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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

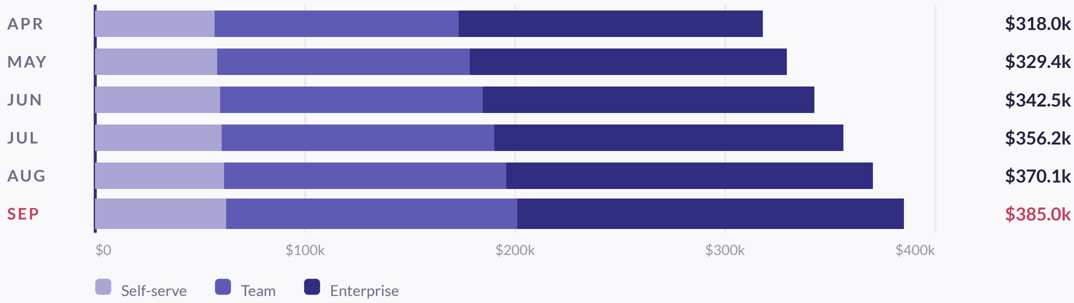
SaaS Metrics

Recurring revenue, retention and efficiency — Brightline, Inc.

MRR · SEPTEMBER 30	NET NEW MRR PER MONTH	LOGO CHURN IN QUARTER	BLENDED ARPA
$385.0k	**$14.2k**	**1.4%**	**$319**
▲ 12.4% QoQ · +$42.5k net new	Q2 average $12.1k	16 of 1,142 accounts	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.