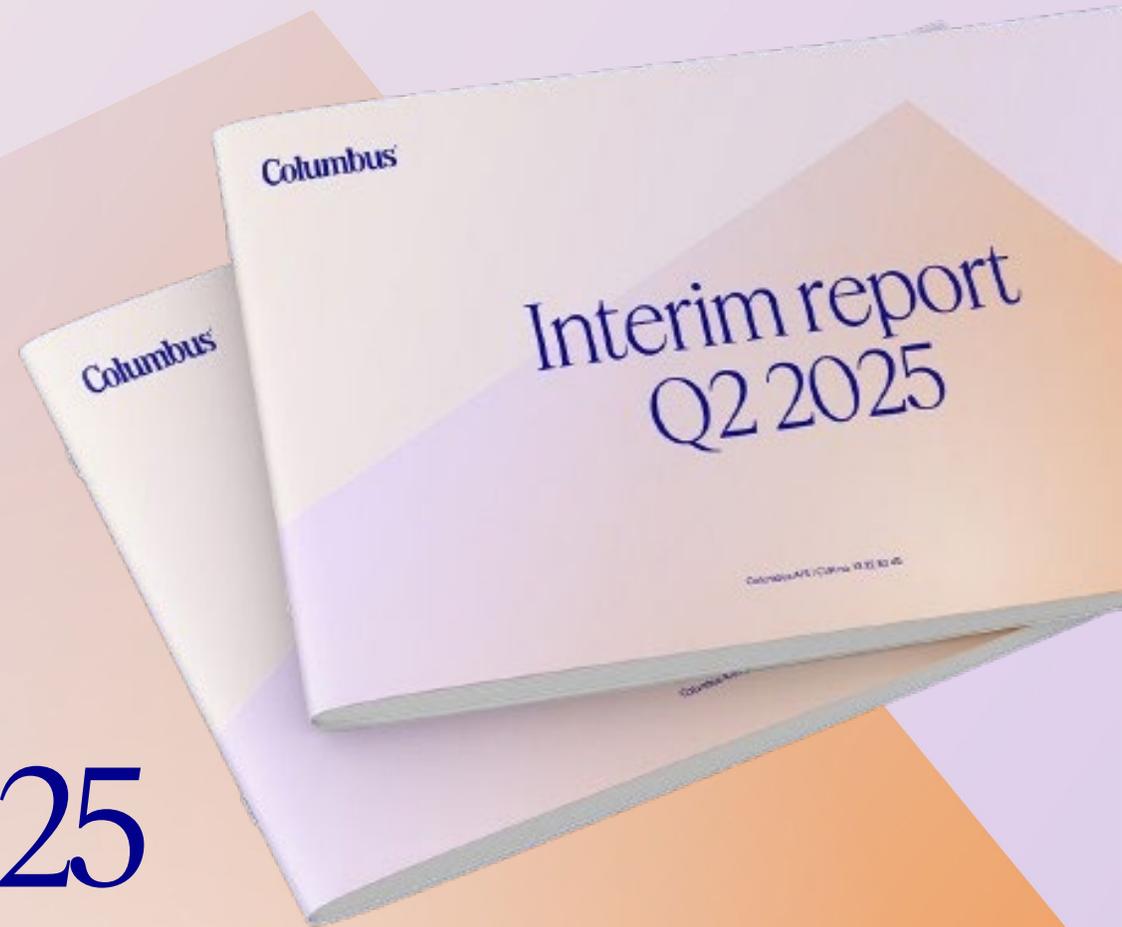


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Webcast & Tele Conference

21 August 2025 at 13:00

# Financial results Q2 2025



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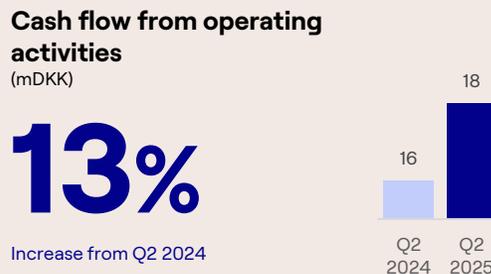
# Presenters

**Søren Krogh Knudsen**  
Columbus CEO

**Brian Iversen**  
Columbus CFO



# Financial highlights Q2 2025



Adjusted for extraordinary income in Q2 2024

- Revenue in Q2 2025 ended with a slight decline. Continuous challenging conditions in the Nordic market, whereas the UK & US continued the positive trend. Two fewer working days compared to the same quarter last year impacted the topline negatively.
- EBITDA declined by 27%, when adjusted for the extraordinary income in Q2 2024. Overall, the result of the weak revenue and efficiency performance in Q2 2025.
- Contribution margin increased by 1 pp to 19% in Q2 2025, compared to 18% in Q2 2024. This is primarily due to improved project execution.
- Cash flow from operations increased by 13%. Cash flow improved from DKK 16m in Q2 2024 to DKK 18m in Q2 2025, underpinning the soundness of the business and tight control of customer payment terms.
- Efficiency For M3 and Digital Commerce has increased significantly compared to last year. M3 up 13 pp to 68% and Digital Commerce up 10 pp to 63% in June 2025 compared to June 2024.

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Financial results Q2 2025

# Market and operational highlights

# Strategic focus in a shifting market landscape



## Scaling our Organization

Our business progresses at different speeds across teams. As some markets improve, we prepare to seize new opportunities while remaining focused on value in slower areas.



## Artificial Intelligence

AI will significantly influence how we and customers function, transforming the marketplace. While its future is uncertain, we begin preparing for the era of the Agentic Workforce.



## The strategic review offers a chance to re-ignite

Insights from the process are being used to focus continued effort. The market has changed, so we are reassessing our direction.

## Performance

Dynamics

M3

Digital  
Commerce

D&AI



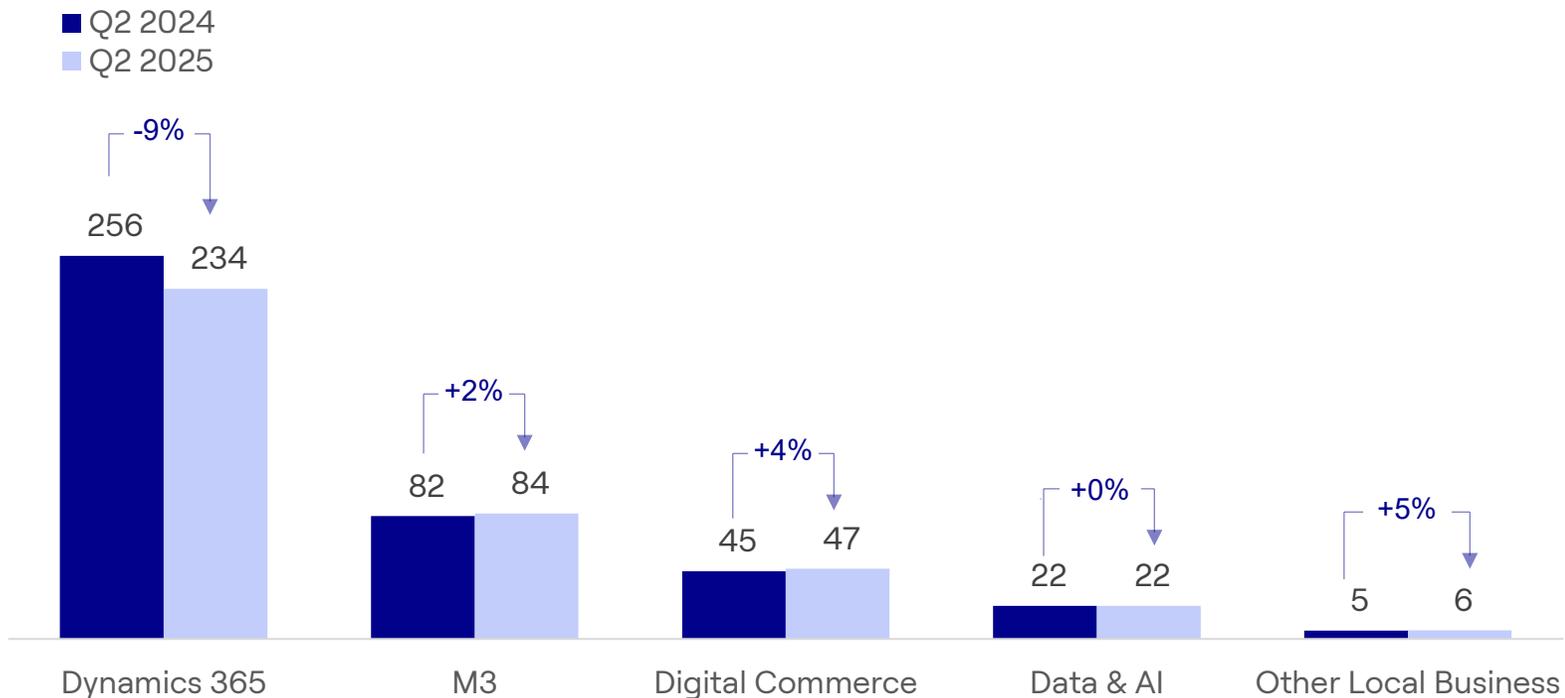
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Financial results Q2 2025

Financials

# Service revenue Q2 2025 – Business Lines

Revenue in DKK million

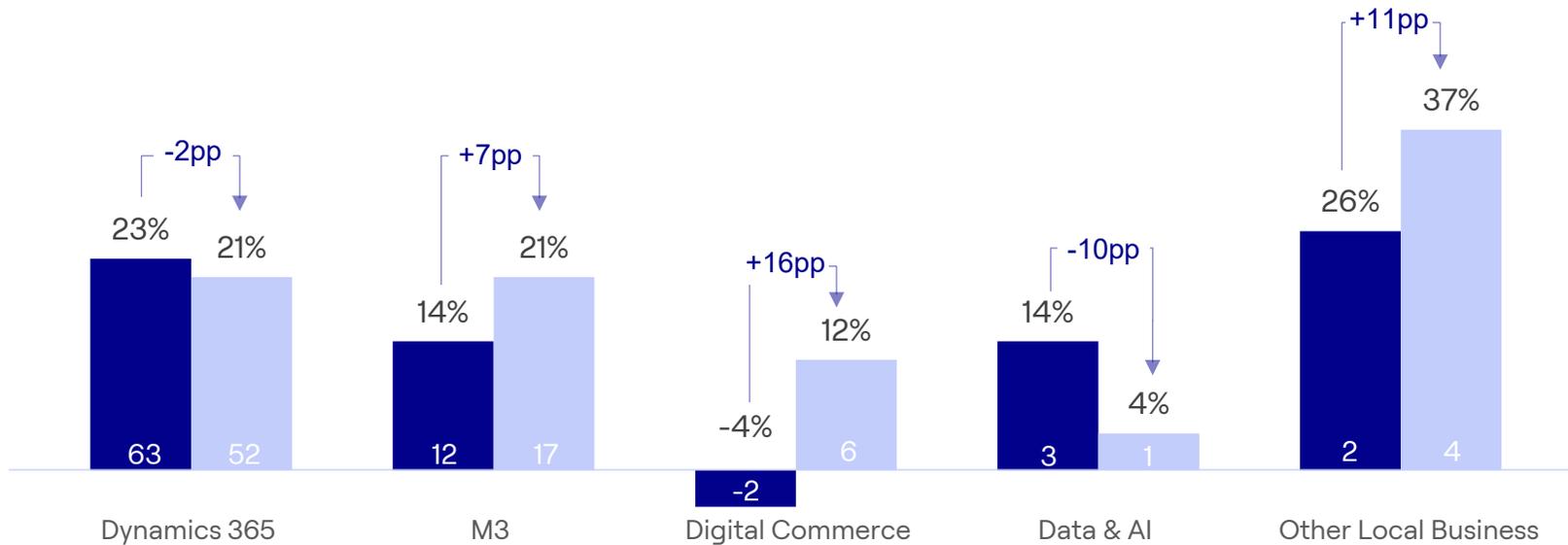


- Dynamics 365 saw a 9% decline, primarily driven by weak market conditions in Norway and Denmark.
- After a few quarters of negative growth, M3 is back on a growth path – driven by dedicated sales efforts and strong operational execution.
- Digital Commerce also returned to growth in Q2, gradually emerging from a restructuring phase.
- The strategic Business Line, Data & AI, saw a flat development after some strong growth months, but continues to see strong requests for their services.

# Contribution margin Q2 2025 – Business Lines

Contribution margin in %

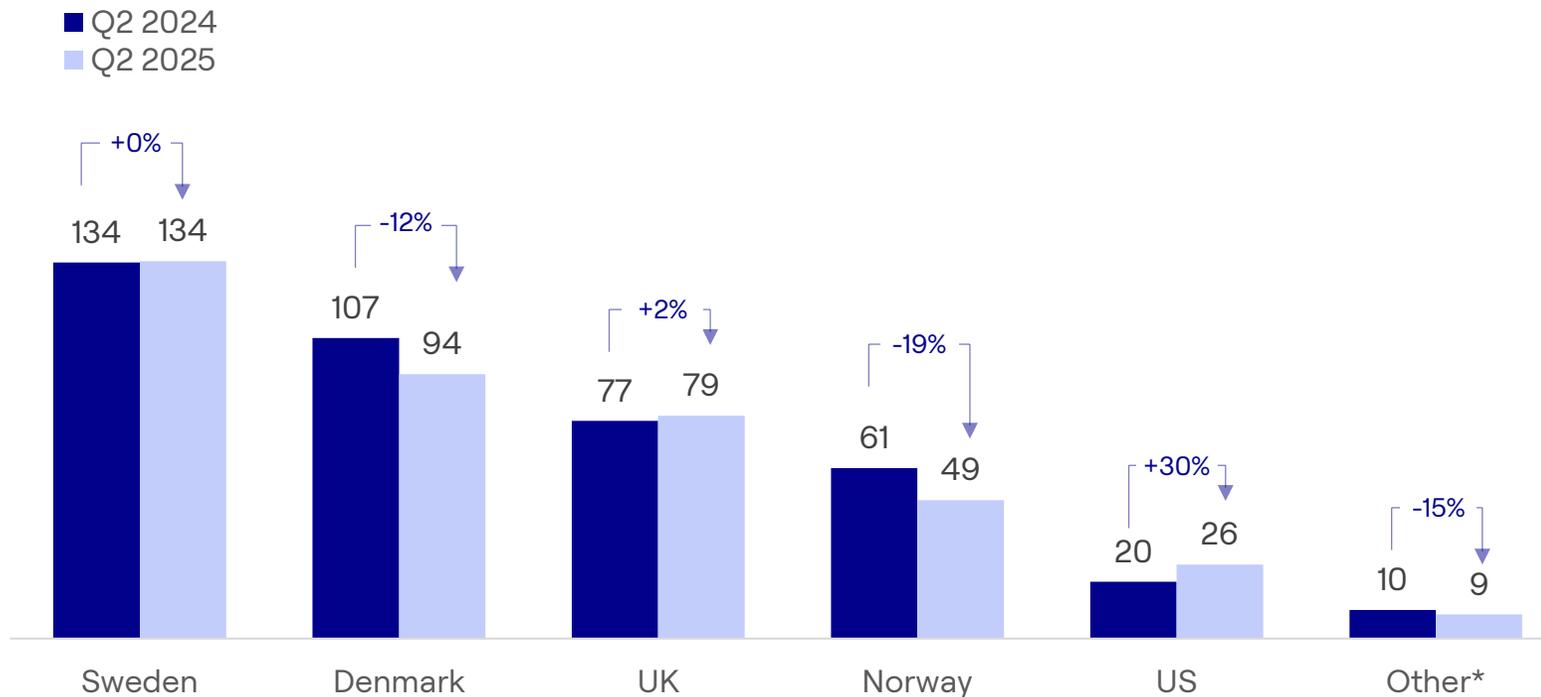
■ Q2 2024  
■ Q2 2025



- Dynamics 365 experienced a decline in contribution margin due to slower-than-expected project startups and new wins, resulting in lower efficiency.
- M3 saw a strong uptake in contribution margin of 7 pp arising from a strong improvement in project execution.
- Digital Commerce is back in profitable growth after a challenging 2024.
- Data & AI experienced a decline in contribution margin, primarily due to investments in new resources to support continued growth.

# Service revenue Q2 2025 – Market Units

Revenue in DKK million

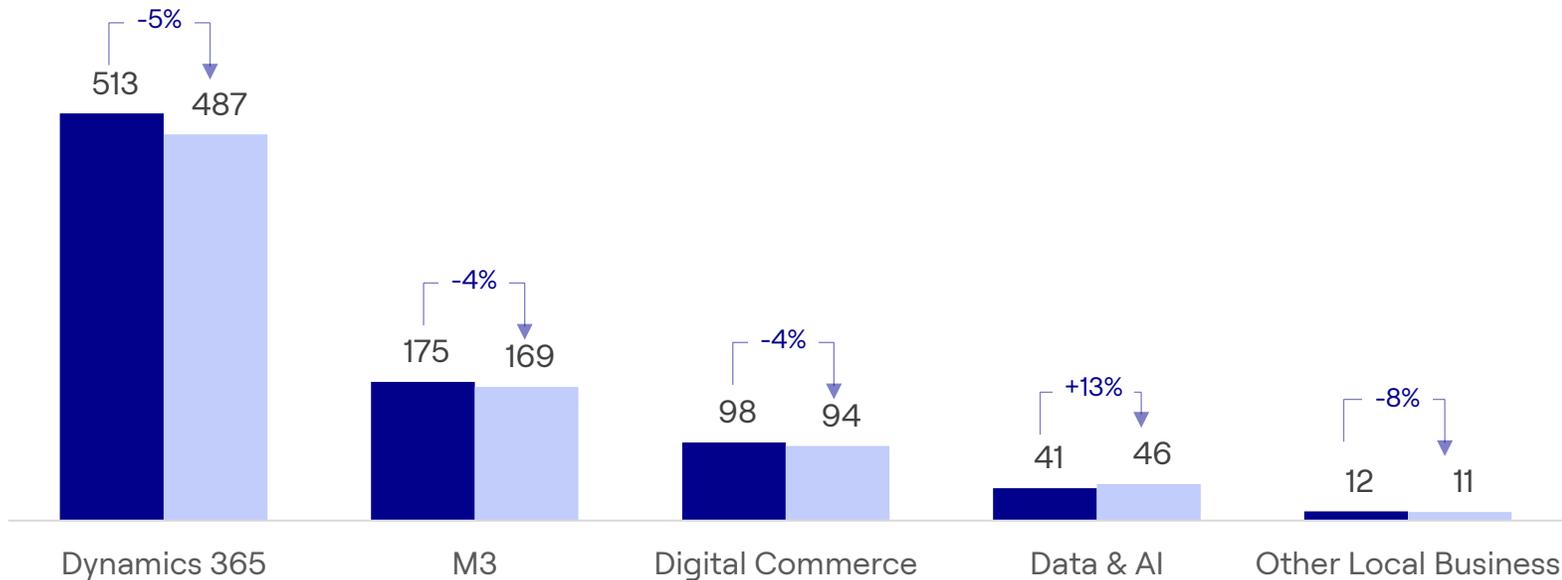


- Sweden ended Q2 2025 with flat development, but continues to face economic uncertainty, leading to project postponements and delays in decision-making for new projects.
- Denmark reported a 12% decline in Q2 – the second consecutive quarter of negative growth – with Dynamics 365 as the main driver.
- Norway ended Q2 2025 with a 19% decline, primarily caused by a steep slowdown in Dynamics 365 activities.
- The UK and US concluded Q2 2025 with strong performance, continuing their growth trajectory despite a challenging environment.

# Service revenue H1 2025 – Business Lines

Revenue in DKK million

■ H1 2024  
■ H1 2025

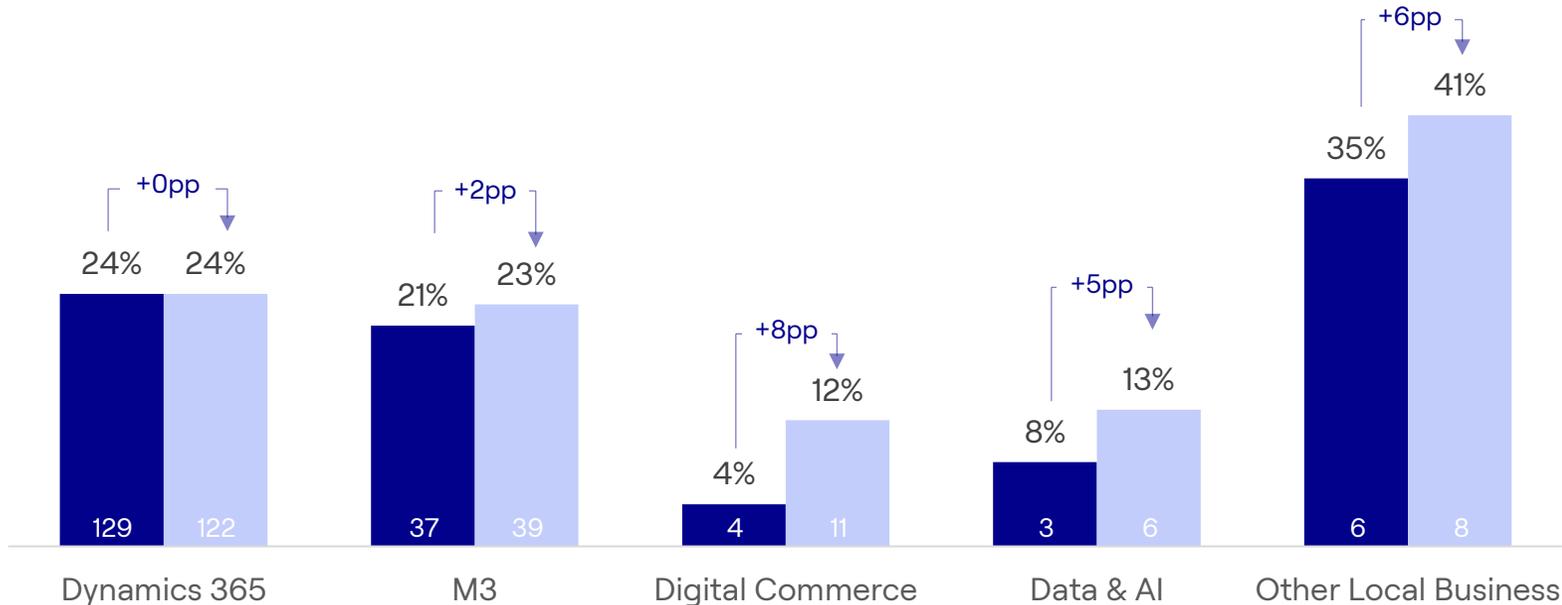


- Dynamics 365 experienced a 5% decline driven by weak market conditions in Norway and a slowdown in Denmark.
- Shift in project portfolio and increased focus on profitable growth had a negative impact on the topline development in M3, primarily in Q1 2025.
- Digital Commerce is “recovering” from a major restructuring and started seeing positive growth in Q2 2025.
- The strategic Business Line, Data & AI, continued the strong growth journey in H1, driven by the Danish market.

# Contribution margin H1 2025 – Business Lines

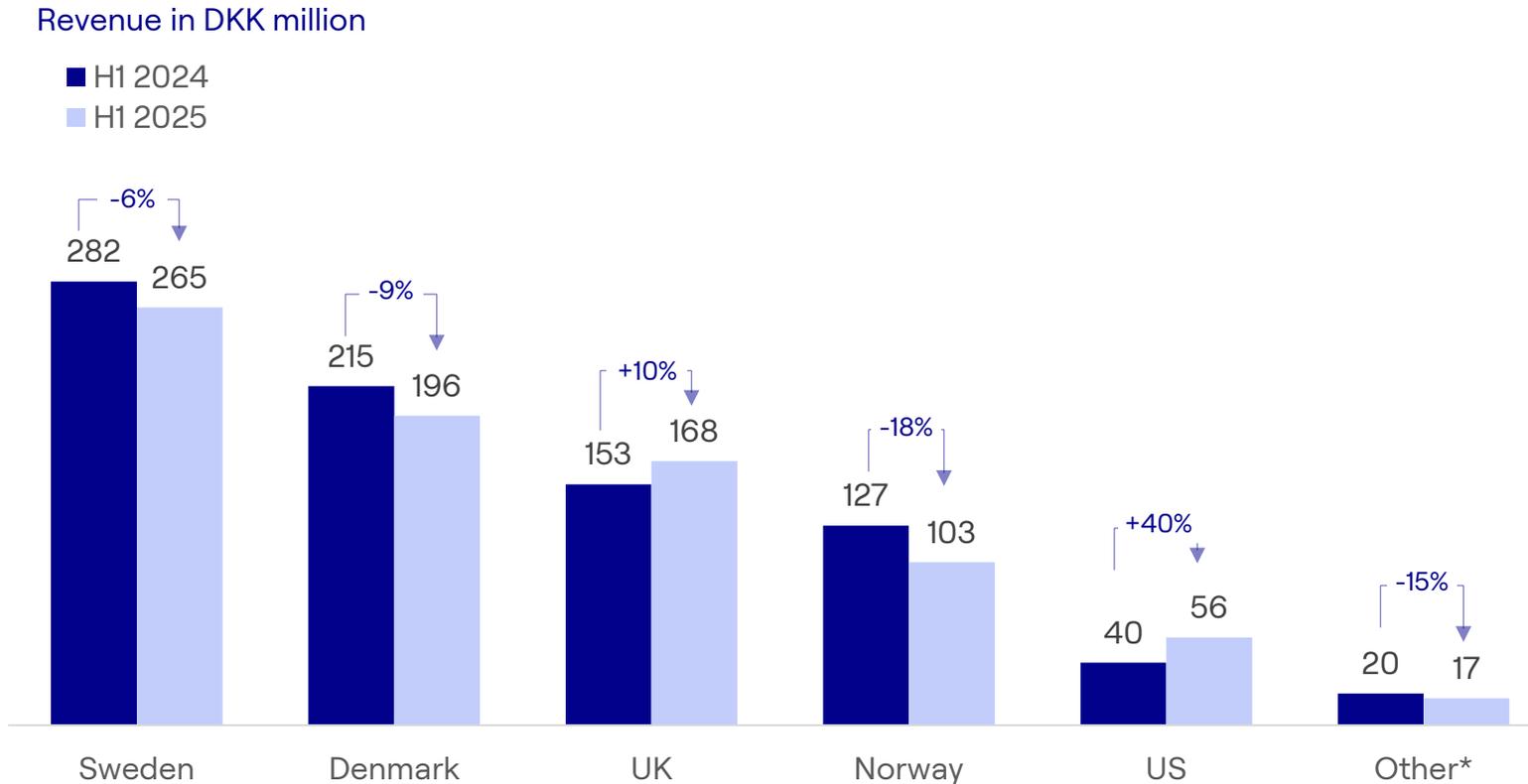
Contribution margin in %

■ H1 2024  
■ H1 2025



- Overall, we saw a 1 pp increase in contribution margin – from 21% in H1 2024 to 22% in H1 2025.
- Dynamics 365 ended with a flat development after some headwind in Q2 2025, mainly caused by project delays in the Nordics.
- M3 saw an increase, driven by a strong focus on contract profitability and new contracts.
- Digital Commerce is slowly getting back on track following a period of restructuring.
- Data & AI is gaining critical mass, which is partly contributing to improved contribution margins.

# Service revenue H1 2025 – Market Units



- Sweden ended H1 2025 with a 6% revenue decline due to continuous economic uncertainty, resulting in postponements of projects and delays in decision-making on new projects.
- Denmark reported a decline of 9%, with Dynamics 365 as the primary cause of the decline.
- UK ended H1 2025 with 10% growth, mainly driven by a solid Dynamics 365 business.
- Norway ended H1 2025 with an 18% decline, primarily driven by a steep slowdown in Dynamics 365 activities.
- The US is recovering and showing solid growth, primarily driven by our M3 business.

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Financial results Q2 2025

Outlook

# Outlook for 2025

Based on the financial performance in H1 2025, the current order book and pipeline forecast, we have adjusted our full-year guidance for 2025, as announced in the Company release no. 11/2025 of 16 July 2025:

## Outlook 2025

### Revenue level

**DKK 1.7bn**

### EBITDA margin

**7-9%**

# Questions?

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# Investor contact

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