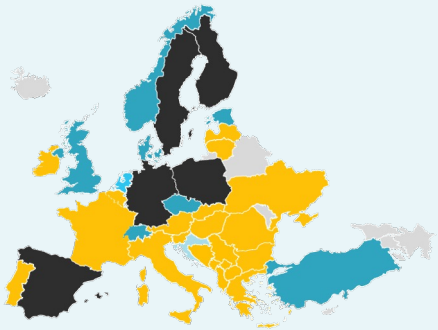
Summary – Efecte as an investment







Growing market, high ambition & capable team

- Market growth CAGR >15%
- Ambitious vision to become European leader and clear strategy to get there
- Strong team with excellent track record

Best product for the European midmarket

- Wins against key competition
- Industry recognition
- Gross churn <5%

Proven model for SaaS growth in Europe

- 20 consecutive quarters of SaaS growth over 20%
- NRR 110-115%, LTV/CAC > 5
- Direct and partner-led market entry models

efecte