M-Files®

The Smarter Way to Work.

CORPORATE OVERVIEW

2023

M-FILES - THE SMARTER WAY TO WORK

THE "WHY" THAT DRIVES THE SMARTER WAY TO WORK

- Data is scattered in multiple systems - no single source of truth for users.
- Growth of "dark data" - information that's lost or too difficult to find to be useful.
- Users waste time looking for information or recreating information rather than spending their time on value-added tasks.
- Sensitive data goes ungoverned because it's undiscoverable or located in solutions with inflexible security controls.

THE RESULT

- Users are unable to get the information they need to make critical decisions.
- Employees resort to unsafe file sync solutions and share sensitive information with clients, increasing the risk of data leaks or damaged reputation.

M-FILES IS A METADATA-DRIVE PLATFORM THAT:

- Provides intelligence to discover and securely govern information in any repository
- Ensures data is available in the right context to any user.
- Creates a single source of truth and a 360-degree view for all information to make informed decisions, regardless of where it's stored.
- Empowers team members to seamlessly and securely collaborate on real-time content with external parties.
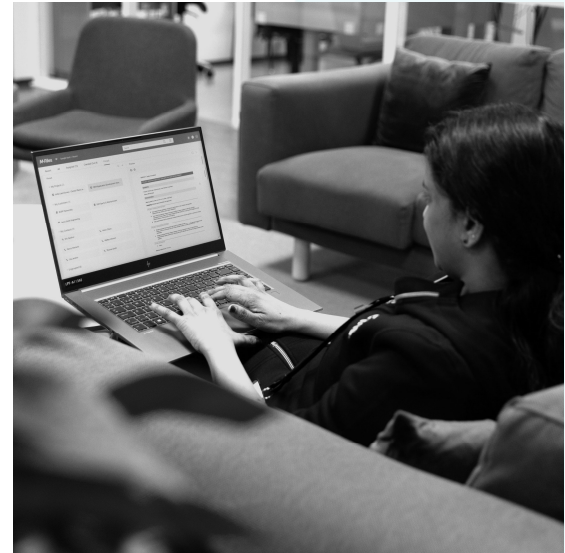

M-Files.
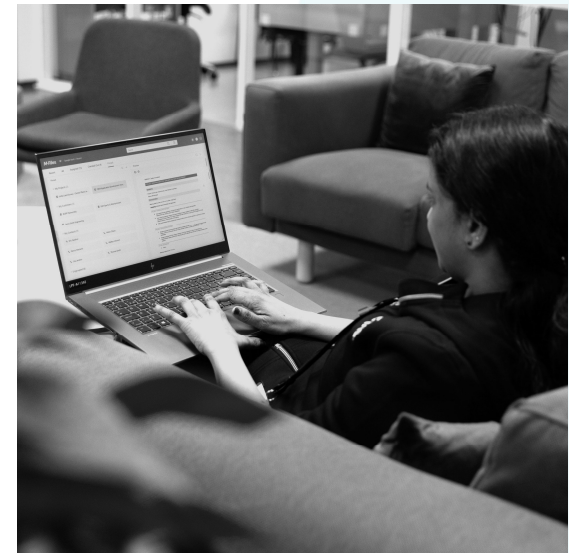
M-FILES - THE SMARTER WAY TO WORK

THE VALUE WE PROVIDE

At some point in an organization's growth cycle, systems that once worked well cease to provide the same efficiencies. Previously reliable processes dependent on tribal knowledge, ask-your-coworker, and cultural norms become a liability. Quality erodes, compliance risks grow, and margins are negatively impacted. You know you need to make changes.

- The M-Files platform empowers our customers and enables them to be in control of their business:

- Managing information becomes frictionless - regardless of dependencies, systems, repositories applications, or the number of collaborators.

- Integrating document management with other systems means users stay in context, enabling better data processes, better compliance and powerful new capabilities and insights.

- End-users have the power to stay in context of their work and model their own world – build new searches, new views, new workflows – or simply follow workflows set by others.

- Knowledge workers access the "silent knowledge" embodied in historical archives that are no longer hidden in people's brains. If your business can envision it, you can build the workflow and automate processes using the M-Files platform – the number of use cases is limitless.

Unlike other document management solutions, the M-Files platform becomes a tool for organizational transformation that enables companies to rethink old operating models, experiment more, and become more agile to respond to customers and rivals. What starts as a straightforward step to improve document management quickly becomes an empowering tool for transformations that make a company more competitive and profitable. It really is that simple. The Smarter Way to Work.

M-Files

M-FILES - THE SMARTER WAY TO WORK

OUR MISSION

- M-Files is a global leader in information management. Our mission is to improve how our customers do business in the digital, work-from-anywhere world.

- The M-Files metadata-driven document management platform enables knowledge workers to instantly find the right information in any context, automate business processes, and enforce information control.

- The M-Files platform provides businesses with a competitive advantage and substantial ROI as they deliver superior customer experiences and higher-quality work with lower risk.

- With a global footprint of more than 5,000 customers in more than 100 countries, supported by more than 500 employees, M-Files is a recognized disruptor in a growing, attractive market, utilizing an innovative SaaS model with 80%-plus recurring revenue and leading operation metrics.

M-Files.

M-FILES - THE SMARTER WAY TO WORK

OUR PARTNER ECOSYSTEM

- M-Files maintains a thriving partner ecosystem - a global partner program that helps us change the way the world manages information.

- The M-Files partner community consists of more than 350 partners in more than 90 countries.

- Our partner ecosystem includes resellers, service providers, developers and technology vendors that sell, service, develop, and innovate our metadata-driven document management platform enabling customers to benefit from having an enhanced M-Files user-experience, driven by the knowledge and expertise of our partner community.
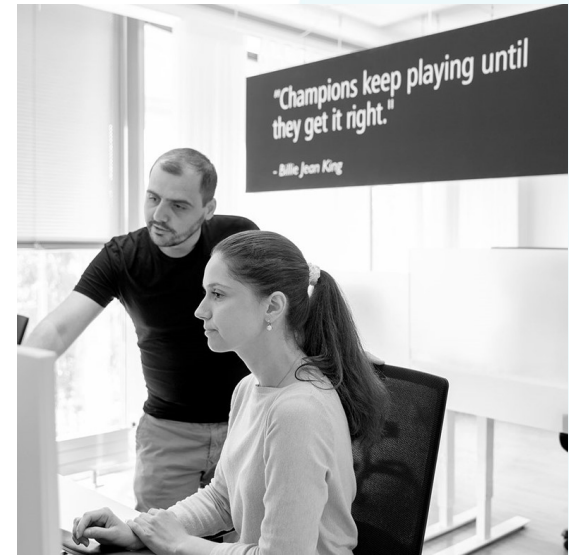
M-Files

THE M-FILES STORY: WHO WE ARE

2002-2009:

The M-Files journey started in 2002, led by current CEO Antti Nivala, and a small team in Tampere, Finland. M-Files first version was launched in 2005. In 2009 M-Files entered the North American market, opening its first office in Dallas, Texas.

2011-2016:

M-Files revenue grew by 750%-plus and the company opened global offices in the UK, France, Germany, and Australia.

2017-2020:

M-Files expanded its North American footprint by acquiring a Canadian subsidiary in 2017 and initiated a transition to the SaaS business model.

2021:

M-Files acquired French company Hubshare in 2021 to bolster external content sharing and collaboration.

2022 AND BEYOND:

Today, more than 500 people ("M-Filers") work for M-Files. Looking ahead, we're positioned for resilient growth with further expansion in all of our regions—growth that can only succeed with your contribution!

M-Files.

M-FILES FINANCIAL PROFILE

€100M+
ARR
(20%+ growth)

6.0+
LTV/CAC
RATIO

94%+
GROSS REVENUE
RETENTION

110%+
NET REVENUE
RETENTION

500+
EMPLOYEES
WORLDWIDE

350+
PARTNERS ACROSS
90+ COUNTRIES

5000+
CUSTOMERS ACROSS
100+ COUNTRIES

2 OF 3
YEARS POSITIVE
CASH FLOW

M-Files

ENVIRONMENTAL, SOCIAL, & CORPORATE GOVERNANCE

M-Files cares about making a positive impact on our employees, customers, communities, and the world at large. We model this principle with the following commitments:

PROTECTING THE ENVIRONMENT

- Committed to place **sustainable technologies at the heart of our innovation.**

- Adapted to growing sustainably along with the planet driving the lowest environmental impact.

- Proactive in calculating our carbon footprint annually (GHG Protocol).

- Dedicated to **reducing our emissions** on many levels (office heating and energy, product lifecycle, travel).

INVESTING IN PEOPLE AND COMMUNITIES

- Empowering our people with support, benefits, and resources.

- Putting our company culture first with communities that get people connected.

- Celebrating unique backgrounds and experiences.

- Promoting **Diversity, Equality and Inclusion** through numerous initiatives like Women at M-Files, Mentoring programs, and the Roihu Leadership Academy.

- Investing in **local communities and charities** across the globe (UNICEF, Team Rynkeby, Breast Cancer Foundation).

ACTING WITH INTEGRITY

- Promoting **trust and transparency** in everything we do.

- Striving to always "help others."

- Acting with integrity, making ethical decisions, and using good judgment.

- Committed to the highest standards of **corporate governance, compliance, and ethics**.

M-Files

THE M-FILES PLATFORM

M-Files is the ONLY **metadata-driven** document management platform. Metadata technology helps attach vital information to the right business processes. This allows users to know precisely what any specific file or document is and its relationship to other data.

As a result, users can automate business rules and control visibility, editing rights, review and approval protocols, retention, and more.

In addition, M-Files integrates with most common line-of-business applications, as well as content repositories such as network folders, SharePoint, and legacy content management solutions.

M-FILES ENHANCES AND OPTIMIZES:

Workflow automation:
M-Files increases consistency of work and reduces errors by automating workflows.

Collaboration:
M-Files drives a superior customer experience through a collaborative workspace.

Ease of use:
M-Files increases productivity and improves work quality by making information easy to find and use.

Return on Investment:
M-Files enables businesses to realize an ROI of nearly 270%.

Compliance:
M-Files reduces business risk by ensuring compliance.

In terms of product leadership, M-Files continues to allocate significant investment in R&D capacity & strength, as well as launching verticalized solutions to accelerate growth.

M-Files

FUTURE GROWTH, DEVELOPMENT & VISION

M-Files is well positioned to continue robust ARR growth in the years to come as a leader in the ever-evolving, disruptive tech space of a purely metadata-driven approach to document management, workflow automation, and collaboration.

In the coming years, M-Files will continue to focus resources on vigorous growth in the North American market. In recent years, M-Files has expanded its physical presence in the US with the opening of our North American headquarters in Austin, Texas.

VERTICALIZED OFFERINGS

- M-Files continues to enhance our Go-to-Market (GTM) strategies through verticalized offerings.
- Our Ideal Customer Profile (ICP) includes knowledge workers led professional services industries.
- We continue to engage this market segment to understand their unique needs and design offerings that address their critical business issues in a way that provides return on investment.

STRATEGIC ACQUISITIONS

- M-Files will continue to investigate and execute new strategic acquisitions like the Hubshare acquisition to further solidify and realize our stated vision of becoming the global leader in information management.
- This strategy will enhance our reputation as the only metadata-driven document management platform that gives businesses a competitive advantage by ensuring knowledge flows quickly, effortlessly, and securely to the right audiences.

M-Files

THE M-FILES METADATA-DRIVEN DOCUMENT MANAGEMENT PLATFORM

DOCUMENT TYPE

CLIENT

DATE

AUTHORIZATION

HOW WE DIFFERENTIATE FROM OUR COMPETITION

The **M-Files Difference** is clear: A unified platform leverages the power of metadata, artificial intelligence, and next-level collaborative solutions.

METADATA-DRIVEN

The M-Files metadata-driven document management platform enables knowledge workers to:

- Model their information flows and business processes to ensure information flows smoothly across systems

- Connect into data repositories and business applications

- Manage documents and information from the connected data sources

- Organize information according to the business processes

- Collaborate seamlessly with internal and external stakeholders

AI-POWERED

M-Files' uses artificial intelligence and machine learning to find and create connections to documents across every platform and repository in an organization.

CONTENT COLLABORATION

In 2021, M-Files acquired French company Hubshare with the goals of bolstering external content collaboration and delivering an improved digital client experience. With M-Files, organizations can share the right information with the right people in real-time, enabling a robust collaboration culture with customized workspace portals.

INTEGRATION

M-Files seamlessly integrates with Microsoft 365—Teams or SharePoint—as well as Salesforce, Google Workspace, electronic signature apps, network folders, and more. All content is accessible any time using any device. M-Files ensures documents stay safe while also accelerating easy access.

M-Files.

OUR CUSTOMER BASE

Accounting, Tax, & Audit	Life Sciences & Healthcare	Finance & Insurance	Consulting & Legal	Manufacturing	Engineering	Energy	Real Estate	Public Sector
Crowe	The Art of Enzymes roal	STEARNS BANK N.A.	BERGGREN	TKE	vda	OMV	TECHNOPOLIS	Vantaa
RSM	ORIFARM	austbrokers Countrywide	IFE	WÄRTSILÄ	Caverion	IGas Energy	REA REAL ESTATE AUTHORITY TE MANA PAPAWHENUA	Clutha District Council
B&B Concept	Tamro a PHOENIX company	eQ	RiskIntelligence	SULZER	Fulton Hogan	Gasum	Healthpeak PROPERTIES	elo
TALENOM	Washington Regional	SYNTAL CAPITAL PARTNERS	COLIN BIGGERS & PAISLEY LAWYERS	nokian TYRES	PROBUILD	fortum	NEWSEC	Granville NORTH CAROLINA
HORNE	manzil Healthcare Services	SAMPO GROUP	ORION ASSOCIATES	Valmet FORWARD	SSAB	FINGRID	Silvercreek REALTY GROUP	Washington University in St.Louis
CountPlus One	Finnish Red Cross Blood Service	NEPC NEPC, LLC	MPS	LESSONIA cosmetics + ingredients	DANCO	MPW	espoon asunnot	

M-Files

VOICE OF CUSTOMERS

EASE OF USE

"We chose M-Files for four reasons: the platform's configurability, scalability, ease-of-use and low implementation cost."

IT Manager, TK Elevator

COMPLIANCE

"For us, M-Files has become an integral part of our business. Intelligent information management and quality management are now anchored in a system."

Quality Assurance Manager, Bond3D

ROI

"Through our four most popular workflows, we've estimated savings of over $180,000 annually. We expect to save a total of over $1 million within these workflows. It's been a great benefit to the company."

IT Manager, Stearns Bank

WORKFLOW AUTOMATION

"Automating the entire process for standardized products saves approximately 500 hours of working time per year, which is a major impact."

IT Manager, Vahterus

CONTENT COLLABORATION

"Now, our reality is one where all our company information is digital, available at the touch of a button and accessible to anyone, anywhere that has to manage it"

Director of Quality Affairs, IDA Foundation

Gartner
Peer Insights.

95% OF CUSTOMERS WOULD RECOMMEND M-FILES!

4.6/5 FOR PRODUCT CAPABILITIES

4.7/5 FOR SERVICES & SUPPORT

Gartner Peer Insights reviews constitute the subjective opinions of individual end users based on their own experiences and do not represent the views of Gartner or its affiliates.

M-Files.

CUSTOMER CASE STUDY

TKE

TK Elevator is one of the world's leading companies in the elevator and escalator industry, with more than 50,000 employees and customers in 100+ countries. The company manufactures and provides passenger and freight elevators, escalators and moving walks, passenger boarding bridges and more.

USE CASES

Collaboration

Workflow automation

Client document management

Business compliance management

HIGHLIGHTS

Documents retrievable in seconds

13 physical handoffs of documents eliminated, and increased project transparency

Saved the equivalent of 900 trees and $1.8 million

M-Files.

	COLLABORATION/ EASE OF USE	WORKFLOW AUTOMATION	ROI
CHALLENGES	**Waste of time** Finding the right documents from network folders, emails, or paper versions took time	**No control and visibility** Manual processes, lack of visibility into jobs and delays in elevator delivery	**Paper costs** Shipping copies to the company's 100-plus branches was costing the company $25,000 per month
SOLUTIONS	**Faster way to work** Documents tagged by certain names, job numbers and branches, which makes finding them a lot simpler and faster	**Automated workflows** Project teams can run reports and identify the status of projects at any given time	**Document digitalization** No paper documents, no attachments, all in one document management system
BENEFITS	**Saved worktime** Documents retrievable in seconds	**Transparency and control** 13 physical handoffs of documents eliminated, and increased project transparency	**Savings** thyssenkrupp saved equivalent of 900 trees and $1.5 million

CUSTOMER CASE STUDY

Crowe

Crowe U.K. LLP (Crowe UK) is a leading audit, tax, advisory and risk firm with a national presence to complement its international reach. The business is an independent member of Crowe Global, one of the top 10 accounting networks in the world, with 200-plus independent accounting and advisory firms in more than 145 countries.

USE CASES

Collaboration

Compliance

Managing document version

Client document management

HIGHLIGHTS

$2.2M+ in estimated annual operational efficiency gains

800,000 new documents in M-Files in the first year

Full collaboration across offices and functions

M-Files

	COLLABORATION/ROI	COMPLIANCE	COLLABORATION
CHALLENGES	**Wasted Time, Frustrated Teams** Taxonomy varied by office, version confusion, concern about retaining millennial talent	**Complex File Security** Required nearly 1 FTE to manage manual process, error prone	**Couldn't Scale Effectively** Lacked agility to respond to market peaks due to operational inefficiencies
SOLUTIONS	**No Information Silos, Fully Integrated** 360° view of everything from anywhere	**Simplified Access** Less effort, more secure & compliant	**Automated Low-Value & Repeated Tasks** More time for client focus
BENEFITS	**Completely Connected With Improved Visibility & Control** $2.2M+ in estimated annual operational efficiency gains	**More Time to Grow & Scale** 800,000 new documents in M-Files in the first year	**Full Collaboration** 98% employee adoption

ANALYST COVERAGE

Gartner
Peer Insights™

Gartner Peer Insights Customers' Choice 2022

RECOGNIZED AS
CUSTOMER'S
CHOICE

By customers in the March 2022 Gartner Peer Insights Voice of the Customer: Content Services Platforms.

Gartner

RECOGNIZED AS A
VISIONARY

in the 2021 Gartner® Magic Quadrant™ for Content Services Platforms (CSP).

Gartner®   **VISIONARY**

CHALLENGERS | LEADERS

Microsoft
Hyland
Box
OpenText
NetDocuments
IBM
Laserfiche
M-Files
iManage
Newgen
SER Group
Objective
Fabasoft
DocuWare
AODocs
Intalio
d.velop
Kyocera Document Solutions

ABILITY TO EXECUTE

NICHE PLAYERS | VISIONARIES

COMPLETENESS OF VISION   As of September 2021   © Gartner, Inc

M-Files

ANALYST COVERAGE

TrustRadius

EARNED
2022 TOP RATED DISTINCTION

for Best Feature Set & Best Relationship awards in Document Management Software by TrustRadius.

FORRESTER®

RECOGNIZED AS A
STRONG PERFORMER

in the Forrester Wave™ Content Platforms, Q2 2021 report

FORRESTER®   **STRONG PERFORMER**

	Challengers	Contenders	Strong Performers	Leaders

Stronger current offering

- SER Group •
- Newgen Software Technologies •
- Microsoft
- OpenText
- Hyland
- IBM
- Box
- Nuxeo
- Laserfiche
- M-Files
- GRM Information Management •
- Google
- iManage
- • NetDocuments Software

Weaker current offering

Weaker strategy ——→ Stronger strategy
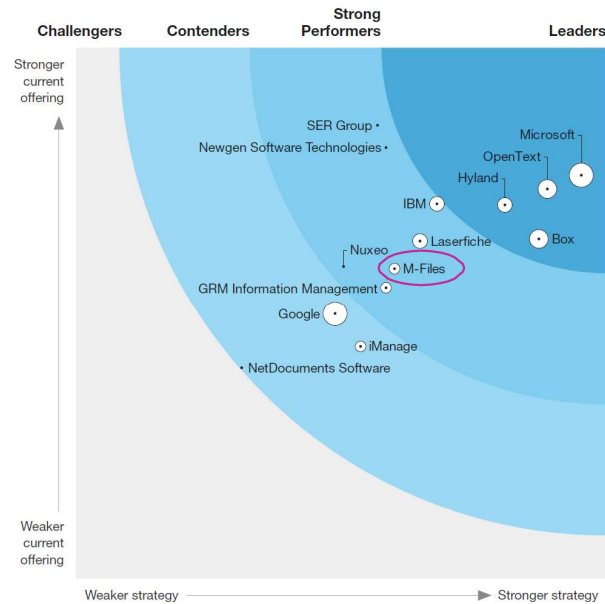
M-Files.

WHAT THE ANALYSTS SAY

"M-Files leads the market in the content services platform consolidation and digital business transformation use cases."

Gartner.
Critical Capabilities for Content Services Platforms

Vendors' Product Scores for Information Governance Use Case

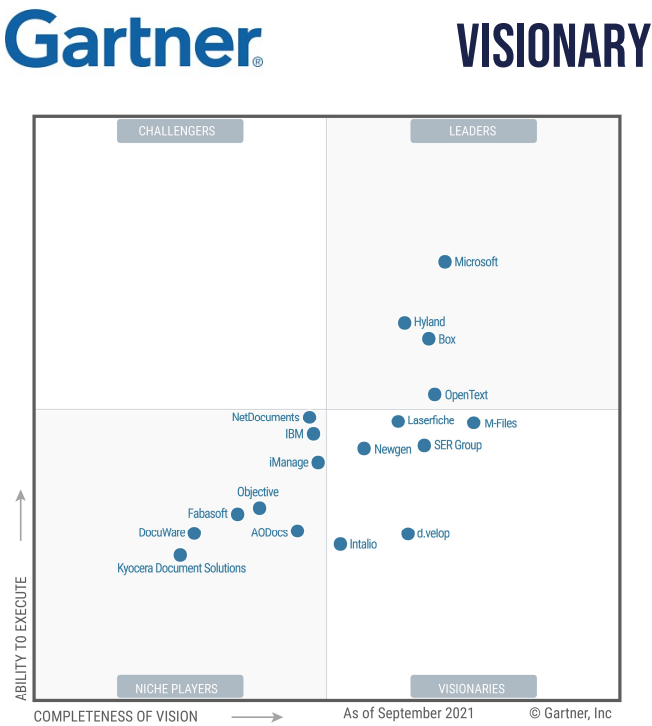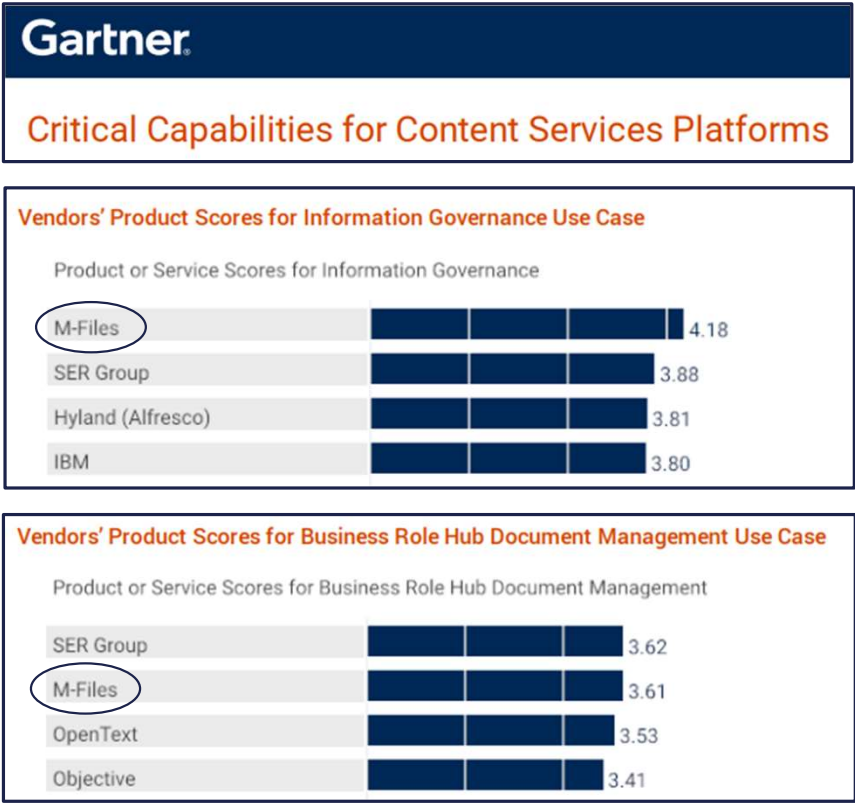Product or Service Scores for Information Governance

M-Files	4.18
SER Group	3.88
Hyland (Alfresco)	3.81
IBM	3.80

Vendors' Product Scores for Business Role Hub Document Management Use Case

Product or Service Scores for Business Role Hub Document Management

SER Group	3.62
M-Files	3.61
OpenText	3.53
Objective	3.41

M-Files.

Gartner. VISIONARY

CHALLENGERS — LEADERS

Microsoft
Hyland
Box
OpenText
NetDocuments
IBM
Laserfiche
M-Files
iManage
Newgen
SER Group
Objective
Fabasoft
DocuWare
AODocs
Intalio
d.velop
Kyocera Document Solutions

ABILITY TO EXECUTE

NICHE PLAYERS — VISIONARIES

COMPLETENESS OF VISION   As of September 2021   © Gartner, Inc

INDUSTRY RECOGNITION

2022 Golden Bridge Business and Innovation Award Winner

Grand Trophy Winner and IT Cloud/SaaS Gold WInner in the 2022 Globee Distruptor Company Award

2022 American Business Awards Bronze Stevie Award Winner

2022 KMWorld's AI 50 List Honoring Companies that Empower Intelligent Knowledge Management

5-Star Rating in CRN Partner Program Guide 2022

2022 BIG Artificial Intelligence Excellence Award

KM World's Top 100 Companies That Matter in Knowledge Management

2022 CRN Channel Chief Award

2022 Trust Radius Best Feature Set and Best Relationship Awards in Document Management

2022 Trust Radius Top Rated Distinction for Enterprise Content Management and Document Management Software
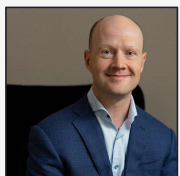
M-Files Earns 2022 **Great Place to Work Certification™**

M-Files

THE MANAGING TEAMS

EXECUTIVE LEADERSHIP TEAM

ANTTI NIVALA
Founder & CEO,

20 years in industry

JUSTIN KIM
Chief Financial Officer &
Chief Operating Officer

20 years in industry

LAURA CARSON
Chief Marketing Officer

20 years in industry

BOB PRITCHARD
Chief Revenue Officer

30 years in industry

MIKA TURUNEN
Senior Vice President,
Product & Engineering

10 years in industry

PETRA ROSVALL
Chief People Officer

10 years in industry

BOARD OF DIRECTORS

ANTTI NIVALA
Chairman of the Board

IAN KWOK

CHRISTOPHE DUTHOIT

NANCY HARRIS

ANDRÉ FRANÇOIS-PONCET

JIM OFFERDAHL

BRUNO CREMEL

M-Files.

GLOBAL REACH

HEADQUARTERS

FINLAND
Hermia 12, Hermiankatu 1 B
33720 Tampere
+358 3 3138 7500

UNITED STATES
500 W 2nd St. 1850
Austin, TX 78701
+1 972.516.4210

OFFICE LOCATIONS

USA   UK   FRANCE   GERMANY

FINLAND   CANADA   SWEDEN   AUSTRALIA

www.m-files.com