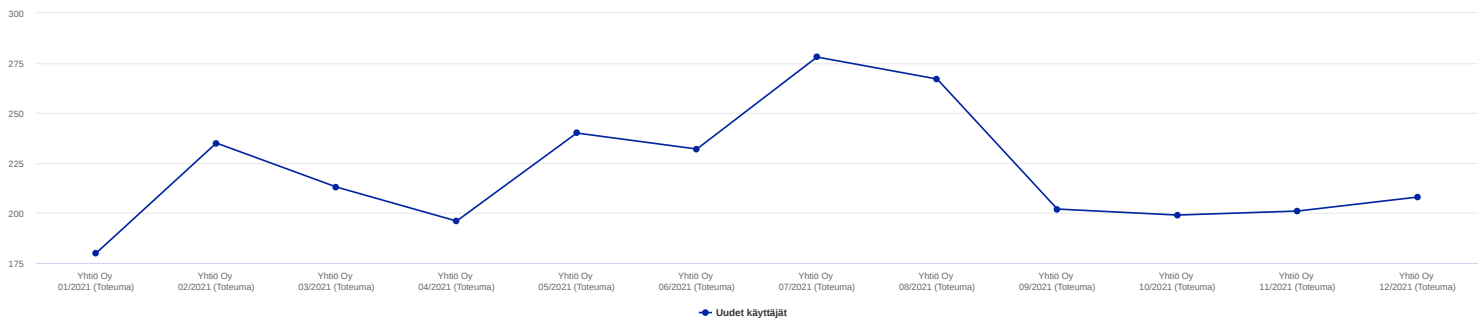


## Profit & Loss

	Yhtiö Oy				
	08/2021 Toteuma	09/2021 Toteuma	10/2021 Toteuma	11/2021 Toteuma	01/2021 - 12/2021 Toteuma
<b>Net sales</b>	319 151	299 368	305 309	318 616	3 719 447
IAP sales	472	398	435	448	5 321
<b>Cost of goods sold</b>	-248 285	-247 933	-245 404	-231 593	-2 912 352
Other COGS	-16 456	-16 872	-15 999	-15 562	-190 973
<b>Gross profit</b>	5 038	4 989	4 951	4 908	61 185
Personnel costs	-81 242	-82 127	-80 311	-81 584	-978 312
Office costs	-11 835	-11 600	-11 038	-10 931	-133 464
IT costs	-10 531	-10 166	-10 544	-10 204	-121 881
Marketing and event costs	-5 433	-5 618	-5 080	-5 765	-68 533
Admin costs	-13 027	-14 285	-14 240	-12 550	-163 372
<b>OPEX total</b>	-287 288	-291 092	-295 535	-296 519	-3 500 267
<b>EBITDA</b>	-240 386	-245 170	-242 244	-244 127	-2 914 957
<b>Net result</b>	-221 037	-237 372	-239 932	-232 217	-2 757 534

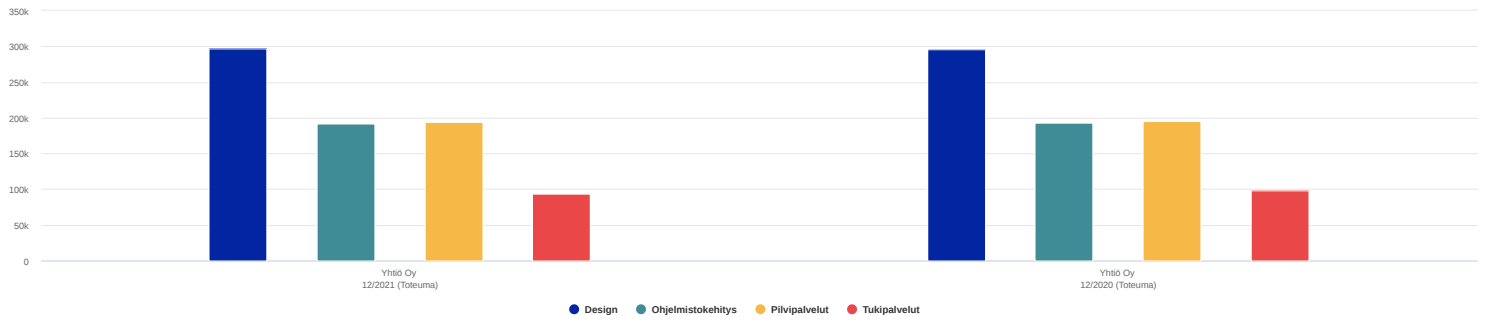
## New users



## New users

	Yhtiö Oy											
	01/2021 Toteuma	02/2021 Toteuma	03/2021 Toteuma	04/2021 Toteuma	05/2021 Toteuma	06/2021 Toteuma	07/2021 Toteuma	08/2021 Toteuma	09/2021 Toteuma	10/2021 Toteuma	11/2021 Toteuma	12/2021 Toteuma
Uudet käyttäjät	180	235	213	196	240	232	278	267	202	199	201	208

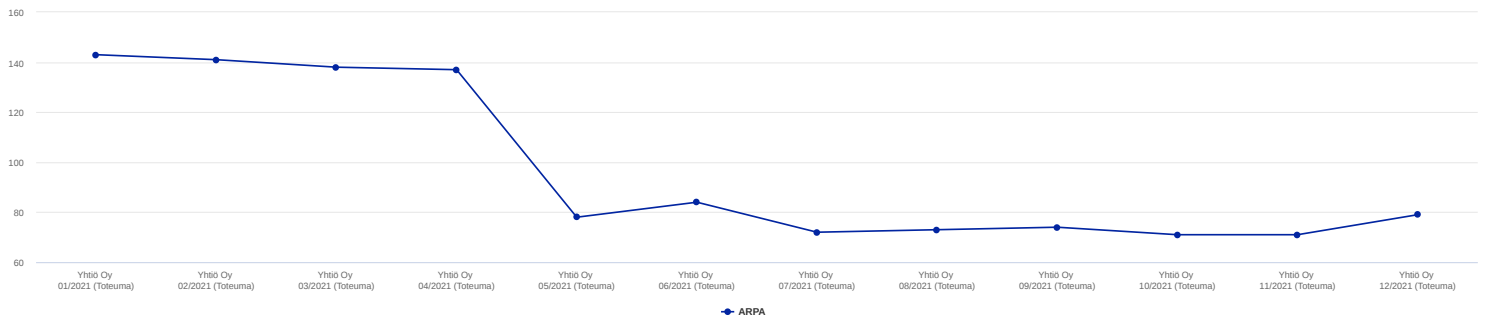
## Sales



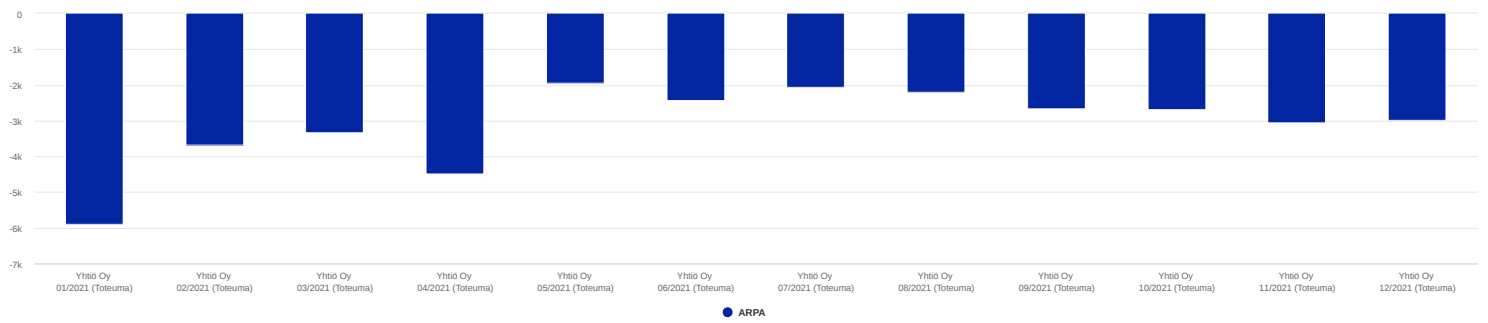
## Sales

	Yhtiö Oy	
	12/2021 Toteuma	12/2020 Toteuma
Design	296 617	296 090
Ohjelmistokehitys	191 935	193 360
Pilvipalvelut	193 847	195 390
Tukipalvelut	93 058	97 806

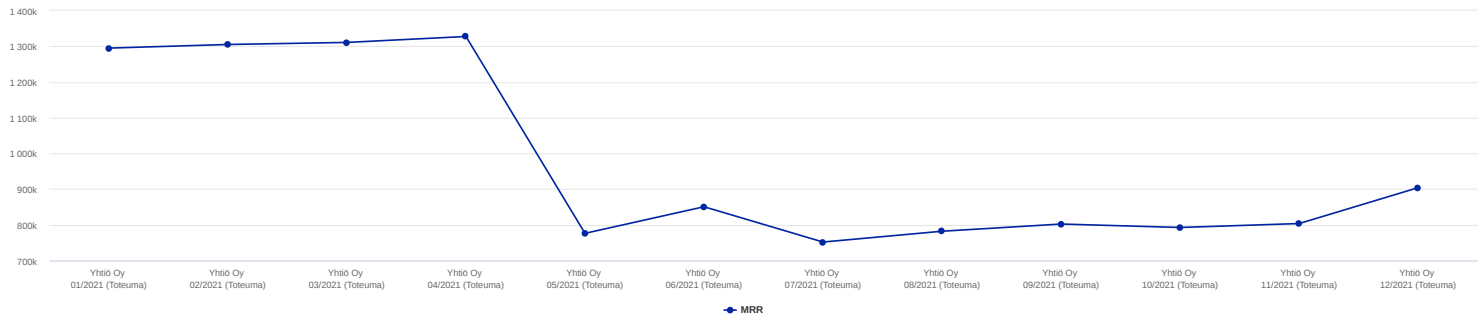
## ARPA



## CAC



## MRR



## ARPA, CAC & MRR

	Yhtiö Oy											
	01/2021 Toteuma	02/2021 Toteuma	03/2021 Toteuma	04/2021 Toteuma	05/2021 Toteuma	06/2021 Toteuma	07/2021 Toteuma	08/2021 Toteuma	09/2021 Toteuma	10/2021 Toteuma	11/2021 Toteuma	12/2021 Toteuma
ARPA	143	141	138	137	78	84	72	73	74	71	71	79
CAC	-5 894	-3 670	-3 335	-4 485	-1 935	-2 422	-2 045	-2 187	-2 664	-2 679	-3 040	-2 986
MRR	1 294 877	1 305 030	1 310 802	1 327 400	776 281	850 719	751 931	782 200	802 300	792 700	803 700	904 200