



Brightline
WORKFLOW AUTOMATION

REPORTING PERIOD
Q3 FY2025
July 1 – September 30, 2025

ANNUAL RECURRING
REVENUE
\$4.62M
▲ 46.2% year over year

NET REVENUE RETENTION
118%
▲ 4 pts - trailing 12 mo

PAYING ACCOUNTS
1,206
▲ 64 in the quarter

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Finance & Operations
October 6, 2025

Q4 TARGETS	
MRR	\$430k
Net retention	119%
Churn ceiling	1.3%
New accounts	90

QUARTERLY PERFORMANCE REVIEW

SaaS Metrics

Recurring revenue, retention and efficiency — Brightline, Inc.

MRR • SEPTEMBER 30

\$385.0k

▲ 12.4% QoQ • +\$42.5k net new

NET NEW MRR
PER MONTH

\$14.2k

Q2 average \$12.1k

LOGO CHURN
IN QUARTER

1.4%

16 of 1,142 accounts

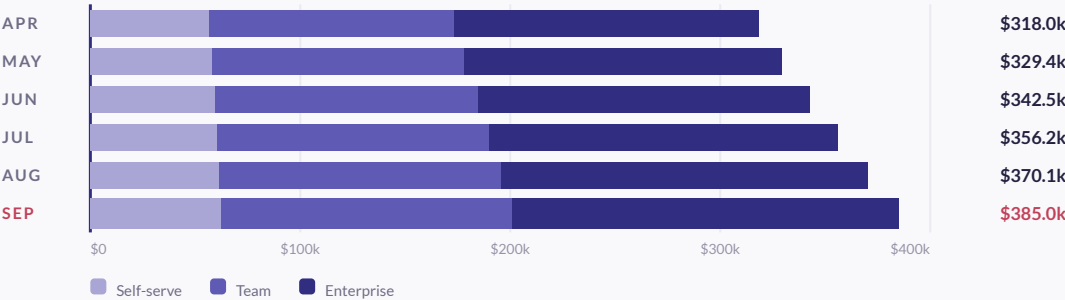
BLENDED
ARPA

\$319

Q2 \$300 - up 6.4%

MRR ladder — trailing six months, by segment

ONE SCALE • \$0 – \$400K • ZERO-BASED



Enterprise is compounding fastest and now carries 47.8% of the book. It added \$26.2k of the quarter's \$42.5k while holding only 44 accounts; self-serve added \$3.0k across 892. Six months ago the same split was 45.5% / 17.9%.

How the quarter moved

MOVEMENT BARS • ONE \$0 – \$30K SCALE

MRR • June 30	\$342.5k	1,142 accounts
New business	+\$28.4k	80 new accounts
Expansion	+\$21.6k	47 upgrades
Contraction	-\$4.9k	22 seat true-downs
Churn	-\$2.6k	16 cancellations
MRR • September 30	\$385.0k	1,206 accounts

Gross adds of \$50.0k against \$7.5k of losses — expansion alone covered every dollar lost 2.9 times over. New business landed at \$355 of MRR per account, below the \$319 blended book only because 61 of the 80 new accounts opened on self-serve.

Segment mix

SEP 30

SEGMENT	ACCOUNTS	MRR	ARPA	Δ QOQ
Self-serve	892	\$62.4k	\$70	+5.1%
Team	270	\$138.5k	\$513	+10.6%
Enterprise	44	\$184.1k	\$4,184	+16.6%
All segments	1,206	\$385.0k	\$319	+12.4%

Efficiency

Q3

CAC payback Was 15 months in Q2	13 mo
Magic number Net new ARR + prior-quarter S&M	1.1
Gross margin Hosting and support in COGS	82%
Rule of 40 46.2% growth – 4.0% FCF margin	42.2

What Q4 turns on

REVIEWED AT THE MONTHLY OPERATING MEETING

ITEM	OWNER	BY	TARGET
Nine enterprise renewals — \$46.8k of MRR, four multi-year	Jordan Ellis	Nov 30	Renew ≥ 95% of the value
Seat-threshold upgrade prompt — self-serve accounts past 5 seats	Sam Ortiz	Oct 24	+\$6k MRR from mix shift
True-down audit — all \$4.9k of contraction sat in Team	Ava Cruz	Nov 14	Contraction under \$3.5k
Two support hires — first response is 3h 10m against a 2h target	Dana Whitfield	Dec 1	Hold churn at or under 1.3%

BASIS OF THESE FIGURES

MRR is contracted recurring revenue at period end, excluding professional services and usage overages. ARR is MRR × 12. QoQ compares September 30 with June 30, not quarterly averages. NRR is trailing twelve months; the Q3 movement on its own works out to 104.1%. Logo churn is accounts cancelled in the quarter ÷ accounts at quarter start. The ladder is zero-based on a single \$0–\$400k scale and the movement bars on a single \$0–\$30k scale; opening, closing and net figures sit outside that scale and are stated as numbers. Source: billing system, closed October 3, 2025.