

Financial Report Q1 2024

MapsPeople A/S
Stigsborgvej 60
9400 Nørresundby
Business Registration No. 84 05 95 28

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SaaS Highlights End of Q1 2024



52%

Increase in **Total ARR**

YoY compared to 21% from Q1 2022 to Q1 2023



93%

Increase in **MapsIndoors ARR**

YoY compared to 19% from Q1 2022 to Q1 2023



65%

Increase in **Recognized revenue**

YoY compared to 29% from Q1 2022 to Q1 2023



49%

Improvement in **EBITDA**

YoY improvement, compared to -63% from Q1 2022 to Q1 2023



52.8M

**Total ARR
(DKK)**

QoQ growth mDKK 1.0
(2% QoQ growth)



39.0M

**MapsIndoors ARR
(DKK)**

QoQ growth mDKK 1.0
(3% QoQ growth)



14.5M

**Recognised Revenues
(DKK)**

QoQ growth mDKK 4.1
(35% QoQ growth)



-8.5M

EBITDA (DKK)

QoQ improvement mDKK 5.9
(41% QoQ improvement)

Guidance

In the company announcement no. 03-2024, MapsPeople has set a full year 2024 ARR guidance of mDKK 72-80. Revenue guidance at mDKK 58-63. EBITDA guidance negative mDKK 20-25. See p. 24 for definitions



Management Report

Business Summary

In the past 3 quarters, the company has been focused on improving our financial performance in terms of revenue growth, cost optimization and cash flow.

In Q1-2024 we are truly beginning to see the impact of these efforts on our finances. Compared to Q1 of last year (2023), we have seen a growth in ARR of 52% to tDKK 52,845 (93% on MapsIndoors - our core product growing to tDKK 39,039). Revenue grew YoY 65% in Q1 from tDKK 8,759 to tDKK 14,473.

The growth in revenue combined with the reduced cost base resulted in a significant improvement in EBITDA from negative tDKK 16,650 in Q1 2023 to negative tDKK 8,532 in Q1 2024. The improved EBITDA is even stronger due to capitalizing tDKK 2,008 less compared to Q1 2023.

The performance in Q1 2024 continues to improve MapsPeople's cash flow as planned and supports the ambition to reach a positive cash flow during the second half of 2024.

The growth of ARR was somewhat challenged in Q1 2024. New business of tDKK 3,400 was closed in the quarter approximately 30% of which was from an upsell to a large North American customer. That enterprise customer signed a 3 year agreement with a total contract value of tDKK5,213 which will be entirely prepaid in early Q3. ARR was negatively impacted by one contraction of almost tDKK 900 from a partner who discontinued a value added service. This particular contraction was anticipated for later in 2024 but materialized in Q1. The partner remains in the company's top 5 customers after this contraction and we continue to expect growth in ARR from this partner going forward.

Our partner strategy continues to make good progress, but we are not satisfied with the overall growth in Q1. Factors include that new partners require time to deploy our platform into their application where we are dependent on the partner doing this work before they onboard new end customers which slowed down our ARR growth in Q1. Additionally, streamlining our business to reduce operational costs has taken significant focus but is now completed, which will enable further acceleration of New Business and ARR in the coming quarters. We expect to see improvement starting in Q2.

Net Retention Rates (NRR) remained high at 111% in Q1, despite the above mentioned partner contraction, mainly due to the previously mentioned expansion in the US market.

Overall we are very pleased with the YoY improvements in our financial and operational performance. High YoY growth rates in ARR and recognised revenues with reduced spending resulted in significantly improved EBITDA in Q1 2024.

We remain optimistic around the large growth potential driven by various Smart Building trends that all require an underlying indoor map.

Our guidance for 2024 remains unchanged.

In our opinion, the financial statements give a true and fair view of MapsPeople's assets, liabilities, and financial position as at 31.03.2024. We believe that the management commentary contains a fair review of the affairs and conditions referred to therein. The interim report has not been audited, nor reviewed by the Company's auditor.

SaaS Highlights

MapsPeople's main KPI is delivered and invoiced ARR.

Total ARR

The YoY ARR growth was tDKK 18,005, reflecting a growth of 52%.

In Q1 MapsIndoors accounted for all the growth in ARR. The YoY ARR growth on MapsIndoors was tDKK 18.845, reflecting a growth of 93% compared to Q1 2023 mainly within the Corporate Office and Events verticals.

The 2022 and 2023 cohorts on MapsIndoors have shown strong ARR development. Other Licenses and Subscriptions ARR decreased tDKK 840 over the last year.

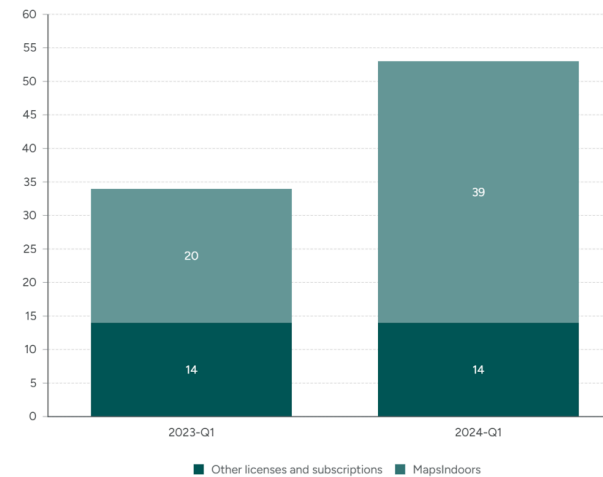
The QoQ net growth in ARR was tDKK 889 equaling 2%. QoQ churn was 1% and contractions were 4% predominantly related to one discontinued Value Added Services module from a partner, although the partner remains a Top 5 customer and underlying growth with this partner remains.

The Net Revenue Retention (NRR) ratio YoY continues to be high at 111%, mainly due to growth from our partner channels and a large expansion of an Enterprise customer during Q1.

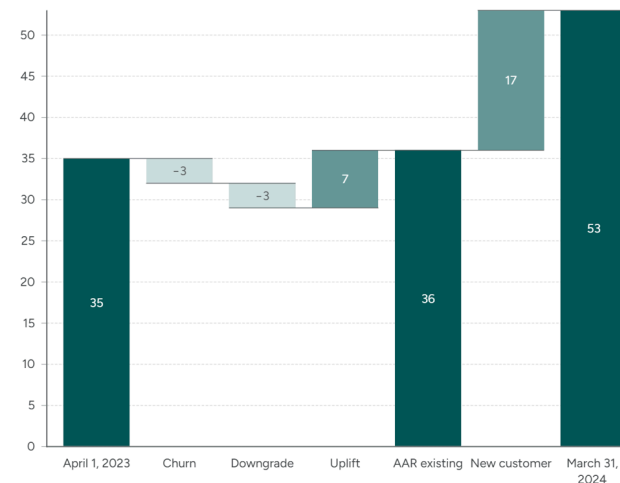
ARR Development

The YoY growth is delivered by new customer ARR of tDKK 17,096, net uplift from existing customers of net tDKK 7,224, but negatively impacted by churn of tDKK 3,289 and contractions of tDKK 3,464. Resulting in a YoY growth of 52% in total ARR.

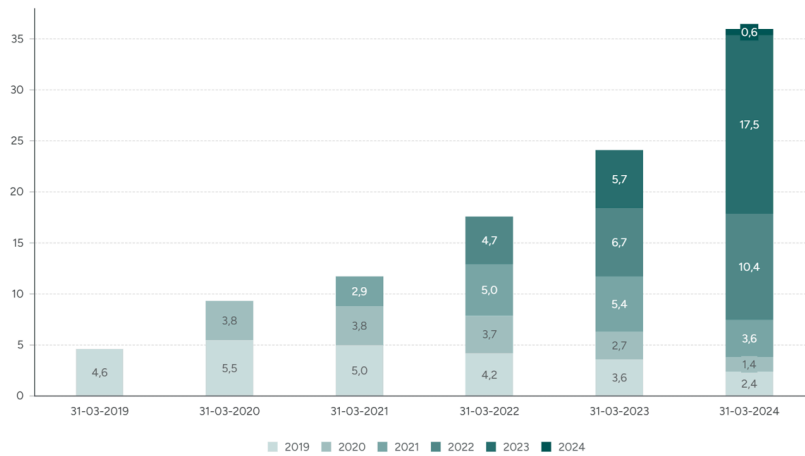
Total ARR (mDKK)*



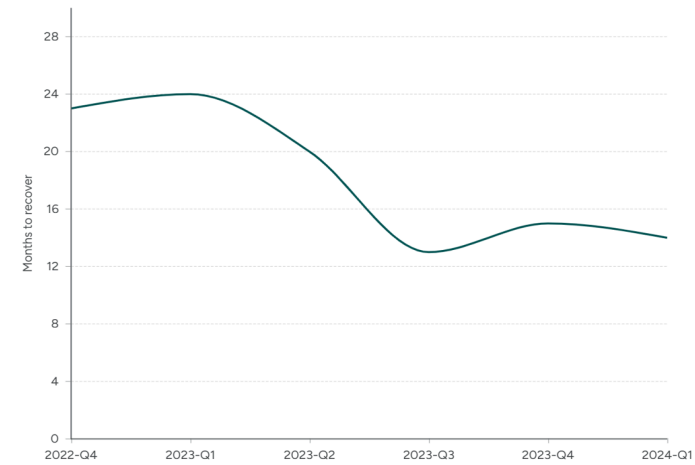
Total ARR development (mDKK) Last 12 months



MapsIndoors ARR (mDKK) cohorts



MapsIndoors months to recover CAC



CAC Payback

The CAC payback on MapsIndoors decreased in Q1 2024 and ended the quarter at 14 months, which is better than planned. Additional initiatives are being executed to decrease this further and enable us to invest in more growth.

The CAC payback is primarily improved by more efficient use of Marketing resources.

Financial Review

Recognized revenue

MapsPeople has 2 revenue streams, MapsIndoors and Other Licenses. Other Licenses is a combination of previously separate revenue streams: Google Maps and Other Subscriptions.

Total recognized revenue for Q1 2024 was tDKK 14,473 compared to tDKK 8,759 in the same period last year which is an increase of 65% over Q1 2023.

Recognized revenue from the primary business line MapsIndoors, for Q1 2024, increased by 132% compared to the same period in 2023, which is better than our plans and in line with our growth focus for the year.

Recognized revenue from Other Licenses was tDKK 3,560 in Q1 2024 compared to tDKK 4,059 in the same period last year, representing a decline of 12%.

Other external expenses

Other external expenses for Q1 2024 were tDKK 4,957 compared to tDKK 6,637 in the same period last year. Other external expenses decreased as expected due to the general cost reductions carried out in 2023.

Staff costs

Staff costs decreased by 14% from tDKK 20,735 for Q1 2023 to tDKK 17,794 for Q1 2024. Also this reduction is as expected as a result of the general cost reductions carried out in 2023.

EBITDA

Compared to Q1 2023 EBITDA in Q1 2024 was improved by 49% to negative tDKK 8,532 compared to negative tDKK 16,650 for Q1 2023. This is according to our plans for 2024.

It is expected that MapsPeople will generate negative, but continuously less negative, EBITDA results in the coming quarters.

EBIT

For Q1 2024, EBIT was negative tDKK 11,876 compared to negative tDKK 18,469 for Q1 2023.

Knowledge Resources, Research, and Development

Investment in the development of the MapsIndoors platform continues to be a strategic focus in order to secure and strengthen the current market advantage. Own work of tDKK 1,032 was capitalized in Q1 2024 compared to tDKK 3,040 in Q1 2023.

Statement of financial position

MapsPeople's total assets as of March 31, 2024 were stable at tDKK 84,449 compared to tDKK 82,128 at year-end 2023. In Q1 2024 the new loan from The Export and Investment Fund of Denmark (EIFO) of tDKK 8,000 was received, increasing the debt to credit institutions. Contract liabilities, including prepayments from customers, also increased compared to year-end.

Treasury shares

As of March 31st 2024 MapsPeople held 1,497,000 treasury shares, representing a market value of tDKK 3.892. During the quarter, MapsPeople sold 80,101 shares at a value of tDKK 264.

Cash flow from operating activities

Net cash flow provided by operating activities resulted in an outflow of tDKK 11,314 for Q1 YTD 2024 compared to an outflow of tDKK 5.367 for Q1 YTD 2023. Net cash flow from operating activities is on the same level as the negative EBIT as prepayments from customers were offset by an increase in Trade receivables.

When adjusting cash from operating activities for special items in the Q1 2023 and cash from operating activities in Q1 2024 for the large order announced on April 8 of tDKK 5,213, which will not be paid until later in the year, cash from operating activities shows improvements from 2023 to 2024 according to our plan.

Cash flow from investing activities

Cash used for investing activities was tDKK 1,032 for Q1 2024 compared to tDKK 3,213 for the same period in 2023. The investing activities are related to development of own work. In the quarter tDKK 8,039 of projects were completed.

Cash flow from financing activities

Cash flow from financing activities resulted in an inflow of tDKK 7,763 in Q1 2024 compared to tDKK 7,191 in Q1 2023. The inflow was materially impacted

by the loan from The Export and Investment Fund of Denmark (EIFO) of tDKK 8.000 received in the quarter as informed in Company Announcement no 36-2023.

The net cash flow for the quarter was negative tDKK 4,583 compared to a negative cash flow in Q1 2023 of tDKK 1.389

Cash risk - funding

As communicated in Company Announcement 6-2024, the MapsPeople operating plan is fully funded for the year 2024.

Foreign currency risk

Foreign currency risk is the risk that the fair value or future cash flows of an exposure will fluctuate because of changes in foreign exchange rates. MapsPeople primarily has transactions in EUR, DKK, USD and the material income and costs are balanced in the same currency, resulting in limited currency exposure.

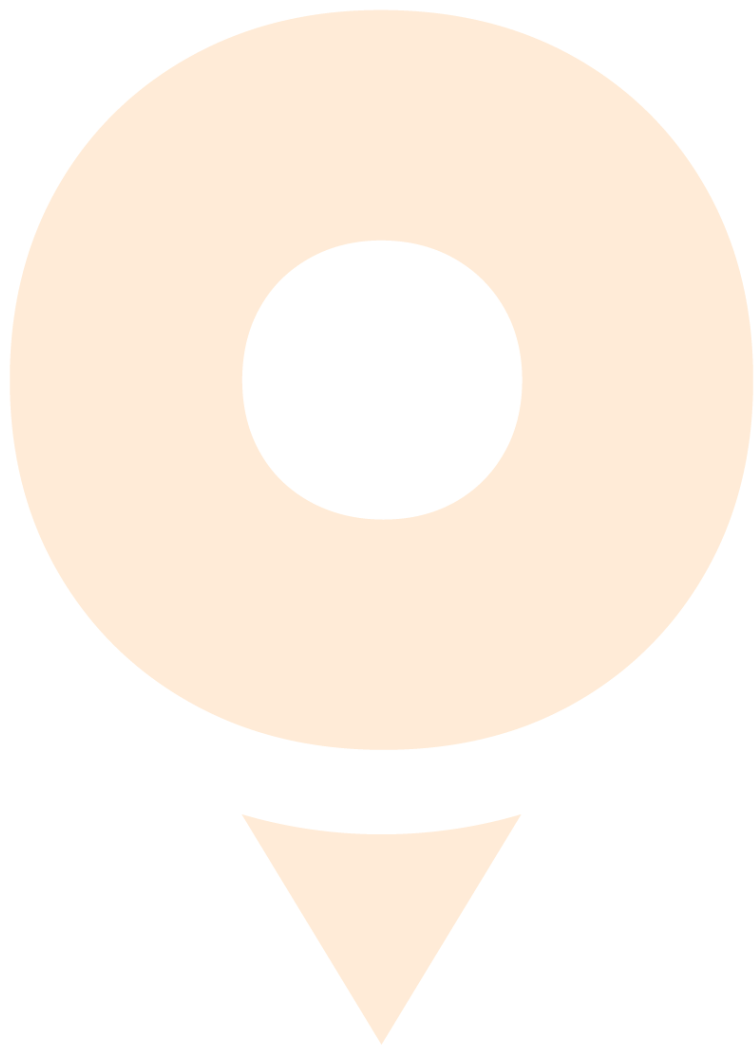
Environment

MapsPeople's offerings are focused on cost savings and resource optimization, including the reduction of environmental impact. MapsPeople's work with indoor mapping is largely driven by current trends in sustainability, the work environment and digitization.

Events after the reporting period

As communicated in Company Announcement 6-2024 MapsPeople carried through a Private Placement (tDKK 4,200) and a sale of own shares on 18 April 2024 (tDKK 1,155) . These activities generated tDKK 5,250 in net cash injection to the company.

No other subsequent events have affected financial results after the reporting period.





Governance

Company Information

The Company

MapsPeople A/S
Stigsborgvej 60
DK-9400 Nørresundby

Business Registration

No.: 84 05 95 28

Registered office

Nørresundby

Date of incorporation:

20.04.1978

Financial period:

01.01.2024 - 31.03.2024

Board of Directors

Lars Henning Brammer, Chairman
Jacob Bratting Pedersen
Christian Samsø Dohn
Rasmus Mencke
Michael Gram

Executive Board

Morten Brøgger, CEO

Auditors

Deloitte
Statsautoriseret Revisionspartnerselskab
City Tower, Værkmestergade 2
8000 Aarhus C

Lead Client Service Partner:
Mads Fauerskov

Financial calendar

Quarterly Report (H1)
21.08.2024

Quarterly Report (Q3)
13.11.2024

Annual Report 2024
19.03.2025



Consolidated Financial Statements

Consolidated statement of profit or loss and other comprehensive income

tDKK	Note	Q1 2024	Q1 2023	YTD Q1 2024	YTD Q1 2023
Revenue	1	14.473	8.759	14.473	8.759
Cost of sales		(1.286)	(1.077)	(1.286)	(1.077)
Other external expenses		(4.957)	(6.637)	(4.957)	(6.637)
Staff costs		(17.794)	(20.735)	(17.794)	(20.735)
Own Work Capitalised		1.032	3.040	1.032	3.040
EBITDA		(8.532)	(16.650)	(8.532)	(16.650)
Depreciation and amortization		(3.344)	(1.819)	(3.344)	(1.819)
EBIT (Operating profit/(loss))		(11.876)	(18.469)	(11.876)	(18.469)
Financial income		227	(401)	227	(401)
Financial expenses		(1.028)	(530)	(1.028)	(530)
Profit/(loss) before tax		(12.677)	(19.400)	(12.677)	(19.400)
Tax for the year		227	1.490	227	1.490
Profit/(loss) for the year		(12.450)	(17.910)	(12.450)	(17.910)
Total comprehensive income for the year		(12.450)	(17.910)	(12.450)	(17.910)
Earnings per share, basic (DKK)		(0,17)	(0,32)	(0,17)	(0,32)
Earnings per share, diluted (DKK)		(0,16)	(0,29)	(0,16)	(0,29)

Balance sheet

tDKK	<u>31/03/2024</u>	<u>31/12/2023</u>
Intangible assets	34.410	35.861
Property, plant and equipment	1.114	1.325
Contract costs	5.959	6.064
Right of use assets	2.992	3.643
Deposits	1.384	1.384
Total non-current assets	<u>45.859</u>	<u>48.277</u>
Trade receivables	30.591	21.561
Contract costs	2.803	2.760
Income tax receivables	2.265	2.038
Other receivables	135	261
Prepayments	1.390	1.242
Cash	1.406	5.989
Total current assets	<u>38.590</u>	<u>33.851</u>
Total assets	<u>84.449</u>	<u>82.128</u>

Statement of financial position

tDKK	Note	31/03/2024	31/12/2023
Share capital		1.581	1.581
Retained earnings		(41.537)	(30.050)
Total Equity	2	(39.956)	(28.469)
Debt to credit institutions		29.666	23.864
Lease liabilities		701	1.149
Other payables		2.630	2.630
Total non-current liabilities		32.997	27.643
Debt to credit institutions		2.381	496
Bank Borrowings		1.023	681
Contract liabilities		54.898	50.356
Lease liabilities		2.274	2.485
Trade payables		23.278	20.212
Payables to management and owners		97	97
Other payables		7.457	8.627
Total current liabilities		91.408	82.954
Total liabilities		124.405	110.597
Total equity and liabilities		84.449	82.128

Cash flow statement

tDKK	Q1 2024	Q1 2023	Q1 2024 YTD	Q1 2023 YTD
Operating profit/(loss)	(11.877)	(18.469)	(11.877)	(18.469)
Depreciation and amortization	3.344	1.819	3.344	1.819
Share-based payments expense	743	995	743	995
Change in provision	62	-	62	-
Change in working capital	(2.614)	9.848	(2.614)	9.848
Other non cash items	(171)	-	(171)	-
Financial income received	227	(401)	227	(401)
Financial expenses paid	(1.028)	(530)	(1.028)	(530)
Income taxes refunded/(paid)	-	1.371	-	1.371
Cash flow from operating activities	(11.314)	(5.367)	(11.314)	(5.367)
Investments in intangible assets	(1.032)	(3.101)	(1.032)	(3.101)
Investments in property plant and equipment	-	(112)	-	(112)
Cash flows from investing activities	(1.032)	(3.213)	(1.032)	(3.213)
Proceeds from borrowings	8.000	0	8.000	0
Repayment of loans	(140)	(1.194)	(140)	(1.194)
Borrowings on line of credit	342	-	342	-
Payment of principal portion of lease liabilities	(659)	(598)	(659)	(598)
Transaction cost	(44)	(1.015)	(44)	(1.015)
Capital increase / sale of own shares	264	9.998	264	9.998
Cash flow from financing activities	7.763	7.191	7.763	7.191
Change in cash and cash equivalents				
Cash at the beginning of the period	5.989	9.535	5.989	9.535
Net cash flow	(4.583)	(1.389)	(4.583)	(1.389)
Cash at the end of the period	1.406	8.146	1.406	8.146



Notes

1. Revenue

tDKK	Q1 2024	Q1 2023	Q1 2024 YTD	Q1 2023 YTD
MapsIndoors	10.914	4.700	10.914	4.700
Other licenses and subscriptions, gross	17.719	18.209	17.719	18.209
Netting due to agent principle	(14.160)	(14.150)	(14.160)	(14.150)
Other licenses and subscriptions, net	3.560	4.059	3.560	4.059
Total	14.473	8.759	14.473	8.759

2. Equity

tDKK	Share capital	Retained earnings	Total
2024			
Balance at 1 January	1.581	(30.050)	(28.469)
Total Comprehensive income			
Profit/loss for the period	0	(12.450)	(12.450)
Total Comprehensive income	0	(12.450)	(12.450)
Transaction with owners			
Transaction cost	0	(44)	(44)
Sale of own shares	0	264	264
Share-based payments	0	743	743
Total transaction with owners	0	963	963
Balance at 31 March, 2024	1.581	(41.537)	(39.956)

	Outstanding shares	Outstanding shares including warrants	Average shares	Average shares including warrants
As at 31/3-2024	79.056.064	84.438.001	79.056.064	84.438.001
As at 31/3-2023	57.963.646	60.548.438	56.672.737	59.257.529

2. Equity (continued)

tDKK	Share capital	Retained earnings	Total
2023			
Balance at 1 January	1.110	(11.353)	(10.243)
Total Comprehensive income			
Profit/loss for the period	0	(17.910)	(17.910)
Total Comprehensive income	0	(17.910)	(17.910)
Transaction with owners			
Shares issued	49	9.948	9.997
Share-based payments	0	994	994
Total transaction with owners	49	10.942	10.991
Balance at 31 March, 2023	1.159	(18.321)	(17.162)

The Group holds 1.497.000 shares at a nominal value of tDKK 30



Information

Glossary

ARR	Annual Recurring Revenue	Invoiced and delivered subscription value at a given date
CAC	Customer Acquisition Cost	Cost to acquire new customers; sales & marketing cost, direct & indirect costs
Churn		Canceled subscriptions from existing customers in a period
FTE	Full-time employees	Conversion of work hours into a full-time equivalent
LTV	Life Time Value	The predicted value a customer will generate in an estimated life time
NRR	Net Revenue Retention	The development of customers year over year
QoQ	Quarter over Quarter	Quarterly comparison with previous quarter
SaaS	Software as a Service	Software license sale based on a subscription model
YoY	Year over Year	Last 12 month from the given status day
YTD	Year to date	