



The smartest tools for construction companies

SmartCraft ASA

1st December 2021

Agenda

- A brief intro to SmartCraft
- Our contribution to the construction industry
- Q&A



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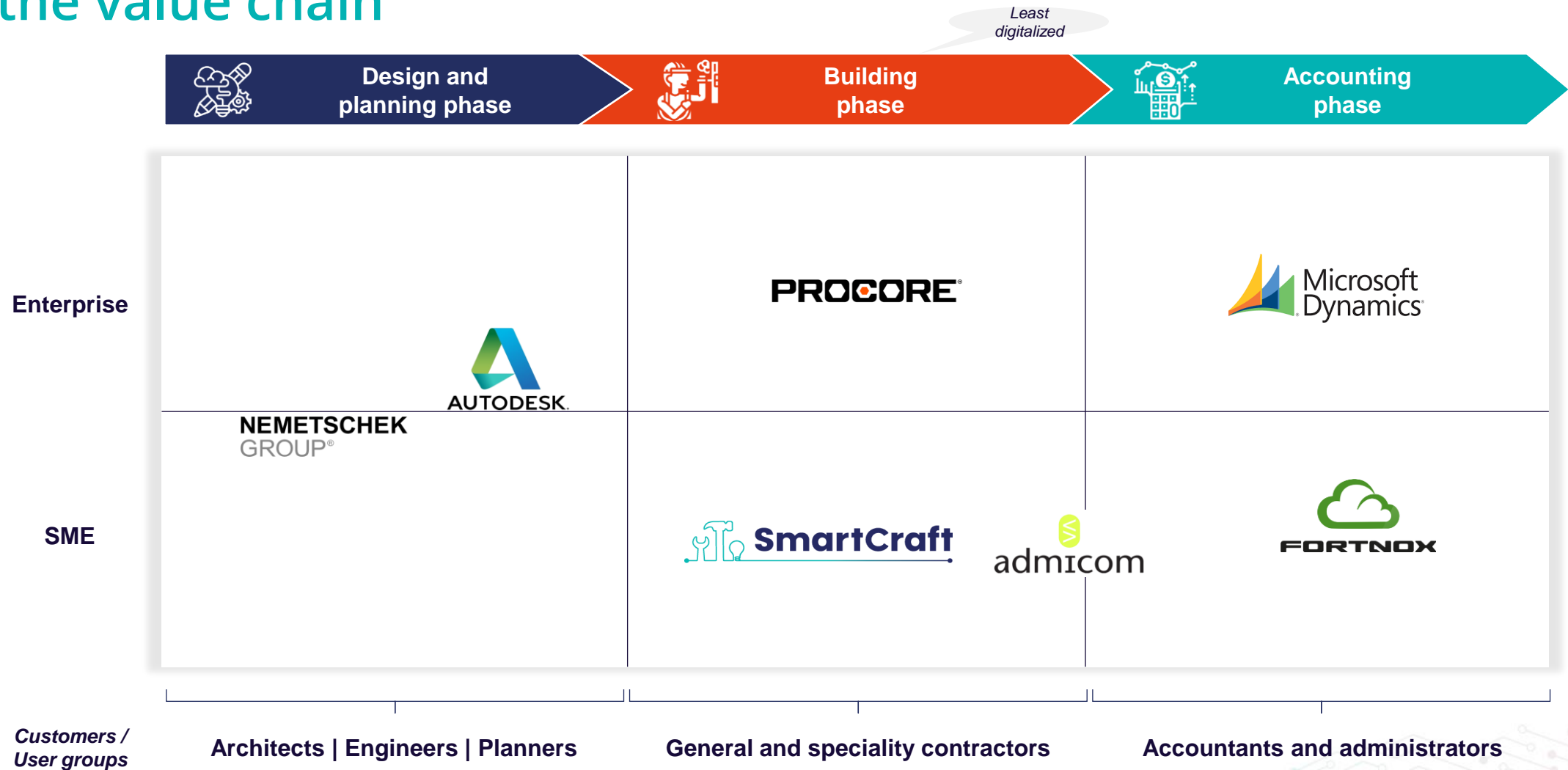
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Simplify business for construction companies

Become the leading provider of specialized digital solutions for construction companies in Northwestern Europe

SmartCraft has a clearly differentiated and unique position in the value chain



The leading Nordic provider¹ of mission critical solutions for the construction industry



Vast market opportunity, digitizing construction in the Nordics and North-Western Europe



Strong product portfolio with pure construction focus



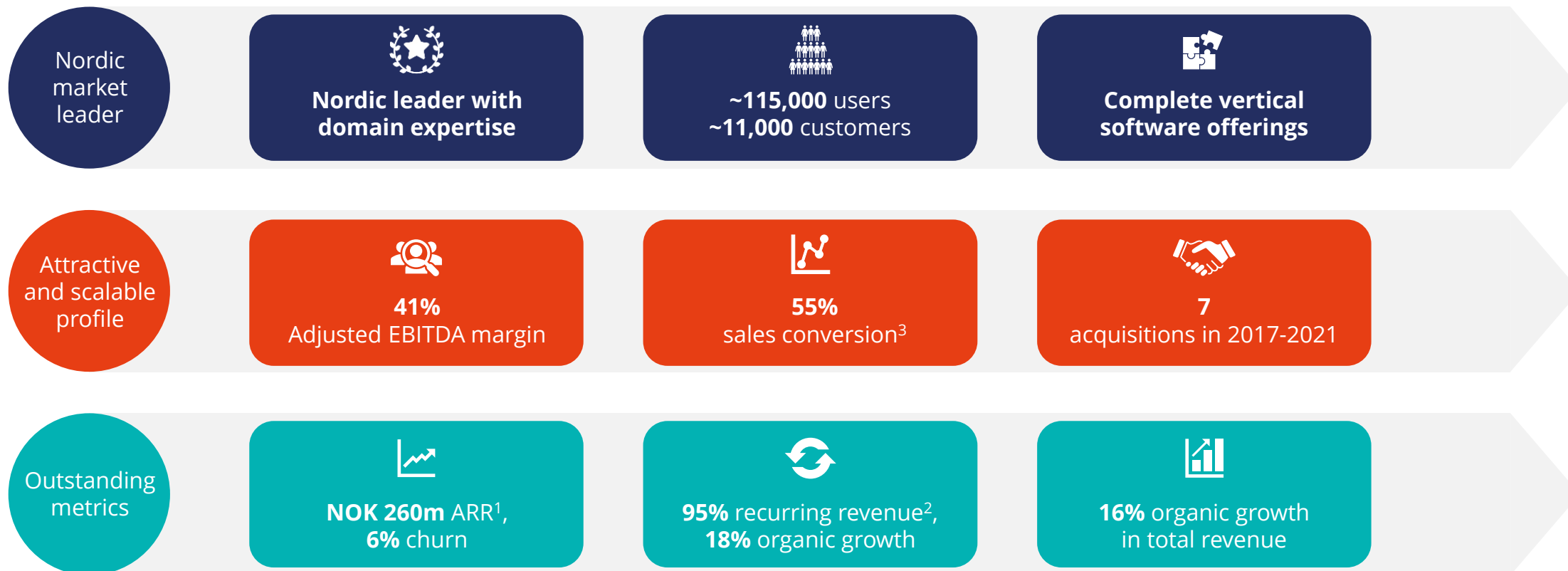
Attractive SaaS business model



Unmatched combination of growth and profitability

1) Currently penetrated market. Source: ADL

Strong financial profile and attractive SaaS metrics



Note: Based on YTD 30.09.2021 financials prepared according to IFRS

1. Defined as revenues from fixed price subscriptions; 2. Defined as subscription revenue on fixed price + transaction based pricing,

3. Conversion from meetings to sales in 2020

Solid platform for future growth

- Experienced management team with unique industry skills and proven SaaS track record
- 180 employees of which 1/3 work in R&D
- Solid balance sheet with net cash position
 - Strong investment and acquisition ability
- Solid domestic and international shareholder base
- Management and Board 10,4% ownership

Key facts

Listed

Oslo Børs, Norway

Market cap

Pr 9/11/21: BNOK 3.7

IPO date

24 June 2021

Reporting interval

Quarterly

Ticker code

SMCRT

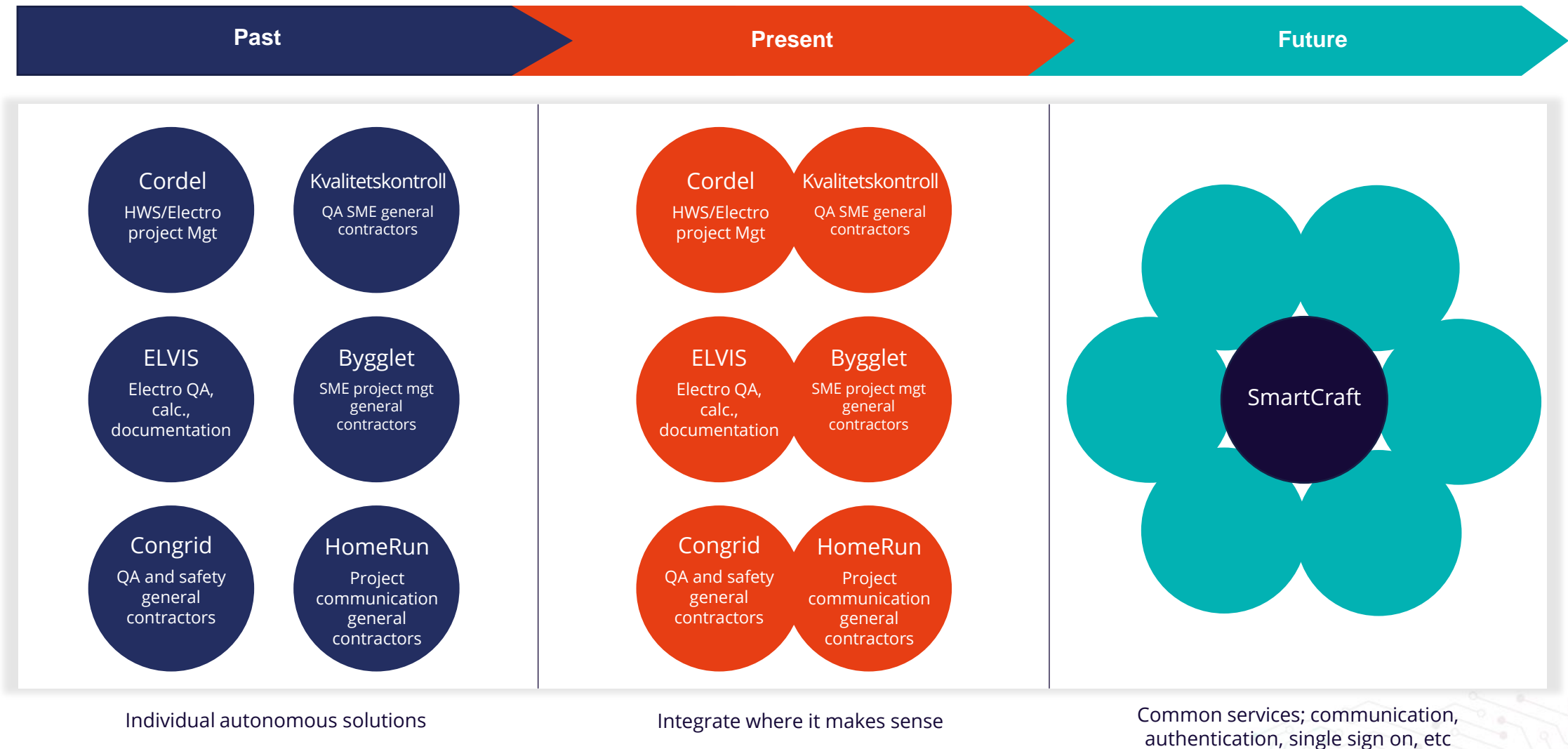
Research coverage

ABG Sundal Collier
Berenberg
Carnegie

Website

Smartcraftready.com

Gradually integrating products and technology to leverage scalability



Software reduces the environmental footprint of construction companies



The industry challenges

- Generates 30% of world greenhouse gases ¹
- Use 32% of world natural resources ¹
- 5% re-work causes extra waste ²



The SME company challenges

- Too much time spent on unproductive tasks
- Low profitability
- Lack of control and overview

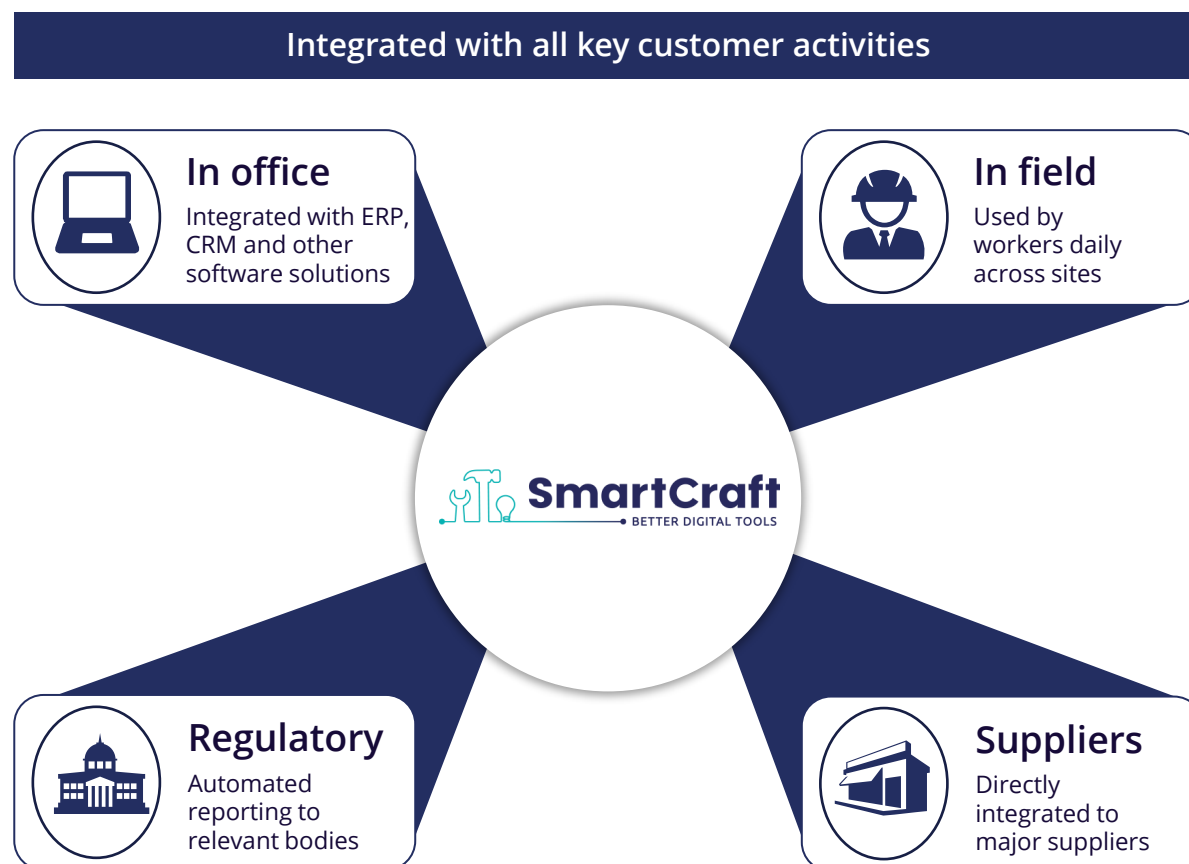


SmartCraft's contribution

- Reduce manual processes
- Increase productivity and cost control
- Minimize transportation
- Check lists and standard procedures to reduce re-work
- Reduce paper

1. The Chartered Institute of Building, 2021
2. Sintef, 2021

Highly integrated solutions with many touch points



Mission critical SaaS solutions

- ✓ *Solution covers all daily and new project tasks*
- ✓ *Modular offering*
- ✓ *«All-in-one» app solution*
- ✓ *~80% of users¹ use the solutions on a daily basis*
- ✓ *Easy to implement, easy to use, easy support*

Note: 1. Based on Cordel users

Multiple levers for growth

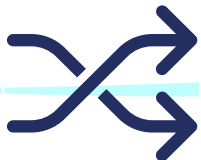
... driven by a strong commercial organization and proven go-to-market model

Organic growth: Further optimization of marketing and sales



Win new customers

Upsales to existing customers



Cross sell on existing portfolio

M&A in existing and new geographies



Proven M&A track record

Detailed M&A methodology



Active M&A pipeline

Medium term financial targets

Growth

Organic growth

15 – 20%

+  **bolt on M&A**



Margin

Margin expected to increase due to scalability of the business

Short-term considerations:

- 1) Impact from acquired companies last 12 months
- 2) Additional costs as a listed company: New accounting system, New controller and IR function



Q&A

