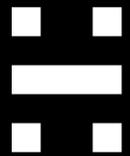


Q1 2022 Presentation

Oslo, 12th of May 2022

Alexander Woxen, CEO
Aslak Schia, EVP Operations
Ragnar Kjos, CFO



Strong growth in Q1 2022

	Q1-22	Q1-21
Revenue (MNOK)	114	84
Growth (QoQ)	36%	



Huddly S1 networked camera for small, huddle and medium rooms

Highlights



- ≡ As communicated in Q4, macro is strong – we see higher demand for AV equipment
- ≡ Also proved by increased M&A activity
- ≡ Over-shadowed by glooming macro political situation. Rugged road ahead!



- ≡ Delivered on key objective: Growth
- ≡ 36 % revenue growth QoQ
- ≡ Strategic partners well positioned for further growth



- ≡ 36 % Gross margin realized in the quarter
- ≡ However, it came at a price affecting short-term margins
- ≡ Medium to long-term margin position remains intact



Huddly L1 networked camera for large and medium rooms

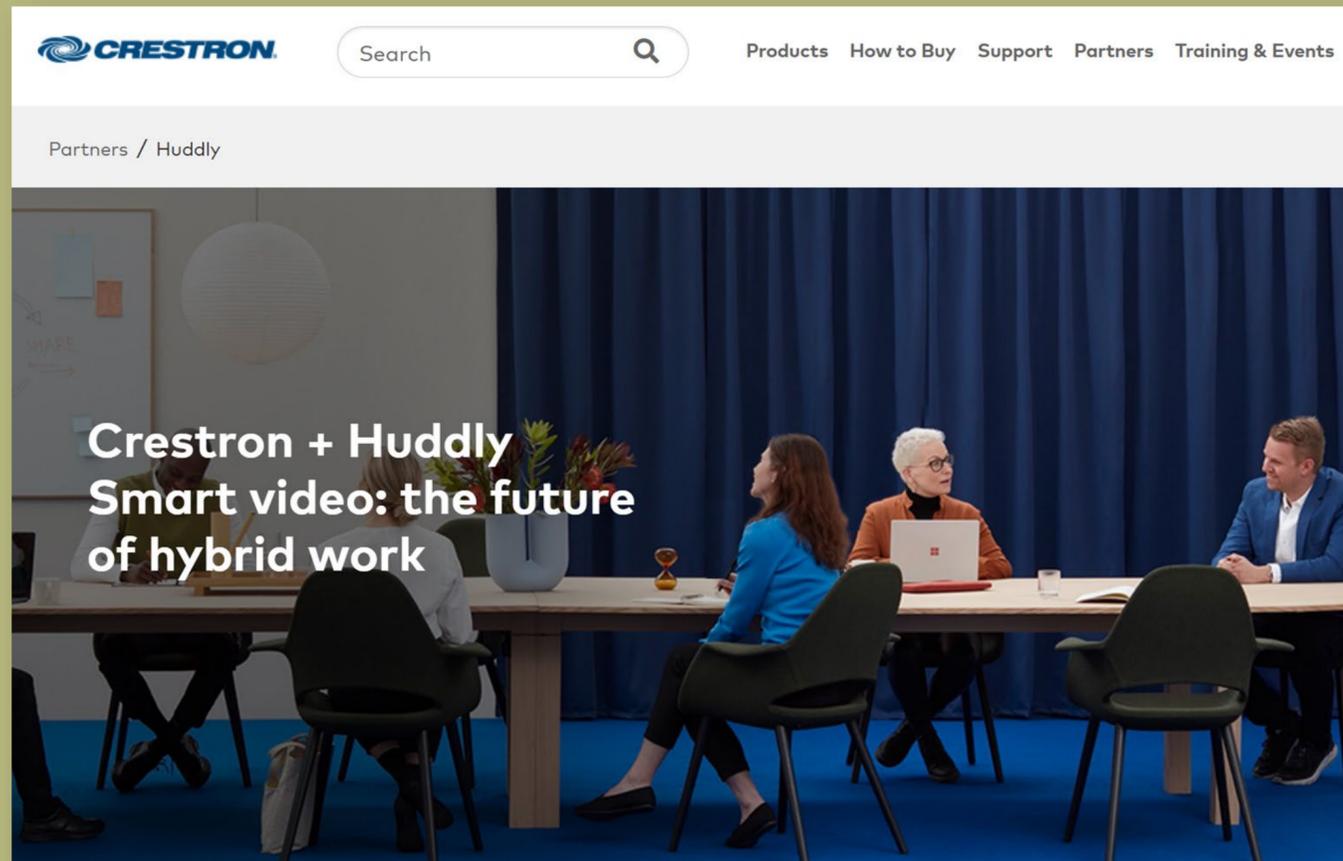
Sales update

- ≡ In Q1 2022 Huddly reached **300,000 units sold worldwide**
- ≡ The growth of 36% QoQ was largely driven by our **strategic partners representing 82 % of the revenues**
- ≡ Strategic partners Crestron and Google are well positioned and **responded swiftly to the back to office movement**
- ≡ With the **recent Microsoft certification on L1**, the channel business has potential to further drive growth and strengthen margins
- ≡ In Q1 priority was given to **organizational improvements** and increasing presence in the EMEA region
- ≡ **Increased product warranty** from two to three years

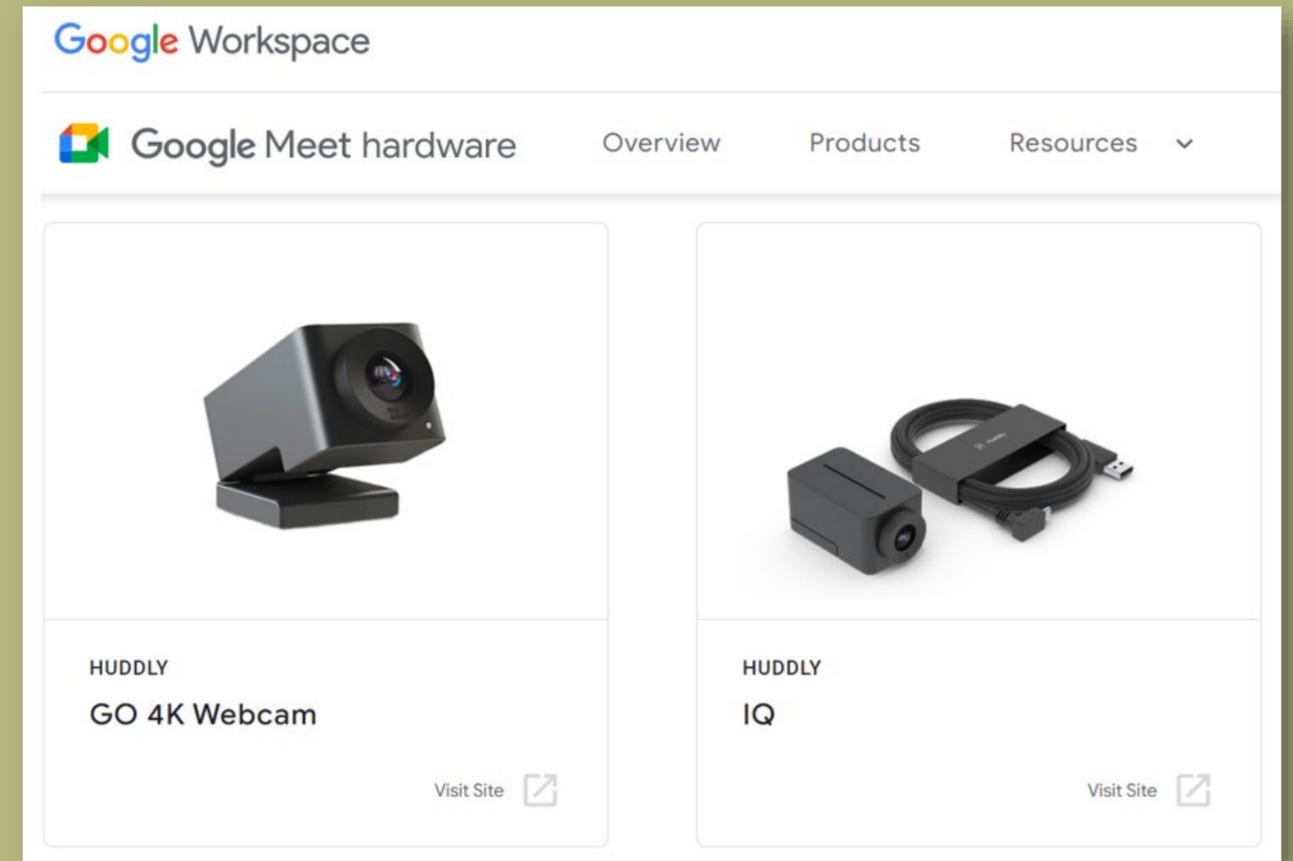


Huddly S1 networked camera for small, huddle and medium rooms

Huddly's strategic partners



The screenshot shows the Crestron website's 'Partners / Huddly' page. At the top, the Crestron logo is on the left, followed by a search bar and navigation links for 'Products', 'How to Buy', 'Support', 'Partners', and 'Training & Events'. Below the navigation, the breadcrumb 'Partners / Huddly' is visible. The main content area features a large image of a meeting room with four people seated around a table. Overlaid on the image is the text: 'Crestron + Huddly Smart video: the future of hybrid work'.



The screenshot shows the Google Workspace website's 'Google Meet hardware' page. The top navigation includes the Google Workspace logo, 'Google Meet hardware', 'Overview', 'Products', and 'Resources'. Below the navigation, there are two product cards. The first card features an image of the Huddly GO 4K Webcam, with the text 'HUDDLY GO 4K Webcam' and a 'Visit Site' link with an external icon. The second card features an image of the Huddly IQ webcam, with the text 'HUDDLY IQ' and a 'Visit Site' link with an external icon.

Key product events

Certification and IP

- Microsoft Teams certification for Huddly L1
- World's first IP camera with digital pan/tilt/zoom to get MS teams certification (May 2022)
- 13 patent families, stepping up our focus on IP

Products launched

- Huddly S1 available for order
- Networked state-of-the-art camera for small and medium sized meeting rooms
- Complementing Huddly L1 for large meeting rooms

New software features

- Speaker Framing is demoed at ISE
- Powerful AI software, creating a truly unique user experience
- Creating customer value through software features
- Paving the way for new business models

Recognition

- DOGA Award
- International iF design award



Rapidly increasing product innovation cadence
8 smart cameras and 3 software features

Manufacturing and Supply Chain

Aslak Schia, EVP Operations



Manufacturing and Supply Chain

A successful supply chain strategy...

...leading to continued delivery of Huddly products

- 1 Dual manufacturing
- 2 Dual / multiple sourcing of components
- 3 Allowing buffering stock on key components
- 4 Direct communication lines with sole source partners

Resilient production



Standard lead times



No backorder



Financial highlights Q1 2022

Revenue
(MNOK)

114.1

Gross Margin

36%

Adj. EBITDA
(MNOK)

14.9

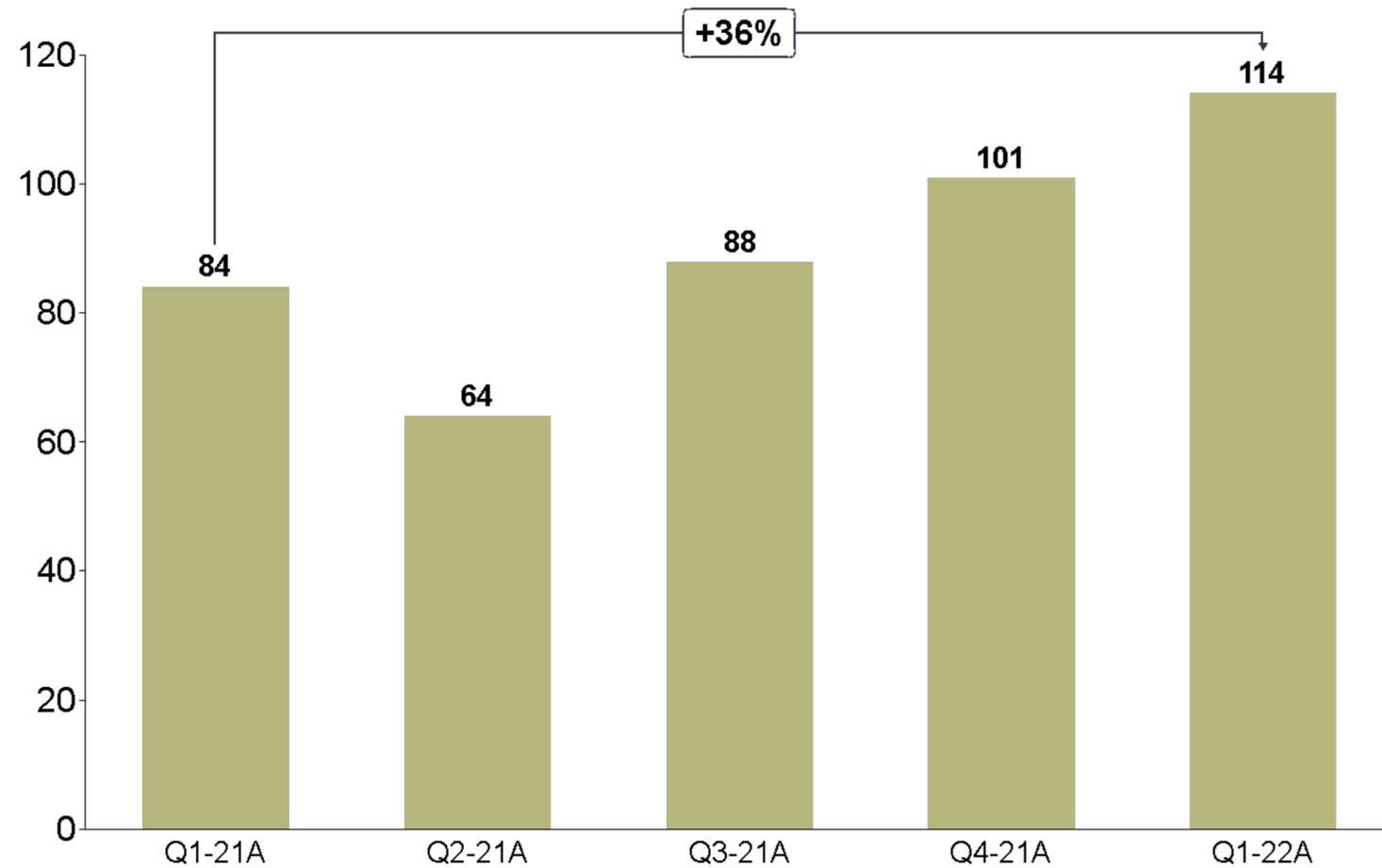


Huddly IQ for small, huddle and medium rooms

Revenue

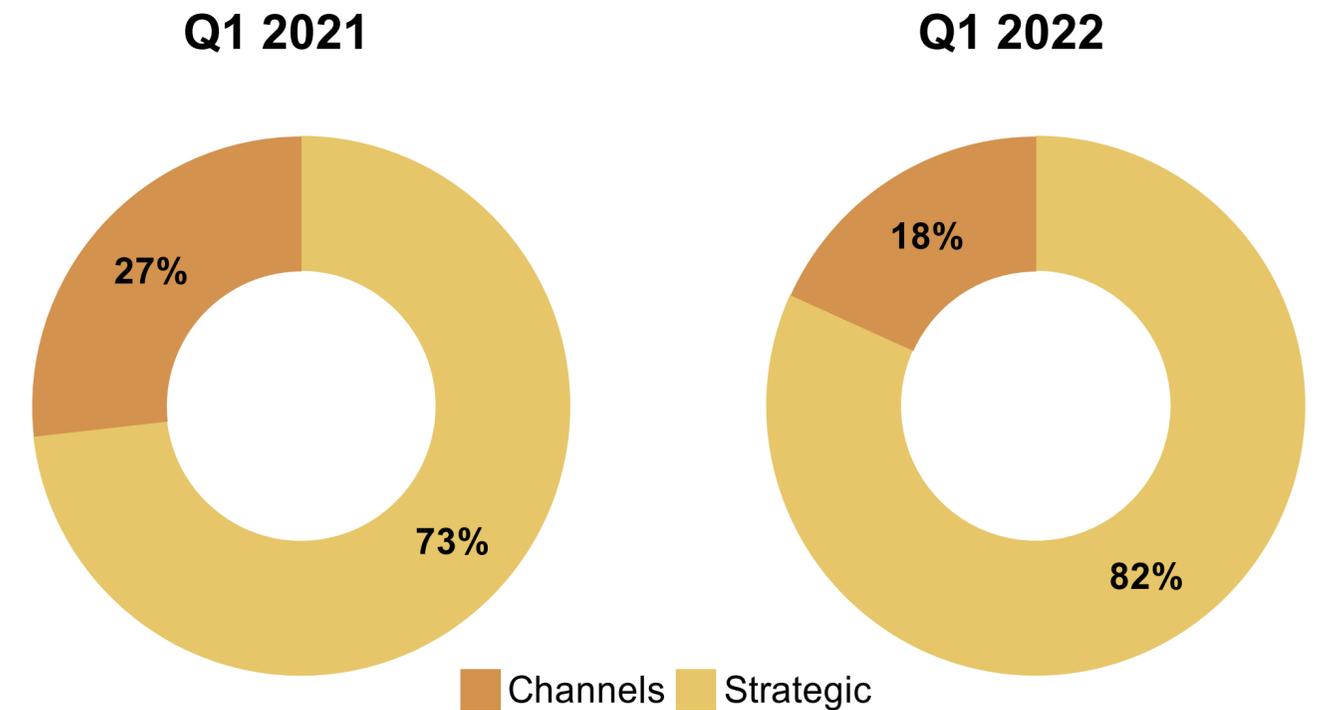
NOK Million

Revenue per quarter



Revenue increased 36 % QoQ, with a record revenue quarter of 114 MNOK

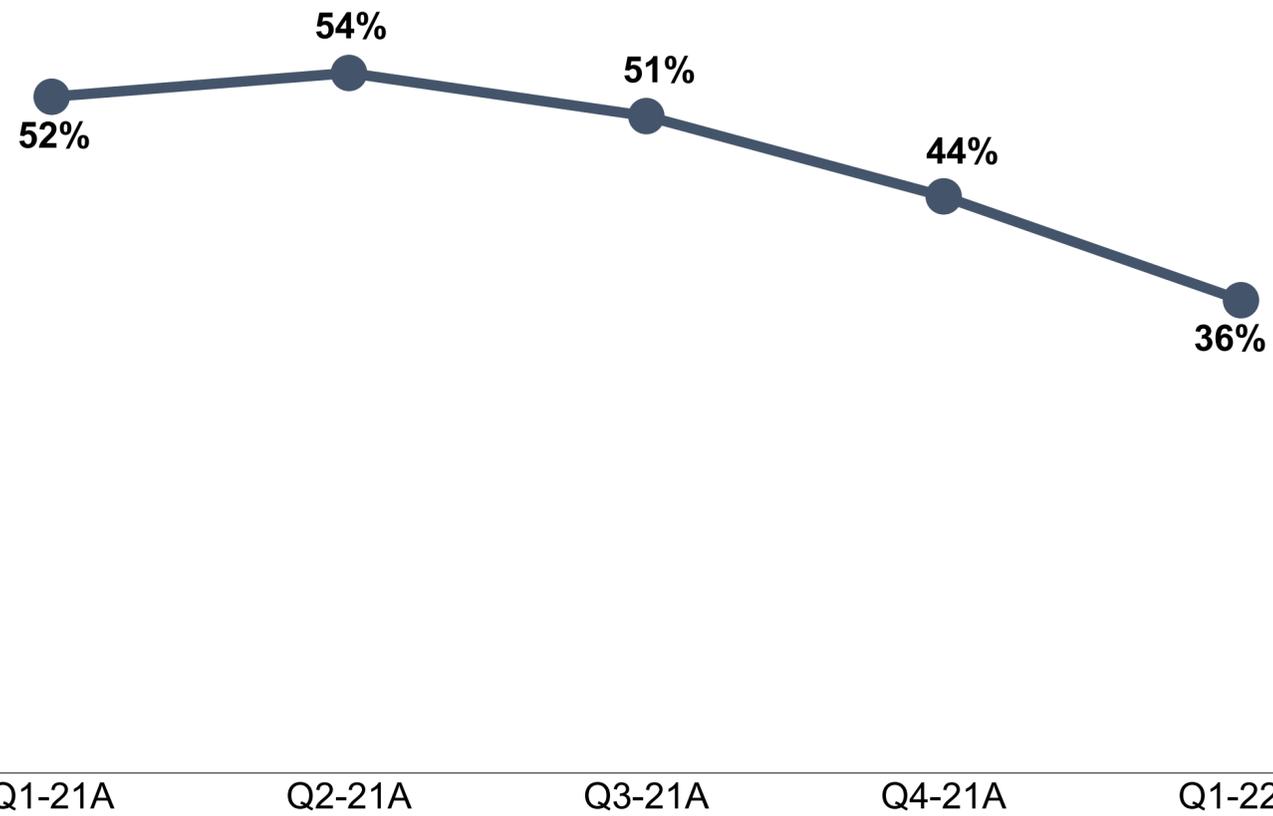
Revenue split by customer segment



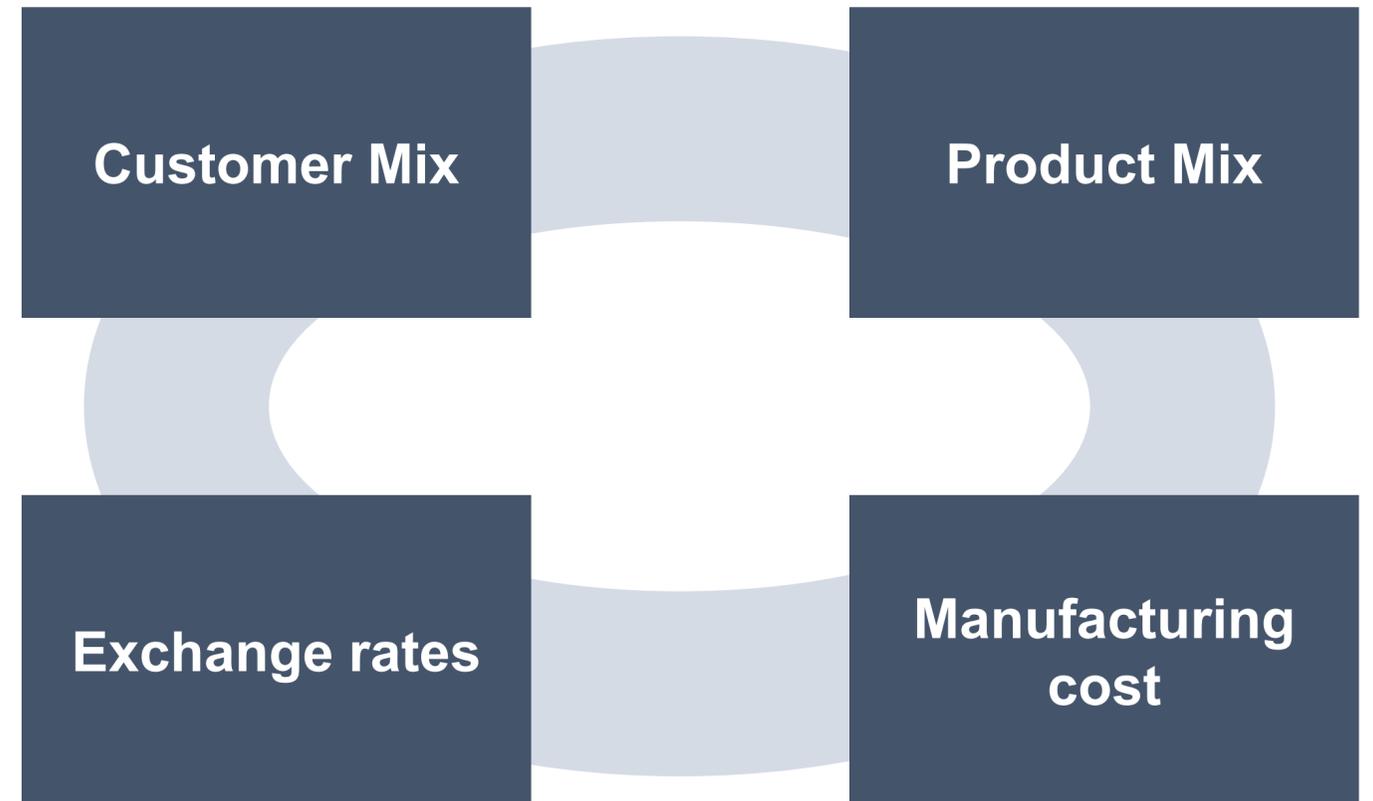
Strong growth in strategic partners sales, representing > 80 % of revenue in Q1 2022

Gross margin

Gross margin development (%)



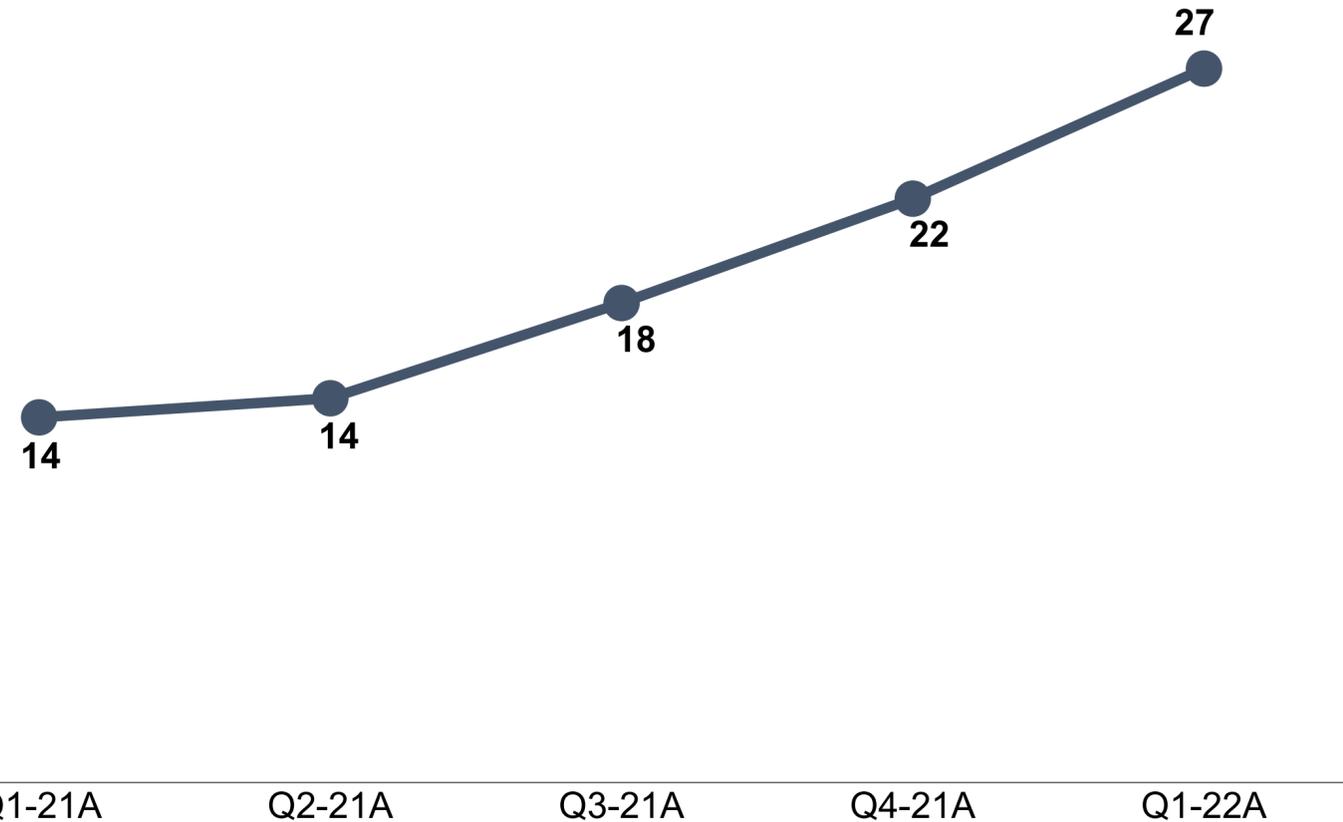
Key gross margin variables



Cost awareness

NOK Million

Operational expenditures (adj.)



Comments

- Huddly continued to support growth with operational expenses according to plan
- Moved to interim offices
- 19 new employees in the quarter, 55 new employees since Q1 last year. Total FTEs at quarter end is 122
- Huddly monitors the business assumptions closely and adjusts accordingly

Income statement

NOK Million

NOK Million	Q1 2022	Q1 2021	Comment
Revenue	114.1	84.1	
Cost of goods sold	(72.5)	(40.3)	
Gross margin	41.6	43.8	
Operational expenditures	(26.7)	(13.6)	1
Adj. EBITDA	14.9	30.2	2
Depreciation and Amortization	(19.7)	(13.3)	3
Adj. EBIT	(4.9)	16.8	4
Gross Margin	36%	52%	
EPS (fully diluted, unadjusted)	(0.05)	(1.02)	

Comments

- 1 Increase in operational expenditures to support the growth agenda
- 2 Adjustment of option expense, MNOK 4.9
- 3 Increase in depreciation and amortization as the company invests in product development
- 4 The company is not in a tax paable position and does not have any interest-bearing debt

Financial position

NOK Million

Assets	31.03.22	31.12.21	31.03.21
Intangible assets	138.0	122.8	90.3
Tangible assets	27.9	18.7	7.9
Inventory	32.0	30.7	13.5
Trade receivables	99.1	97.4	60.0
Other receivables	31.7	29.5	18.2
Cash and cash equivalents	280.9	337.3	401.5
Total Assets	609.8	636.4	591.4

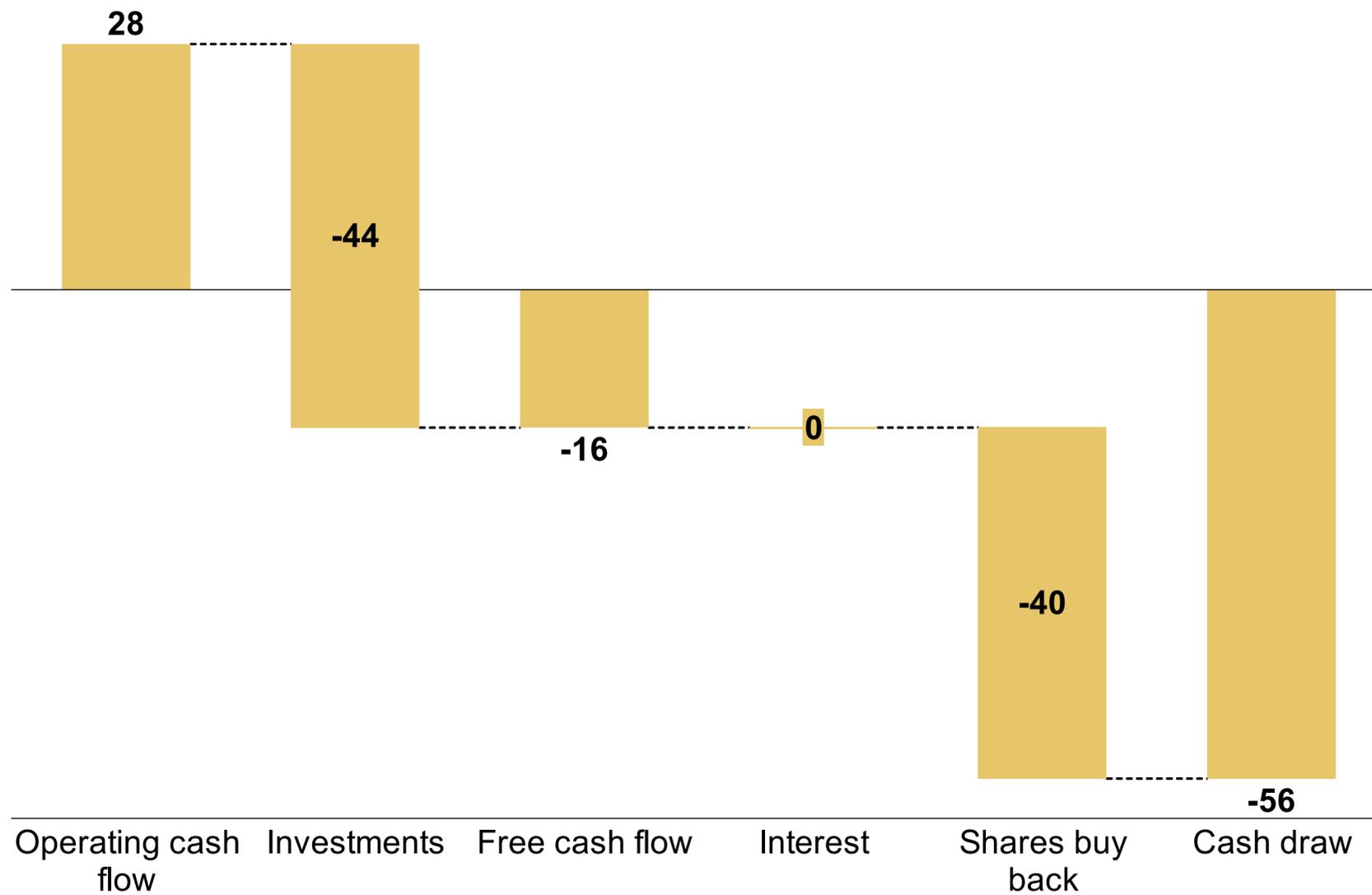
Equities and liabilities	31.03.22	31.12.21	31.03.21
Equity	405.9	446.0	478.5
Total non-current liabilities	37.1	32.1	8.9
Trade payables	87.3	70.3	49.3
Other current liabilities	79.5	87.9	54.8
Total Equities and liabilities	609.8	636.4	591.4

Total backlog grew significantly, closing at 201.8 MNOK at the end of the quarter, up 88% compared to end of Q4 2021

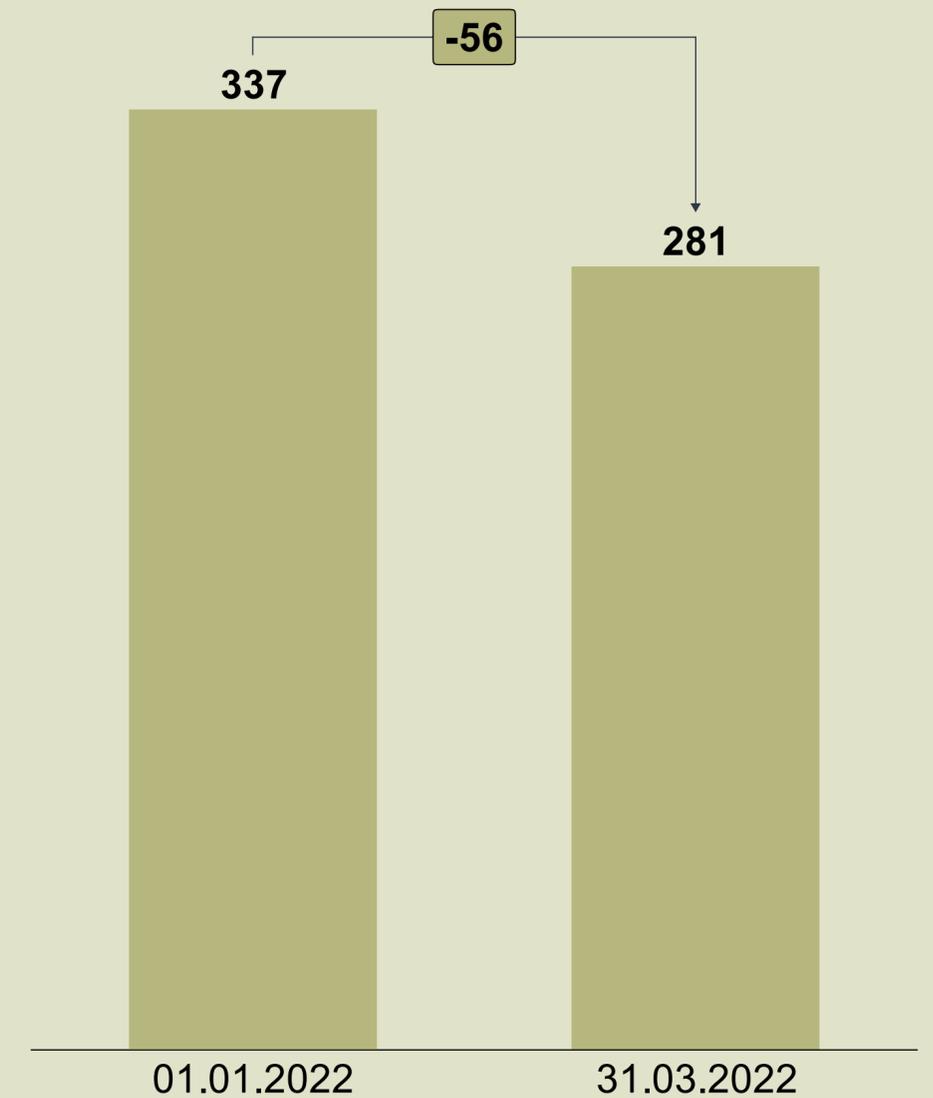
Cash flow and position

NOK Million

Cash flow breakdown Q1 2022, MNOK



Change in cash position Q1 2022, MNOK



Outlook

	FY21 Actuals	Prior FY22 Outlook	New FY22 Outlook
Revenue (MNOK)	337	450-550	450-550
Growth ¹	-8%	~50%	~50%
Gross Margin	~50%	~50%	35-50%

¹ Assuming mid-range of guidance

Value creation mindset



Hyper Growth

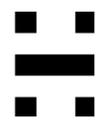
Strategic Partnerships Channels Product Innovation

1 Growth
Secure an attractive growth position

4 Strategic Value
Maximize the strategic value premium

3 EBITDA
Maintain positive EBITDA & Fall-Back

2 Margin
Secure a strong margin position



Sustainable Cost Base

EBIT Improvement Program Product innovation Cost control



Product Innovation Leader

Product Innovation Cadence Intellectual Property Brand Value



+ 50% Gross Margin

Channels Product Mix Software Monetisation

Q&A



