

QBank DAM

Investor presentation 09.02.24



“The Digital Asset Management Market is growing at a CAGR of 15% from 2022 to 2030”

Source: [The Insight Partners](#)

With a proven track record, cutting-edge technology, and a focus on innovation, QBank is revolutionizing how businesses manage their digital assets.

Join us in reshaping the future of content management and capitalize in a solution that delivers efficiency, scalability, and a competitive edge.



QBank at a glance

QBank is a **leading DAM supplier** with HQ in Stockholm, Sweden. QBank has successfully implemented integrated DAM solutions for customers worldwide since 2003.



20

years of industry
experience



350

brands
world wide



30

esteemed partners



50

unique
integrations



500k

users
worldwide

Empower your business with QBank DAM



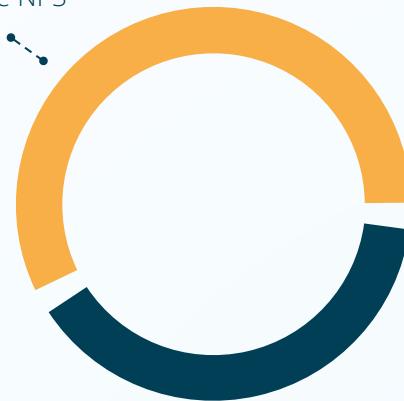
In 2023, QBank proudly onboarded several new clients, including a couple of the Nordics largest global industrial players such as Atlas Copco. We are equally proud to maintain the enduring trust of our long-standing customers.



Lantmännen



Over 60% of our target customers rate us a solid 10 in the NPS survey.



At QBank, we are committed to building close relationships that maximize the value derived from our platform. This approach is reflected in our

impressive average satisfaction score of 8.8 among our target customers.

QBank's financial KPI's

| KPI | 2020 | 2021 | 2022 | 2023 |
|------------------|------|------|-------|------|
| ARR (Mkr) | 24,2 | 25,7 | 27,8 | 32,0 |
| ARR CAGR | 17% | 6% | 8% | 15% |
| Revenue (Mkr) | 31,1 | 35,6 | 34,5 | 38,5 |
| Revenue CAGR | 8% | 14% | -3% | 12% |
| EBIT (Mkr) | 0,7 | -5,7 | -14,7 | -7,7 |
| Net income (Mkr) | 0,5 | -4,6 | -11,7 | -6,1 |
| Net cash (Mkr) | 16,3 | 8,6 | 13,8 | 8,5 |

* Revenue CAGR compared to the same period in 2022

Business model:

SaaS - Software as a Service

Actual Annual Recurring Revenue

(ARR): 35.1 Mkr

CAGR

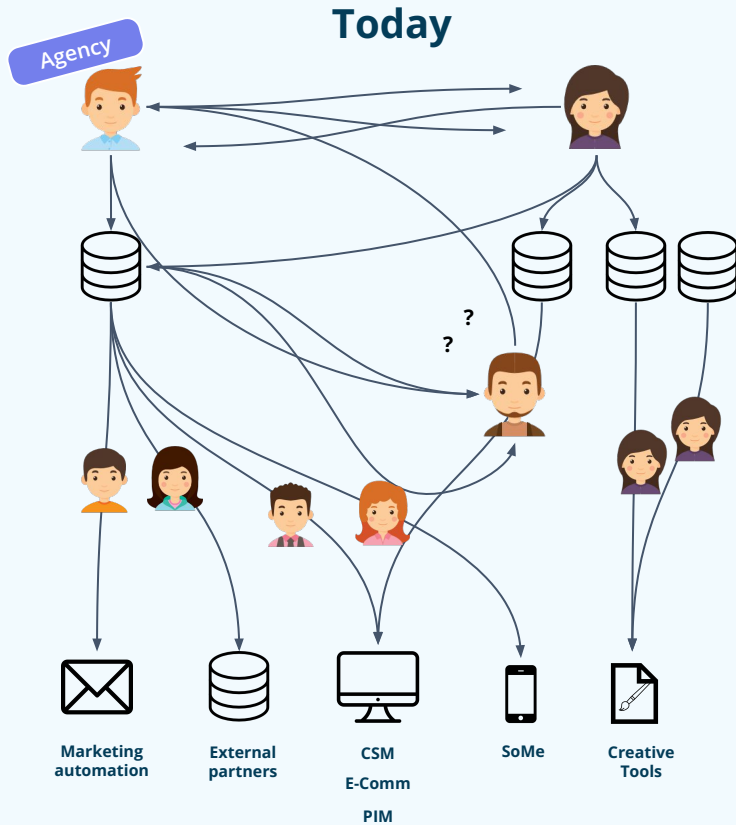
15%

QBank does not capitalize development costs

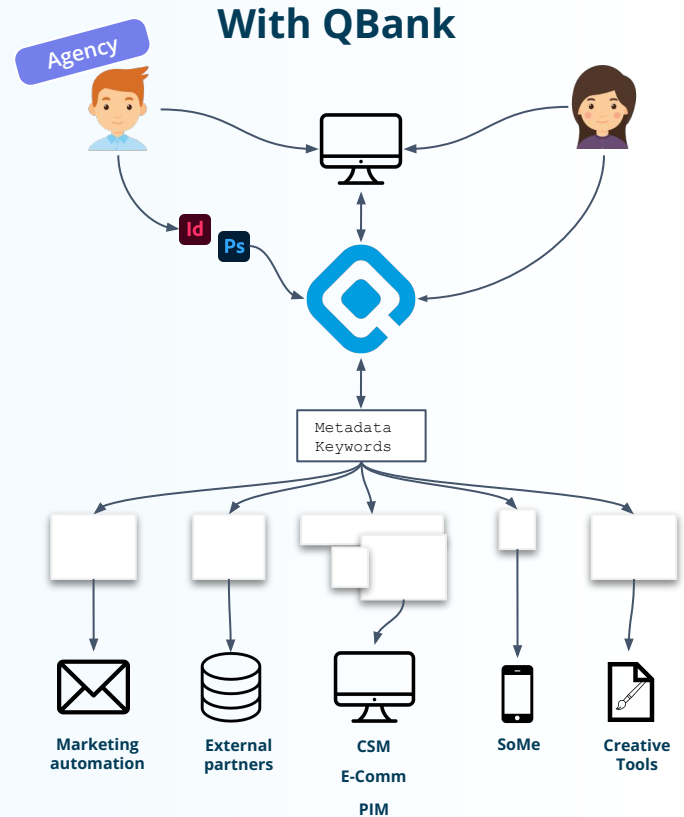
Latest financial reports can be found at:

<https://qbankdam.com/about-us/invest-or-relations/financial-reports>

QBank helps streamlining processes



Content Lifecycle Management



Why companies need a DAM to grow their businesses

1

Expanding digital landscape requires structured management

As digital content grows exponentially, having an organized system is crucial to navigate and utilize assets effectively.

2

Aiding meeting compliance and copyright requirements

DAM ensures assets are used properly, respecting licenses, copyrights, and regulations, minimizing legal risks.

3

Reducing costs related to lost or duplicated assets

Avoiding unnecessary expenses, DAM prevents the waste of time and resources in recreating or repurchasing misplaced assets.

4

Enhancing team productivity and collaboration

Teams can seamlessly access and work on digital assets, streamlining processes and fostering efficient collaboration.

The Market - One of the world's fastest growing technology markets



Global Digital Asset Management Market Report 2022: Size, Growth, Opportunity and Forecast, 2015-2026
ResearchAndMarkets.com

April 14, 2021 08:57 AM Eastern Daylight Time

DUBLIN--(BUSINESS WIRE)--The "Digital Asset Management Market Report 2021-2026" has been added to ResearchAndMarkets.com.

"Digital Asset Management Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2021-2026"

Digital Asset Management Market Report 2022: Opportunities to 2028

Published: July 15, 2021 at 3:56 p.m. ET

The global Digital Asset Management (DAM) market is expected to cross more than billion by 2026, at a Compound Annual Growth Rate (CAGR) of 12.0% during the forecast period.

The MarketWatch News Department was not involved in the creation of this content.

Jul 15, 2021 (HeraldKeepers) -- Global Digital Asset Management market is segmented based on the Application as, Enterprise, Marketing, and Broadcasting and Publishing. On the basis of Component as, Solutions and Services.

The global Digital Asset Management (DAM) market is expected to cross more than USD 6.0 billion by 2026, at a Compound Annual Growth Rate (CAGR) of 12.0% during the forecast period.

Market is expected to REGISTER a CAGR of **13.9%**

32.0% of global market revenue was accounted for by North America in 2022

Based on Organization Size, Large Enterprise segment is expected to register a CAGR of **14.1%**

The market is valued at **USD 3.65 Billion** in 2022

The market is **FAIRLY CONSOLIDATED** with few players accounting for majority market revenue

One of the **KEY** growth is growth content

10,000+ reports covering niche topics

DIGITAL ASSET MANAGEMENT (DAM) SYSTEM MARKET 2019-2022

Digital Asset Management Market Size to Reach USD 10220 Million by 2026 at a CAGR of 18.3% | Valuates Reports

NEWS PROVIDED BY Valuates Reports - 27 Jul 2022 00:30:45 ET

BANGALORE, India, July 1, 2022 (PRNewswire) - Digital Asset Management Market is Segmented by Type (Cloud Based, On-Premise), by Application (Brand Management System, Library or Archive, Production Management System), Industry Forecast 2021 - 2026. This report is published on Valuates platform in the presence of the following segments:

Global Digital Asset Management (DAM) Market Analysis Report 2023: An \$8.7 Billion Market by 2028 - The Ultimate Solution for Centralizing Media Assets Across Platforms.

October 02, 2023 10:43 ET | Source: Research and Markets | Follow

Research has released a new **Digital Asset Management Software Market** growth 2022-2028 survey report that includes data and statistics related to the market structure and size. The aim of the research is to provide market insight and strategy to help policymakers make informed investment decisions and identify potential gaps and growth opportunities. The aim of this study is to provide a detailed overview of market trends and growth situations so that appropriate tactics can be applied to outperform the global Copper Mask market.

Digital Asset Management Software Market was valued at USD 2.41 Billion in 2019 and is projected to reach USD 8.77 Billion by 2027, growing at a CAGR of 17.53% from 2020 to 2027.

The study accurately predicts the size and volume of the market in the present and the future. The report offers a comprehensive study of the Digital Asset Management Software industry and information about the expected future trends that will have a significant impact on the growth of the market. The paper then looks at the major global players in the industry.

Get! Download Sample Copy with TOC, Graphs & List of Figures
@ <https://www.valuates.com/research/download-sample/7491105083>

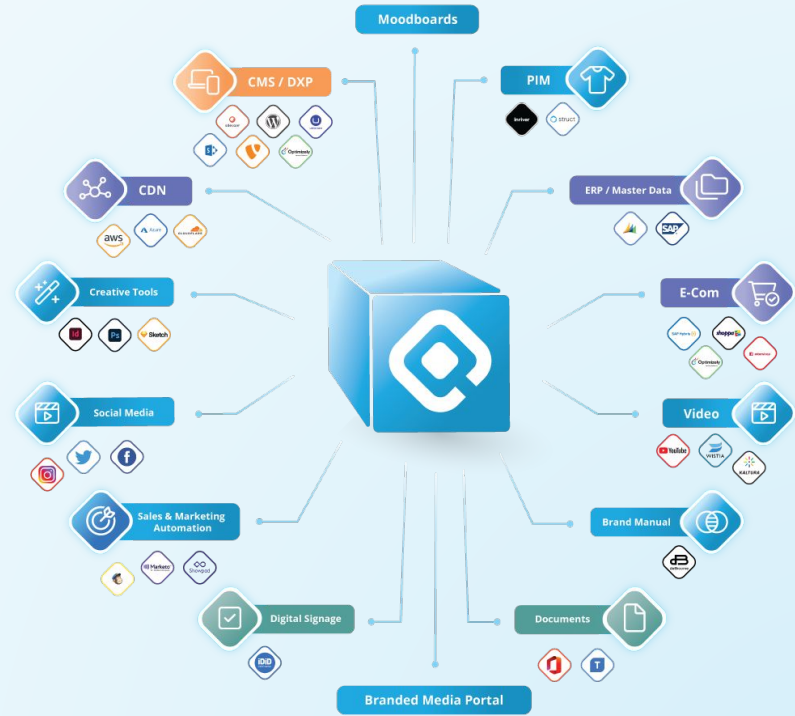


QBank: At the Heart of the Digital Ecosystem

Over the last 5-10 years, DAM (Digital Asset Management) solutions have not only expanded but also **woven themselves into broader ecosystems**. Consequently, seamless integration with other systems has risen as a pivotal feature for contemporary DAM platforms.

DAM solutions are now expected to seamlessly connect with core systems like **CMS** (Content Management Systems), **PIM** (Product Information Management), and **MDM** (Master Data Management).

Furthermore, they should integrate effortlessly with diverse distribution channels, including social media, Microsoft Office, Adobe Creative Suite, and other bespoke systems and applications.



Aligning your digital assets through your whole organization

The growing demand for comprehensive DAM Solutions goes beyond Marketing

The current trend shows a rising demand for multifaceted DAM (Digital Asset Management) solutions. Organizations now seek these tools not just for marketing, but for broader functional and organizational scopes.



The Product - Advanced DAM platform powered by AI capabilities

Product Highlights

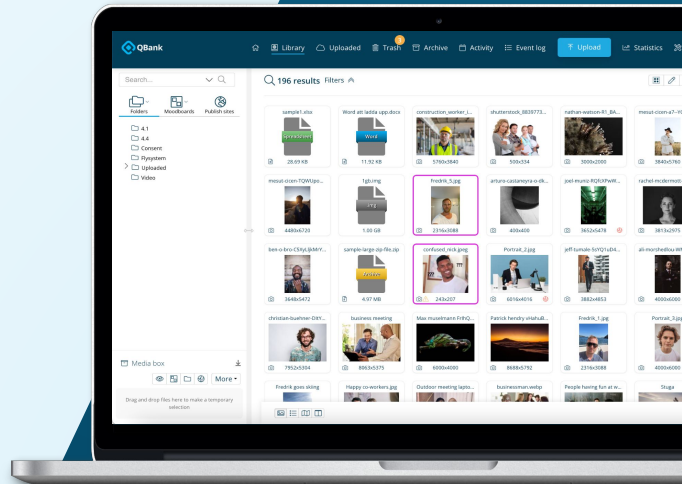
- All Types of Digital Assets
- Advanced **Auto Tagging** and Metadata
- **Auto publishing** in various formats, sizes, cropping to various channels based on custom business rules
- Reverse Image Search, Video Search, **Automatic Subtitles**
- Custom Workflows
- **Digital Rights Management**
- Customizable Moodboards
- Multi-Lingual Platform
- Rich Library of Integrations and connectors

★★★★★ Nov 24, 2022

"Powerful yet easy to use"

★★★★★ Sep 19, 2023

"I have enjoyed using QBank"



Our Target Customer Profile (TCP) fulfills the following criterias



Stable growth and low churn among QBank customers

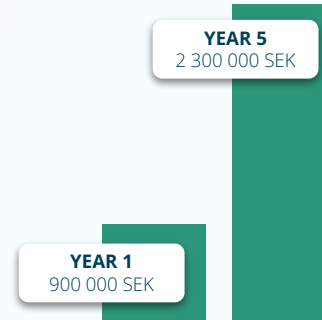
In a fast-changing market, QBank shines as a model of stability and trust. We're known for steady growth and very low customer churn, highlighting our focus on long-term relationships and great value.

Examples of Account growth:



320%

growth over 6 years



255%

growth over 5 years





Optimizely
formerly Episerver

CMS



inriver

PIM



CLOUDFLARE

CDN



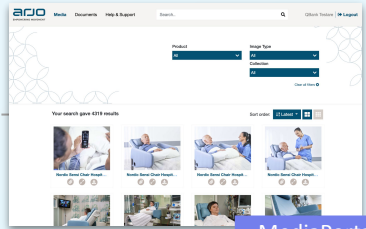
Showpad

API



Office


Document Editing



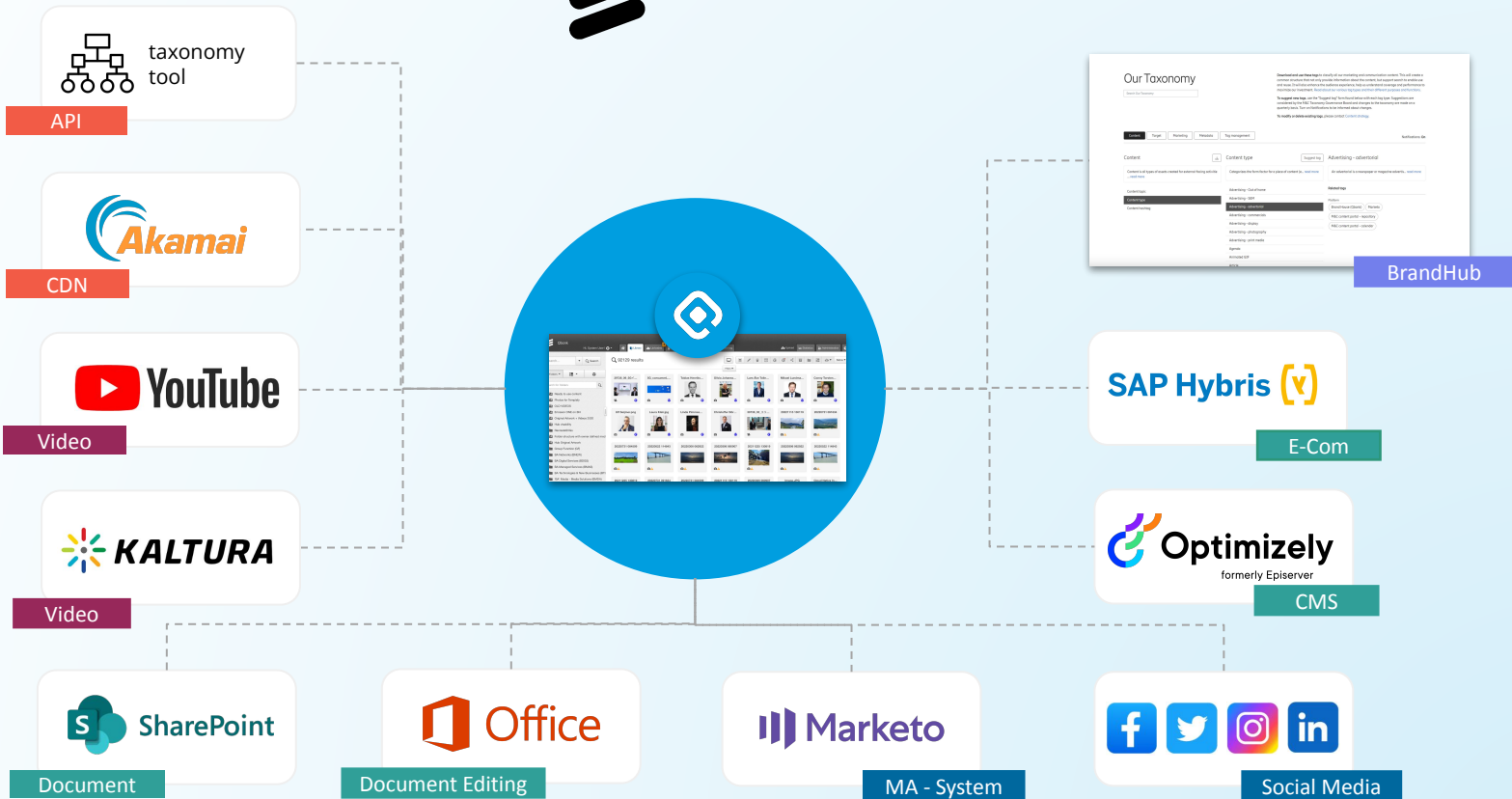
MediaPortal



Moodboards



Documents



Some of our Existing Customers

↔ **DOMETIC**

 **Die
Autobahn**

Swedish Match.

Marshall

ARJO

Visit Sweden

 **Lantmännen**

Atlas Copco

elfa®

TePe

coop

stadium®

 **NORMA
GROUP**

 **KALMAR**

SPXFLOW

coop

GEELY

Metso

 **PEAB**

 **TOYOTA**
MATERIAL HANDLING



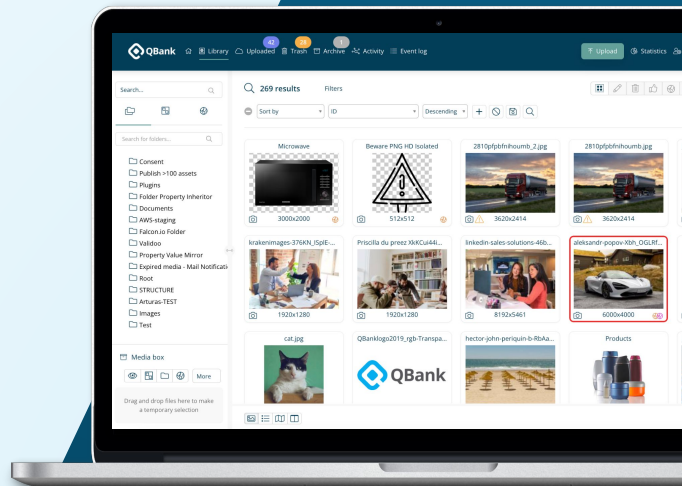
Some of our Strategic Partners

NEXER



The Investment Case - Capitalize on the opportunity

- **Foundation for Growth:**
Given QBank's promising position in a very healthy and growing market, the company has since 2021 added new hires and done replacements to be able to **have the organization needed in order to accelerate ARR growth the coming years.**
- **Going towards Profitability:**
We are executing according to the plan that was set after the new issue of shares in June 2022 and **we are heading towards black figures again.**
- **Focus on Enterprise Customers:**
We are seeing momentum in **acquiring new strategic customers**, growing with existing customers and with continued low churn. **71 % of the ARR** consists of customers within the strategic segment (TCP) with an **NRR of >110 %**



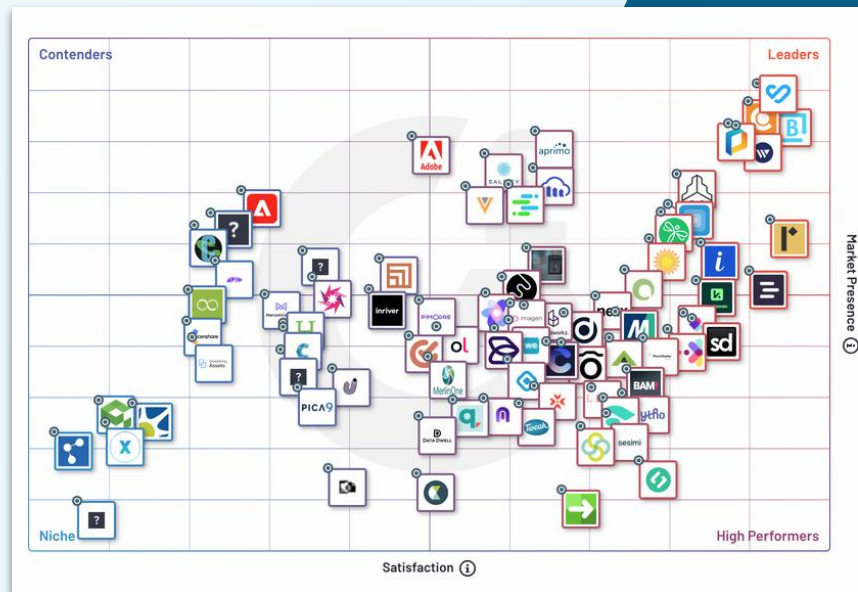
The DAM landscape

G2 Grid® for the **top Digital Asset Management Software products.**

G2 score products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks.

Together, these scores are mapped on our proprietary G2 Grid®, which can be used to compare products, streamline the buying process, and quickly identify the best products based on the experiences of your peers.

It is not unlikely that various strategic opportunities will arise as the market consolidates in the future.



Source: G2 Grid® Scoring

There are a number of market trends which are positive for QBank

Proliferation of Digital Assets:

The global surge in the quantity of digital assets, from media files to documents, signifies a heightened demand for structured management systems.

Digital Transformation Initiatives:

As companies embark on digitalization and transformation journeys, the need for robust digital asset management solutions intensifies.

Economic Downturn and Resource Optimization:

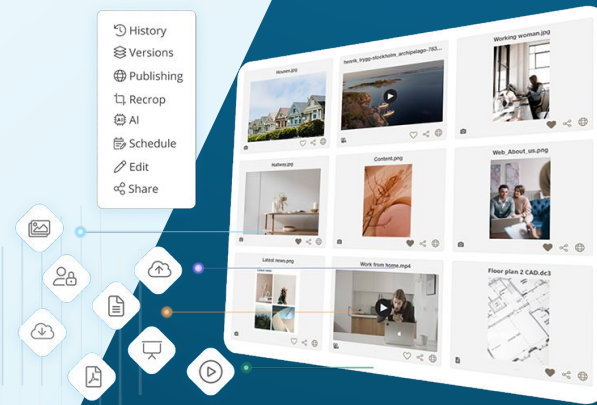
During recessions, organizations strive for efficiency. They're inclined to review, consolidate, and digitize systems, thereby seeking optimized and cost-effective solutions.

Rising Security Concerns:

With the increase in cyber threats and data breaches, the demand for secure digital asset management solutions is at an all-time high.

Demand for Traceability:

The ability to trace the origin, modifications, and distributions of digital assets is becoming paramount, emphasizing systems that offer comprehensive audit trails and tracking capabilities.



Strategies for QBank's Accelerated Growth

1

Focused targeting

Concentrating on enterprise customers in sectors like industrial/manufacturing, medtech, and retail, particularly in Northern Europe. These businesses often have complex operational needs, especially regarding product assets.

2

Robust Product Development

A roadmap-driven approach emphasizing additional functionality, deeper integrations, and significant infrastructure enhancements to meet evolving customer needs.

3

Sales, Marketing, and Customer success

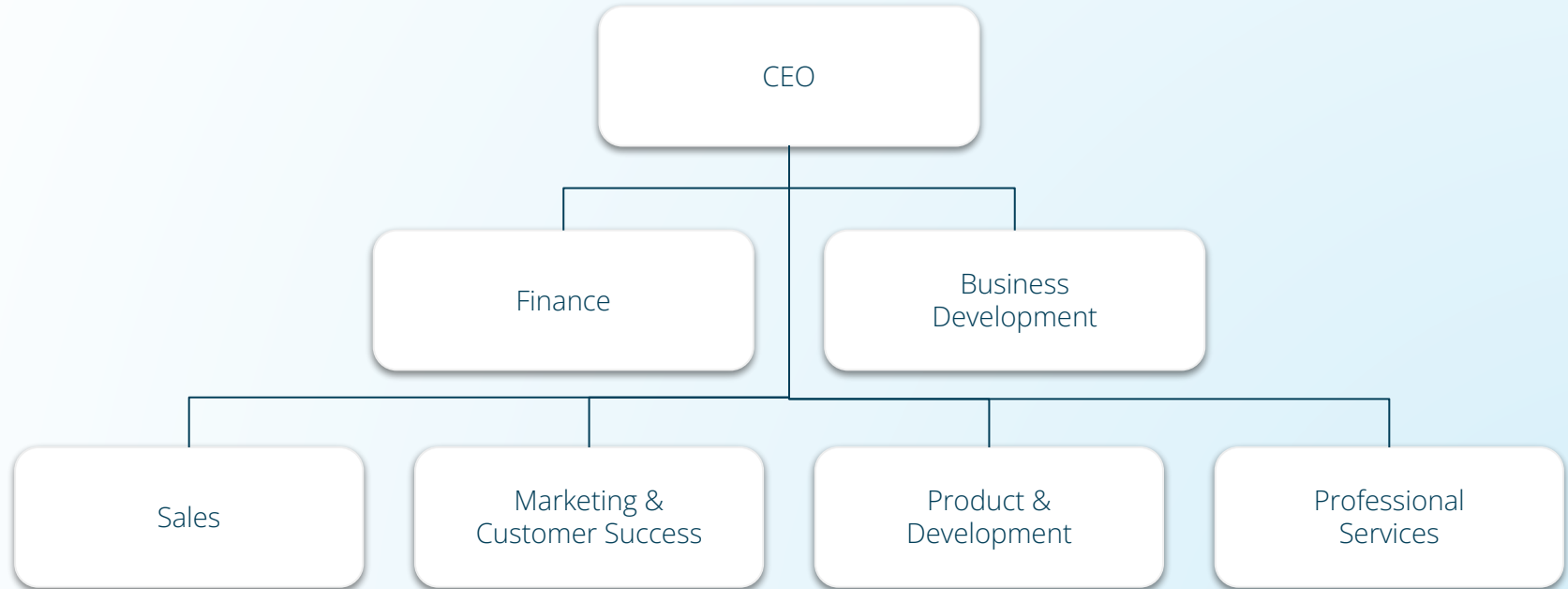
A blend of outbound and inbound sales tactics, enhanced digital marketing automation, and a bolstered customer success approach tailored to strategic accounts.

4

Strategic Partnerships

Collaborating with System Integrators, Product Companies, and Digital/Web Bureaus for joint market initiatives, while scaling delivery through integrations with system partners.

The Organization within QBank



QBank is a true Software as a Service (SaaS) Product



Subscription Fee

(+80% of total revenue
80-90% gross margin)

Professional Services

(Creates stickiness &
enables expansion)

QBank's financial KPI's

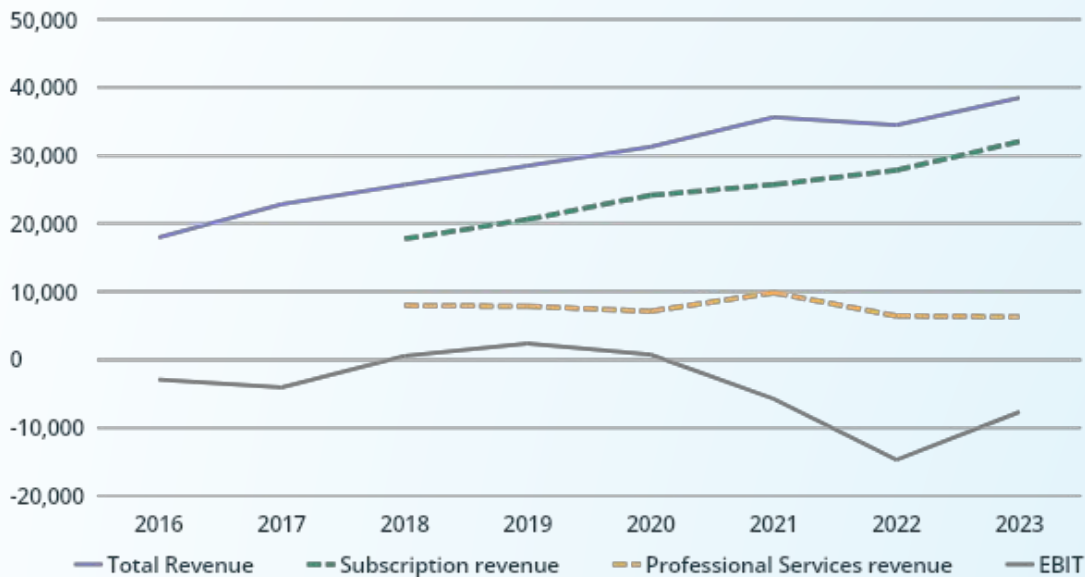
MRR - Baseline MRR year by year (Tkr)



Average MRR CAGR (Monthly recurring revenue compound annual growth rate)
2016 - 2023, 14%

QBank's financials

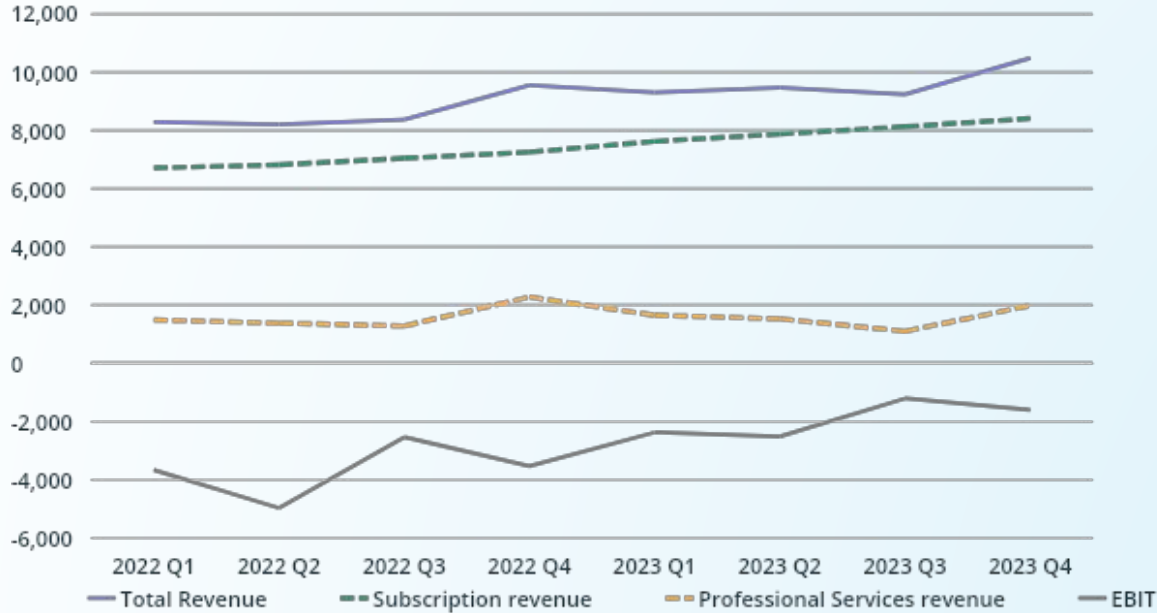
Financial performance - By year (Tkr)



Strategic investments have been executed, primarily through organizational expansion since 2021, and the organization has been "fully operational" since the second half of 2022

QBank's financials

Financial performance - By quarter (Tkr)



Average EBIT previous 4 quarters

Q1 23- Q4 23 , -1 922 (-3 675) tkr

QBank does not capitalize development costs

The QBank Share

QBNK Holding AB (publ) is a public company listed and traded at the Spotlight Stock Market.

Number of shares 9 751 200

| Top 10 Owners as per Dec 31, 2023 | Number of shares |
|-----------------------------------|------------------|
| Fredrik Grevelius | 2 267 402 st. |
| Ekstrand Corporate Advisors AB | 1 558 974 st. |
| Försäkringsbolaget Avanza Pension | 1 238 048 st. |
| Ola Knutsson | 561 746 st. |
| Ludvig Thureson | 549 239 st. |
| Patrik Brummer | 459 260 st. |
| Gembox AB (Kjell Duveblad) | 347 347 st. |
| Bank Julius Baer & Co Ltd | 262 407 st. |
| Melphi Group AB (Jacob Philipson) | 257 444 st. |
| Adrian Brummer | 195 628 st. |

¹ Of which 987 557 shares by insurance solutions in Avanza Pension.
² Excluding 987 557 shares according to note 1 above.

All information about the QBank share can be found at the Spotlight Stock Market

<https://spotlightstockmarket.com/sv/bolag/irabout?InstrumentId=XSAT01001485>



Capitalizing on a proven leader in a growing DAM Market

Consistent Growth:

Demonstrated by a positive growth trajectory over the last 25 quarters, underlining our market stability and forward momentum.

Increasing Customer Commitment:

Current customers are continually investing more in our offerings, showcasing strong Net Revenue Retention (NRR).

Elite Clientele:

Our portfolio boasts of strategic enterprise companies with expansive global operations, underscoring the trust large-scale businesses place in us.

Rising DAM Demand:

The prevailing market conditions emphasize an escalating need for Digital Asset Management solutions, positioning QBank advantageously.

Product Resilience:

Not only is our product robust, but the low churn rate indicates its reliability and the value it brings to customers.

Expansive Market Opportunity:

We're navigating in a multi-billion dollar market that is witnessing consistent growth, presenting immense opportunities for further expansion.

