



# **Business review 1–3/2025**

## Q1/2025: Systematic execution of the strategy continues

LeadDesk Plc Press release 25 April 2025 at 9.10 am. Unofficial translation of the company release published on 25 April 2025, 9.05 am. In case the document differs from the original, the Finnish version prevails.

### January–March 2025

- Revenue EUR 9,388 (7,685) thousand, growth 22.2%
- Revenue growth on a comparable currency basis was 19.0%
- Annual recurring revenue contract base EUR 34,010 (25,766) thousand, growth 32.0%
- Annual recurring revenue contract base growth on a comparable currency basis 28.5%
- EBITDA EUR 1,250 (945) thousand, 13.3% (12.3) of revenue

*Figures in parentheses refer to the equivalent period in the previous year unless otherwise stated. Figures presented in this press release are unaudited.*

*Comparable figures have been calculated by translating foreign currency figures into euros using the average exchange rate of the equivalent period in the previous financial year.*

### CEO Olli Nokso-Koivisto:

The first quarter of the year began in line with our objectives. Our revenue grew by approximately 22%, supported by the acquisition of Zisson. The acquisition was finalized in February, and since then, Zisson has been part of the Group's financial reporting. Our EBITDA developed as expected and was around 13%. Although the market environment is currently uncertain and some customers' decision-making is slow, we are steadily progressing towards our strategic goals. We expect our revenue growth and profitability to improve in line with our guidance during the rest of the year, driven by synergies of the Zisson acquisition.

In our Nordic home market that now, with the acquisition of Zisson, accounts for nearly 80% of the group revenue, the focus has been on stabilizing Zisson's customer base, leveraging synergies, and improving sales efficiency. Zisson is a transformational acquisition that significantly strengthens our position in the Nordic CCaaS market—particularly in Norway, which is now our largest market—and enhances our capabilities in healthcare and public sector verticals. Zisson's integration is progressing rapidly, and we have successfully made AI solutions available to its customers during Q1. In Sweden, Zisson's reseller network has quickly activated to sell the enhanced offering. In Finland, we have achieved moderate growth in a challenging macro-economic situation.

In the beginning of April, we continued active consolidation of the Nordic market by acquiring a Norwegian business eDialog24. The acquisition supports our strategy of profitable growth in the Nordics. eDialog24 has an established position in the finance and public administration sectors, and nearly half of its revenue already comes from the existing LeadDesk's customers. This acquisition enables us to deepen customer relationships and make broader use of our AI product portfolio in these sectors.

In Continental Europe, our organic growth was the fastest amongst our markets. The Spanish market, in particular, performed strongly. Tightening of the regulatory environment has been especially visible in Continental Europe, where we focus on the outbound segment. We expect further tightening of telemarketing related regulation to continue.

The development of AI-based solutions has continued strongly. In Q1, we launched the AI Insights project, which enables AI-based quality control and customer service agent training. Additionally, we have initiated other pilot projects that have generated strong interest from our customers. While AI's direct revenue impact remains modest for now, in the coming years we believe it will greatly improve our customers' efficiency and hence provide a significant growth opportunity for us.

The first phase of our strategy—improving profitability in our home market in the Nordics, enhancing internal efficiency, and strong growth in Continental Europe—has progressed as planned. We have continued the shift towards higher-margin customer segments and improved the scalability of our operating model. This builds the foundation for the second phase of our strategy, which focuses on accelerating growth.

Our outlook for 2025 remains unchanged, and we are well-positioned to proceed systematically towards our goals. In the first quarter, we implemented a new financial management and accounting system that further improves visibility in our operations and efficiency.

I would like to warmly thank our staff for their commitment and professionalism, and our customers for their trust and collaboration. Together, we will continue developing our products and services into an even stronger offering.

### **Outlook for 2025 (unchanged)**

In 2025, the company expects 23-33% annual revenue growth on a comparable currency basis and 14-19% profitability as measured by EBITDA margin.

### **Financial reporting in 2025**

The company will release the following financial reports in 2025:

- Half Year Review January–June 2025: 14 August 2025
- Business Review January–September 2025: 24 October 2025

LeadDesk Plc  
Board of Directors

### **More information**

Olli Nokso-Koivisto, CEO, LeadDesk Plc  
+358 44 066 5765  
olli.nokso-koivisto@leaddesk.com

Certified advisor:  
Oaklins Merasco Ltd, tel. +358 9 6129 670

### **Distribution:**

Nasdaq Helsinki  
Relevant media  
<http://www.leaddesk.com>

### **LeadDesk Plc in brief**

LeadDesk is a leading European provider of cloud-based contact centre software. The LeadDesk cloud service, powered by artificial intelligence, improves customer experience and sales productivity. Over 20,000 customer service and sales professionals work more efficiently with LeadDesk weekly. In 2024, the Group's revenue was EUR 31.6 million, most of which came from outside Finland. The Group has offices in eight European countries. LeadDesk Plc's shares are traded on the Nasdaq First North Finland marketplace under the ticker LEADD. [www.leaddesk.com](http://www.leaddesk.com)