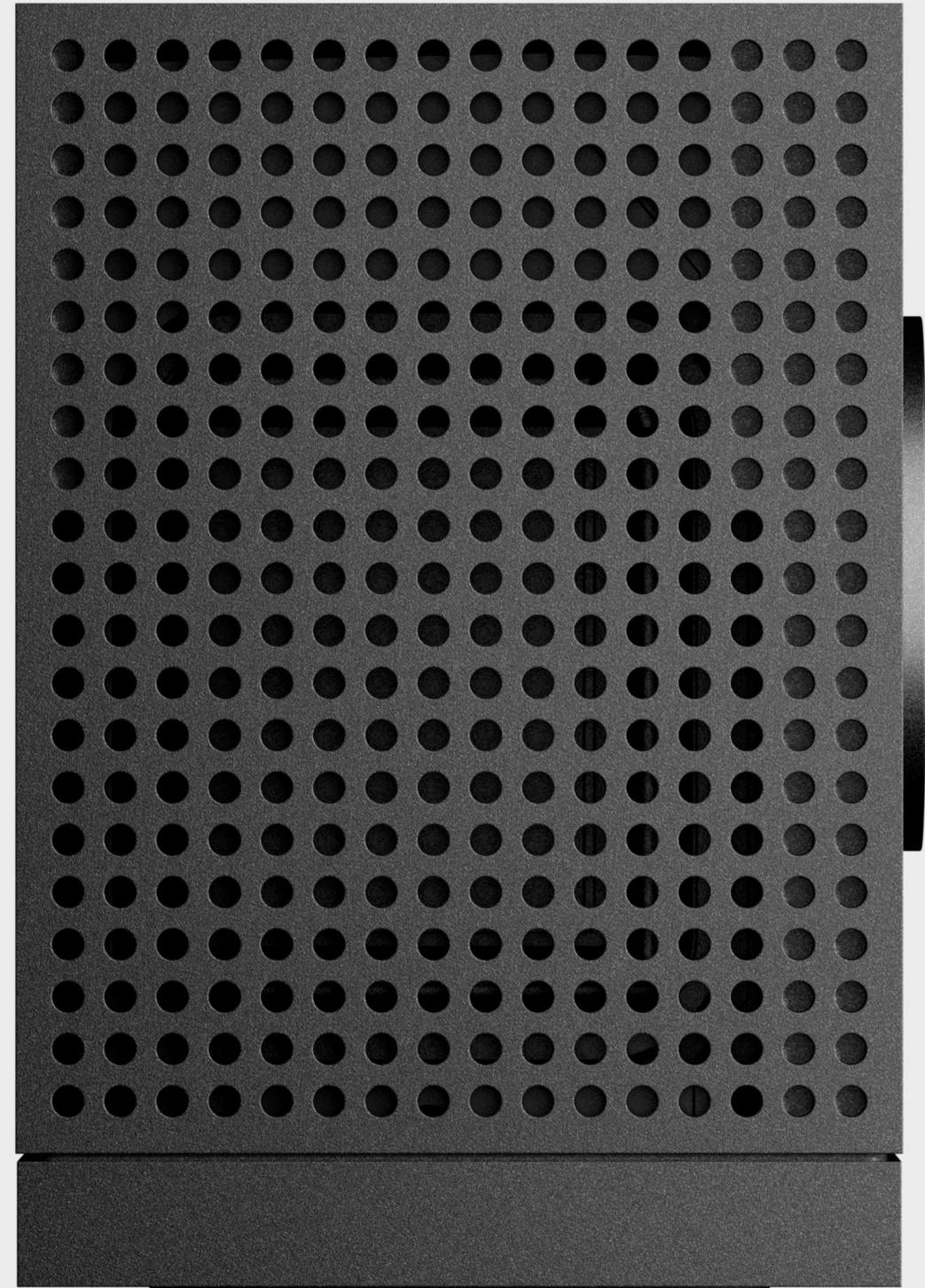
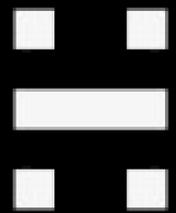
- Overall market uncertainty is significantly **affecting customer investment decisions**, with several opting to delay major commitments until there is greater clarity and stability in the economic landscape
- The cautious approach is driven by concerns over unpredictable market conditions, fluctuating tariffs, and evolving global trade dynamics
- Such volatility may also **influence decision-making among Huddly's customers and partners**, potentially leading to delayed purchases and postponed strategic initiatives

# Strategic review



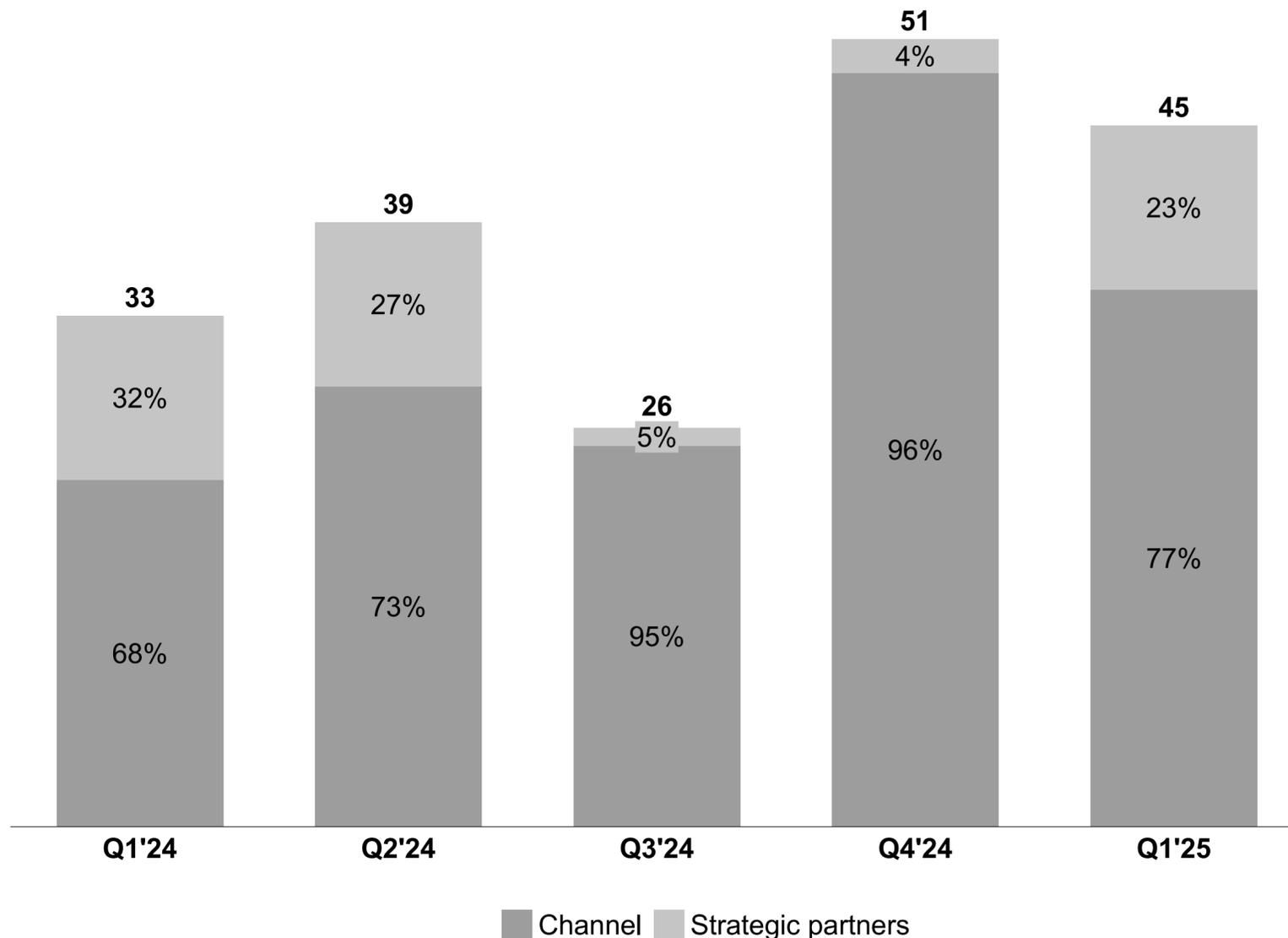
- The Company initiated a strategic review following interest from a global industrial player, aimed at evaluating the Company's long-term direction and partnerships. As communicated in February 2025, the company expected to conclude the process in Q2 2025
- The introduction of tariffs in the USA from April 2025 led to significantly increased market uncertainty in the AV industry. The changed market environment has led to deferred decision-making and has effectively closed the M&A window for the time being. The Board will therefore end the strategic review process now, but remains open to revisiting strategic opportunities should conditions change materially
- While a transaction is not anticipated in the near term, Huddly has through the process created and strengthened relations with global industrial players
- The Company is executing according to its business plan, and its AI-based technology and products are recognized as being best-in-class. The Board is confident that the significant commercial progress since last year has further strengthened Huddly's position and potential to create significant shareholder value

# Financials



# Channel sales with strong YoY growth, while revenue to Strategic partners is picking up

Revenue development and split  
NOK million, % of total revenue

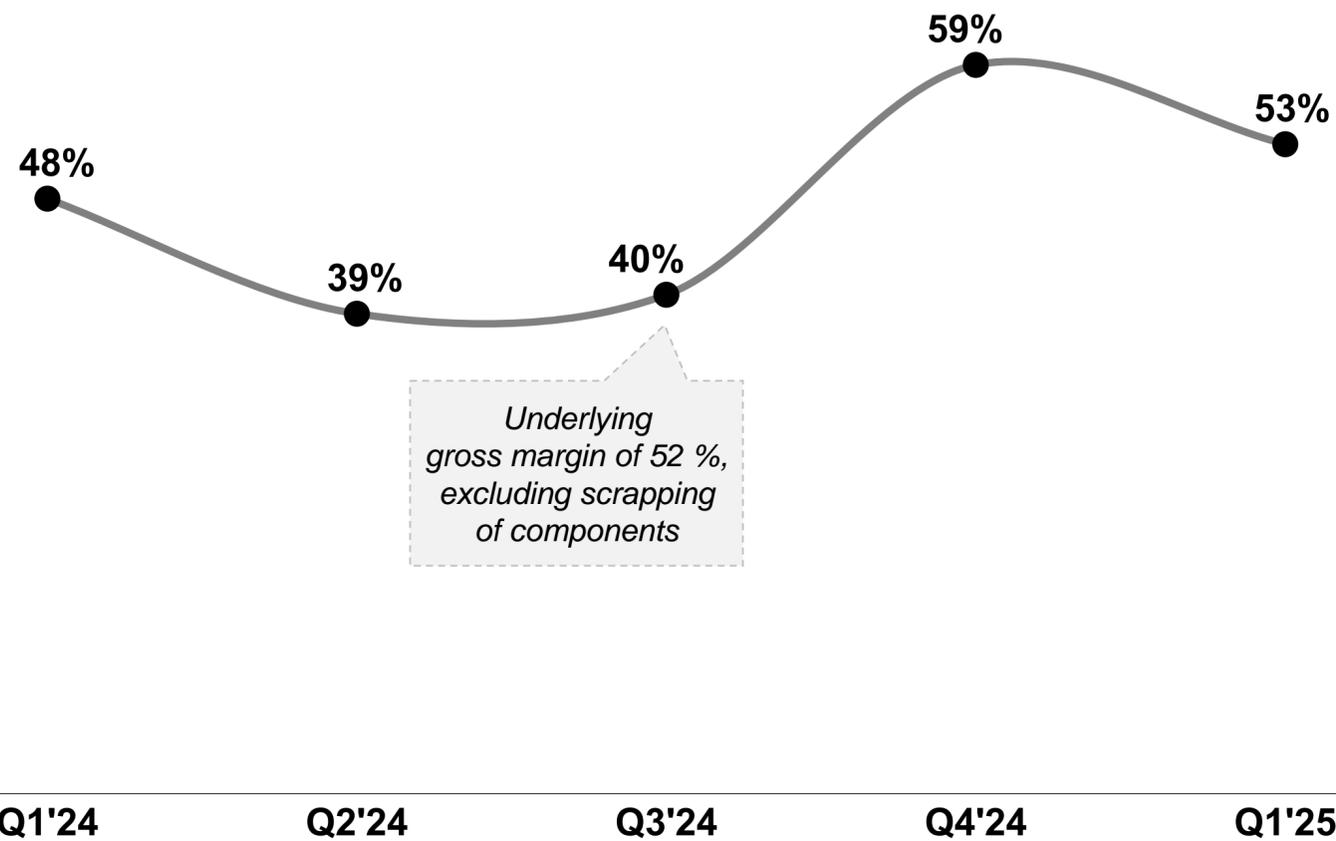


Revenue of NOK 45 million resulting in 37 % increase compared to Q1 2024

- Sales to Channels in Q1 2025 increased by 55 % compared to Q1 2024
  - Channel sales typically exhibit seasonal patterns, with Q1 generally performing weaker than Q4
  - Hence, the YoY development in Q1 2025 is a strong indicator of sustained growth in Channels
- Strategic partner sales picking up in Q1 2025
  - Global roll out at Microsoft has started
  - Ramping up shipment to Shure throughout the quarter
  - Strategic sales are expected to grow significantly in the coming quarters
  - Actively pursuing additional strategic partnerships with global industry players

# Continued strong gross margin performance

## Gross margin (%) development



- Maintained a solid gross margin of 53 % in Q1 2025, reflecting the market appeal of Huddly's AI powered product portfolio
- Favorable product and customer mix
- No significant scrapping or other gross margin reducing effects in Q1 2025

# Summarized profit and loss: Cost savings implemented

## Condensed profit & loss statement NOK million

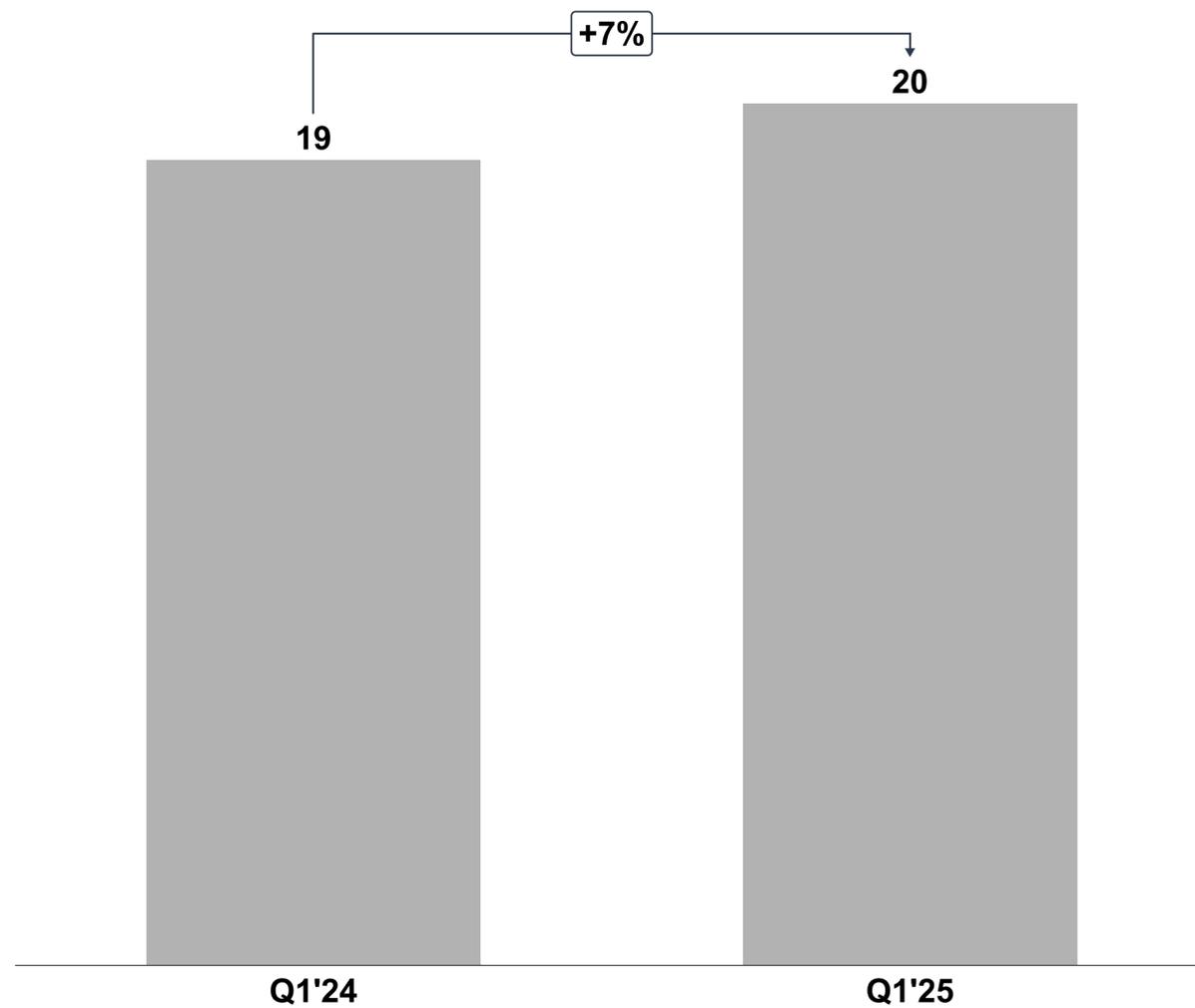
	Q1 2025	Q1 2024	Change	2024
Revenue	45.3	33.0	37 %	148.8
Gross profit	23.8	15.9	50 %	71.6
<i>Gross margin</i>	53 %	48 %		48 %
Sublease revenue	1.5	1.5		6.0
Operating expenses	-57.7	-37.5	54 %	-169.8
EBITDA	-32.4	-20.1		-92.3
Operating profit (EBIT)	-47.5	-35.1		-153.4
Net financials	-6.6	-6.2		-18.3
<b>Profit/Loss before tax</b>	<b>-54.0</b>	<b>-41.3</b>		<b>-171.7</b>



- YoY revenue increase due to strong Channel sales performance
- Increase in OPEX is mainly explained by the establishment of a new employee option program in Q1, which is recognized as a share-based (non-cash) cost under IFRS
- Strict cost control: Annual cost savings of NOK 12 million is implemented, and will take full effect from May 2025

# R&D investments to drive long-term growth

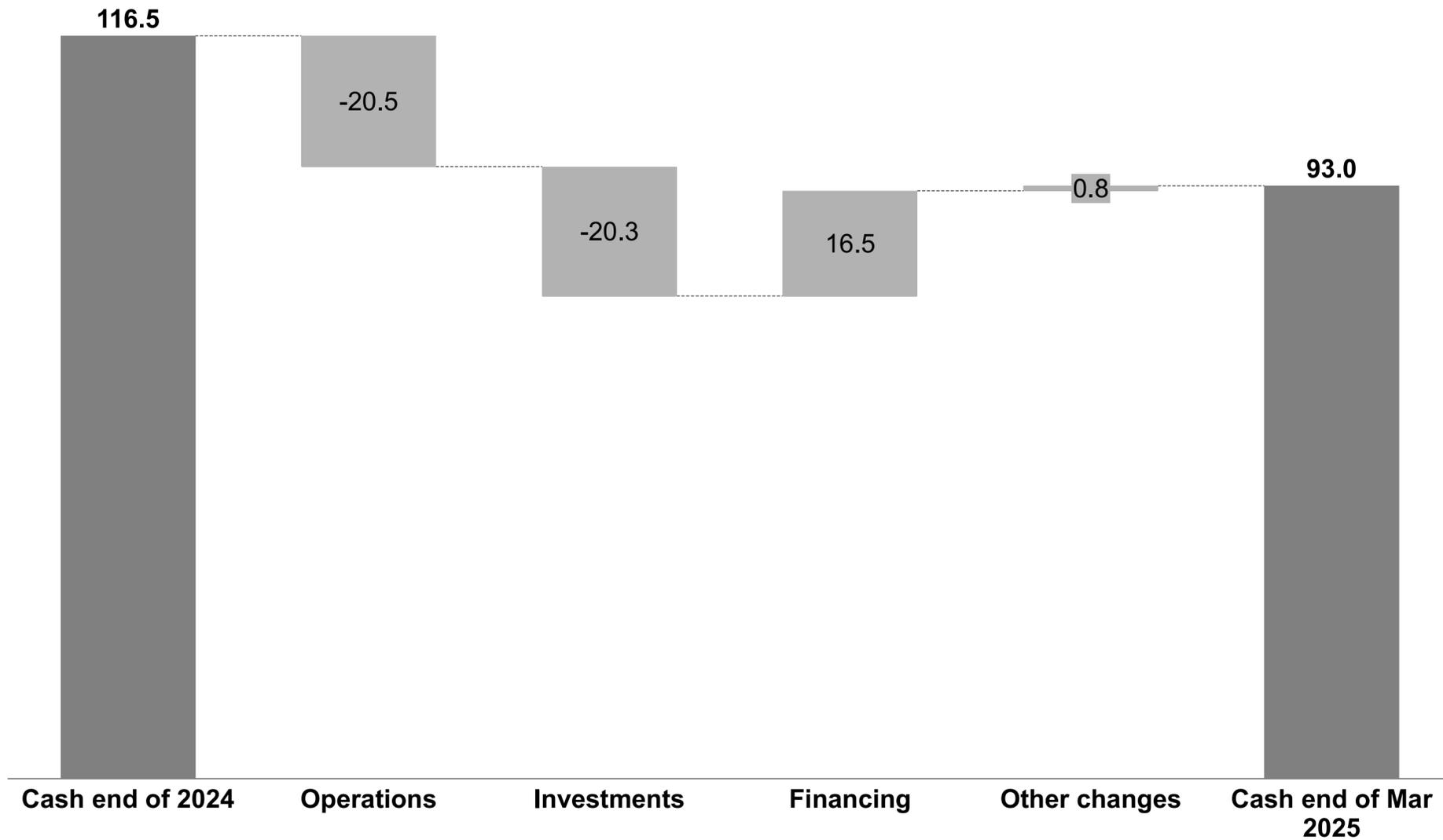
**Capitalized R&D cost**  
NOK million



- Capitalized R&D cost of NOK 20 million in Q1 2025. 7 % increase compared to Q1 2024, and in line with capitalization in previous quarters
- 61 engineers, including approximately 45 with extensive expertise in AI, machine learning, and software development
- Continued investments to...
  - Defend the leading technological position of Huddly Crew in the multi-camera segment
  - Ship the C1 videobar at scale from Q3 2025

# Q1 2025 cash flow

## Cash flow NOK million



- Operational cash flow improved to NOK -21 million, a notable enhancement compared to the NOK -25 to -33 million range recorded in each of the previous three quarters
- Oversubscribed subsequent repair offering, raising gross proceeds of NOK 25 million in March 2025
- Cash balance at 31.03.2025 of NOK 93 million

# Summary: Delivering according to business plan

## Strategic focus

1 Grow Strategic partner and Channel revenue

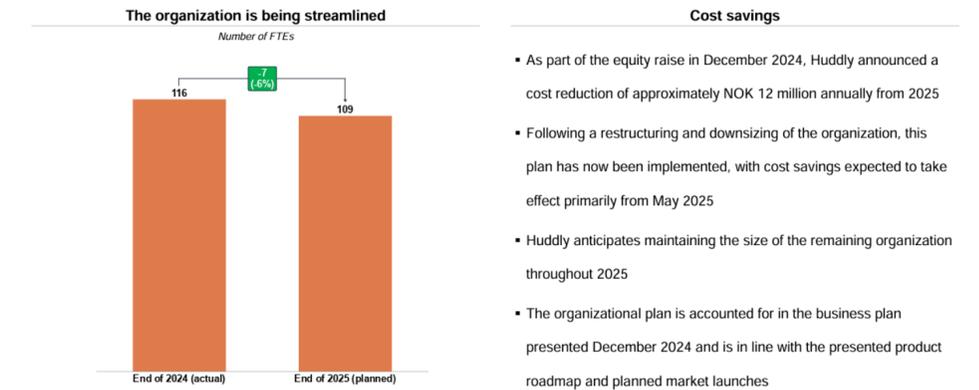


2 Maintain healthy gross margin by monetizing on AI enabled products



3 Disciplined investments and cost control

### Cost savings of NOK 12 million implemented in 2025



# Q&A

CEO, Rósa Stensen

CFO, Abhijit Banik

Chair of the Board, Jon Øyvind Eriksen

