



The presentation will begin shortly

Earnings call

Upsales Technology AB (publ)
2023-Q2

upsales

Speakers



Daniel Wikberg
CEO



Elin Lundström
CFO

Agenda

- This is Upsales
- Product update
- Sales update
- Financials
- Q&A

The image displays a comprehensive CRM interface across multiple devices. The desktop view shows a 'Sales board' with columns for 'Prospect 1' (£14.5M), 'Verbal agreement' (£15.6M), and 'Won' (£7.9M). Each column contains a list of deals with details like company names, values, and dates. A smartphone in the foreground shows a call log for 'Carl Hanson' with a 'How did the call go?' prompt and options to mark the call as successful or unsuccessful. A tablet in the background shows a 'To do' list for 'Soylent Corp' with a 50% completion progress bar and a list of tasks such as 'Appointments-scheduled' and 'Stakeholder-identified'.



Q&A

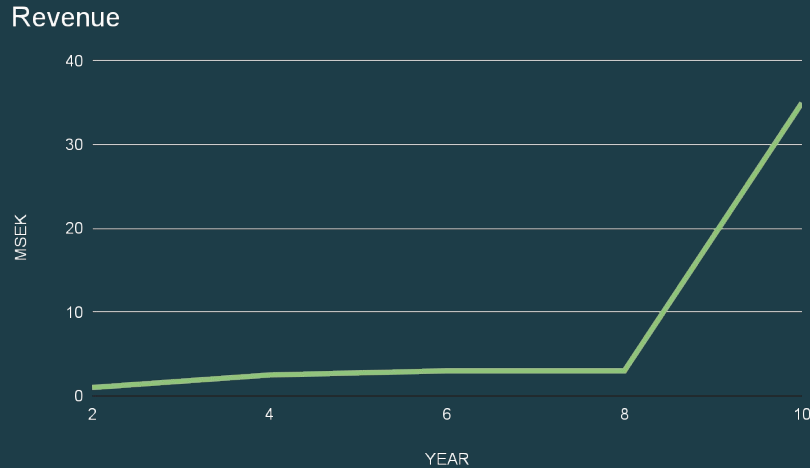
To submit a question, click the Q&A button at the toolbar at the bottom of the Zoom window



Introducing Upsales

Sales is the top reason B2B businesses fail

In theory



In reality

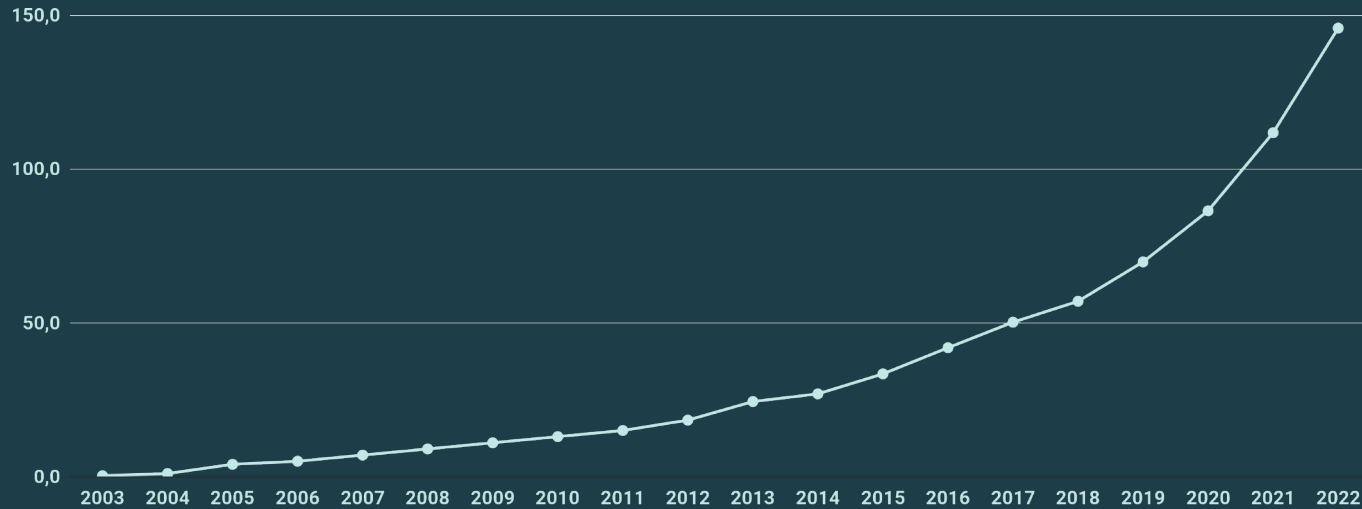
Of companies founded 10 years ago, only 9 % have a revenue of more than 10 MSEK.

Datasource: Creditsafe

**We give companies the tools to
turn their business into a revenue
engine within 60 minutes**

Upsales is a Software-as-a-Service company with a long track record of profitable, organic growth

ARR 2003-2022



Find more leads

Prospecting

Filter your search Show companies 65

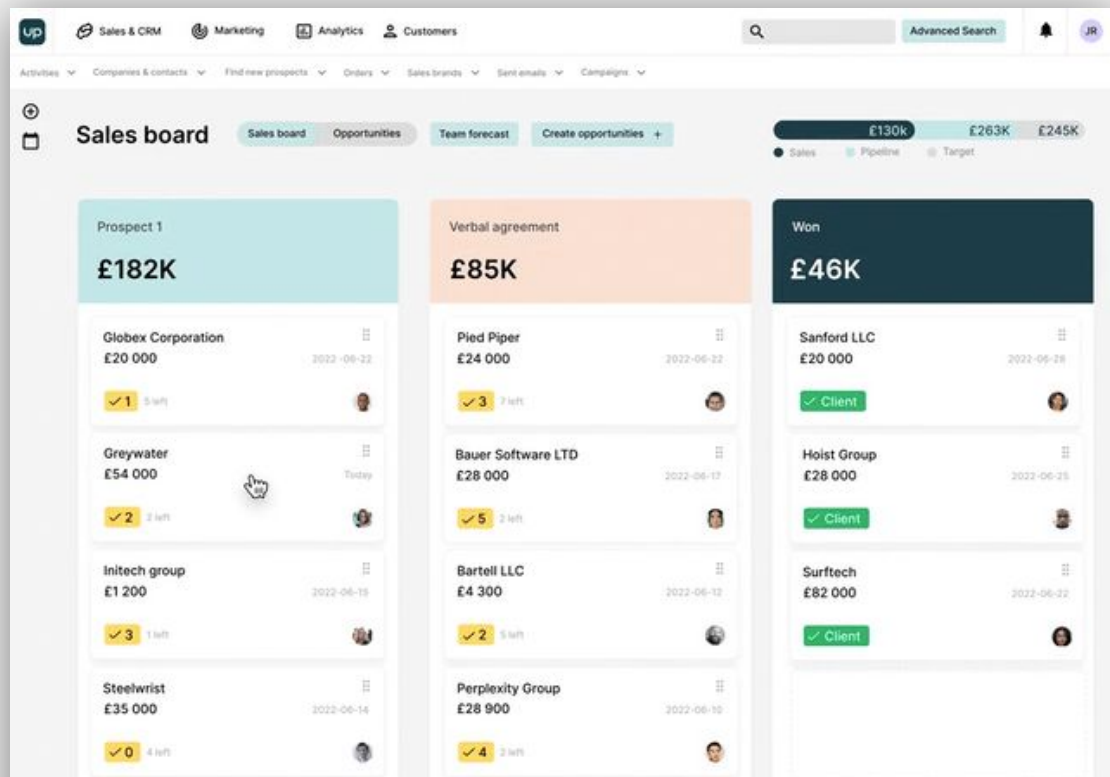
Keywords SaaS × Computer Software ×

Revenue £ £

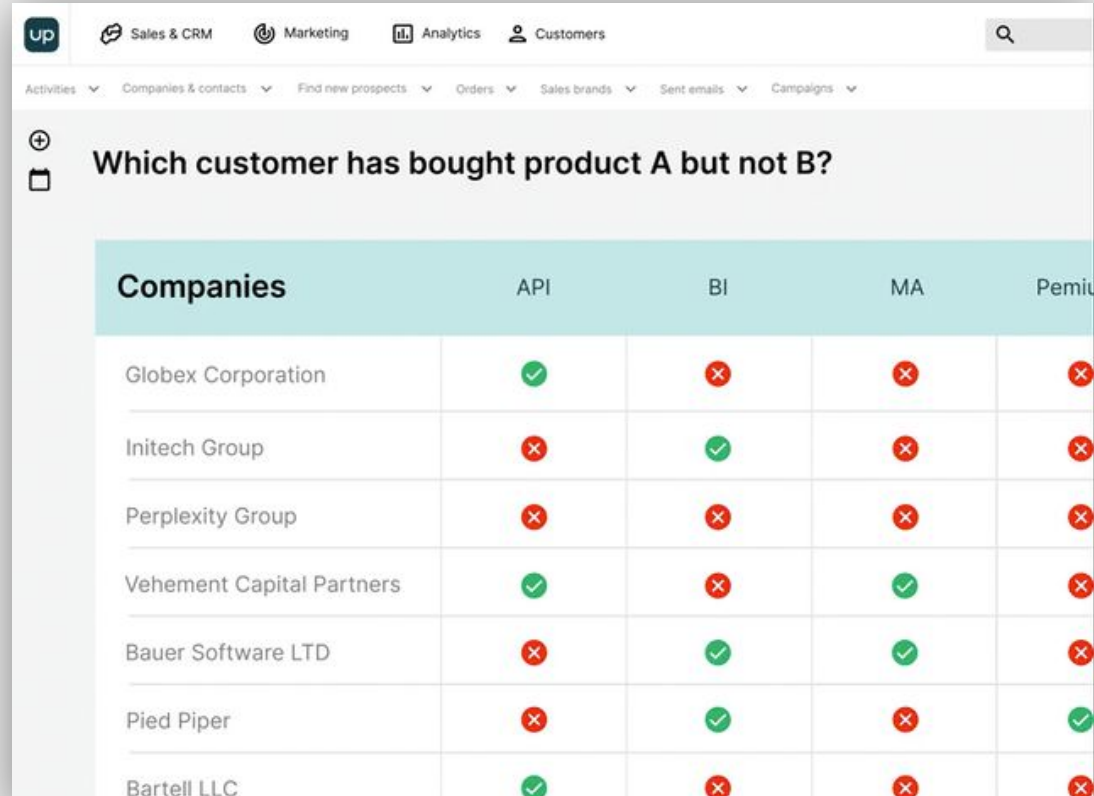
Employees 20 80 20-80

Industry All industries Industries you sold to

Win more deals



Grow existing customers

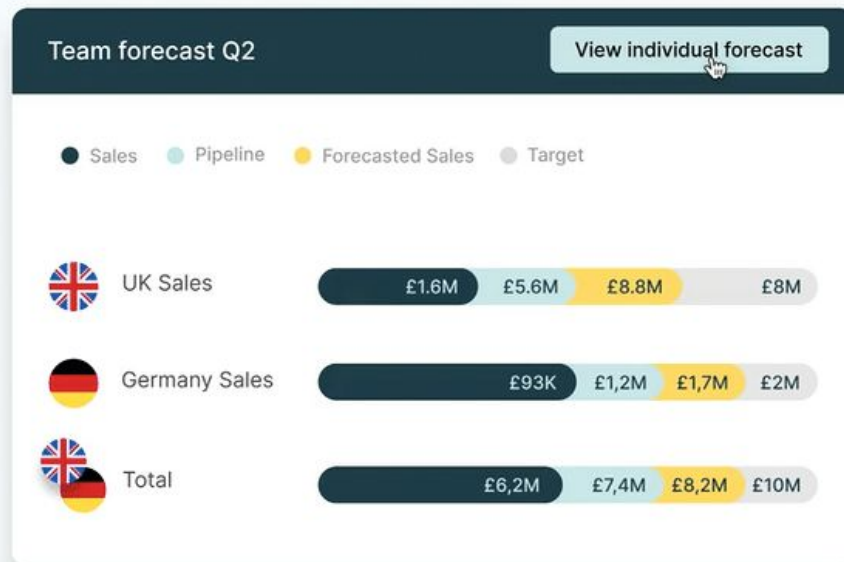


The screenshot shows a CRM interface with a navigation bar at the top containing 'Sales & CRM', 'Marketing', 'Analytics', and 'Customers'. Below the navigation bar is a menu with options like 'Activities', 'Companies & contacts', 'Find new prospects', 'Orders', 'Sales brands', 'Sent emails', and 'Campaigns'. The main content area displays a query titled 'Which customer has bought product A but not B?' with a table of results.

Companies	API	BI	MA	Pemi
Globex Corporation	✓	✗	✗	✗
Initech Group	✗	✓	✗	✗
Perplexity Group	✗	✗	✗	✗
Vehement Capital Partners	✓	✗	✓	✗
Bauer Software LTD	✗	✓	✓	✗
Pied Piper	✗	✓	✗	✓
Bartell LLC	✓	✗	✗	✗

upsales

Sales management



How Upsales beat the competition

The traditional way



The Upsales way



Months of implementation

Costly and complex consulting projects

Get started within an hour



4,7/5



"I sincerely feel that we have been given so much more than just a product. What really strikes me is that whoever I talk to at Upsales it's always very joyful, very inspirational but most of all, I feel like they have a deep understanding of sales."

Anders Hansson, Sales Director, Visual Art



4,6/5



"Because Steelwrist is growing at such a fast pace, new people regularly join the company. This creates a need for a CRM that employees can learn to use quickly and with a minimum of training. Upsales' intuitive dashboard, automation features, and dedicated onboarding training make it a particularly attractive option in this regard."

Stefan Stockhaus, CEO & Founder, Steelwrist

EXAMPLE OF COMPANIES THAT USES UPSALES

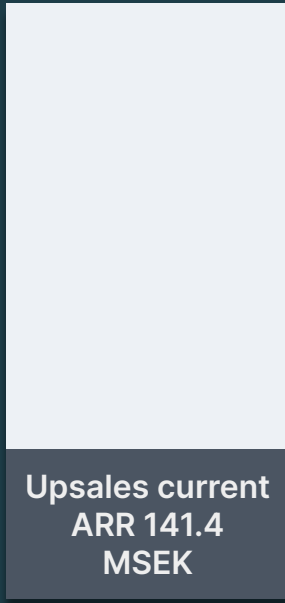


VISUALART



What are the growth drivers for Upsales?

Existing customers
500 MSEK



Market share
SE



The Culture at Upsales

By focusing on team building, individual learning and development we create efficient growth

Move fast and
get shit done

Take extreme
ownership

No
primadonnas
allowed

Q2 2023

Sales update

Building sales capacity to support future growth

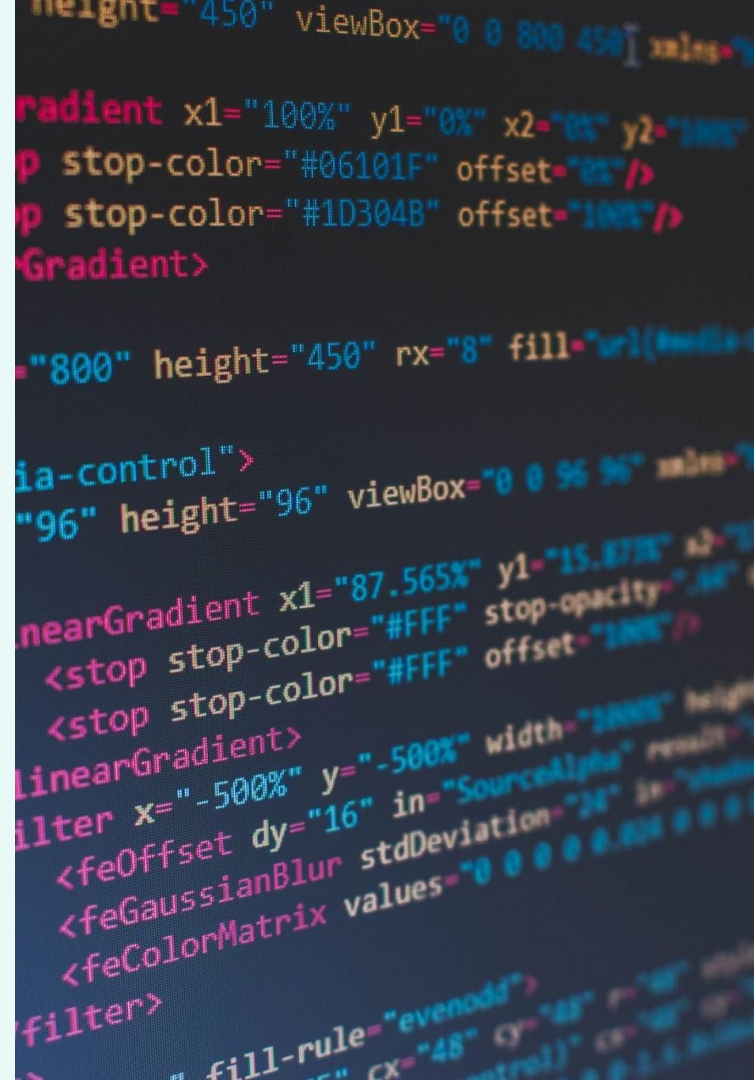
- New CRO, Mr Christian Nyberg
- New Head of people Linn Sterby
- Ambitious hiring plan for H2 2023
- No ARR growth improvement expected in Q3



Product update

We are investing in the product to increase our Average Contract Value (ACV)

- Swedish cloud for data-privacy-sensitive customers
- CPQ - streamline complex quotes and orders



Resilience

- We are net cash, profitable and have zero debt
- Sales effectiveness is a high priority in challenging economic times
- Platform scalability is attractive for clients not willing/able to invest in complex implementation projects required by competitors
- Over 90% recurring revenue with labour index pricing clause in the majority of our contracts



Financial highlights

Q2 2023 ARR & REVENUE

ARR

141.4 MSEK

129.3 MSEK

ARR Changes Q2

- 0.0 MSEK

+ 8.9 MSEK

ARR Growth

9.4 %

31.5 %

Net Sales

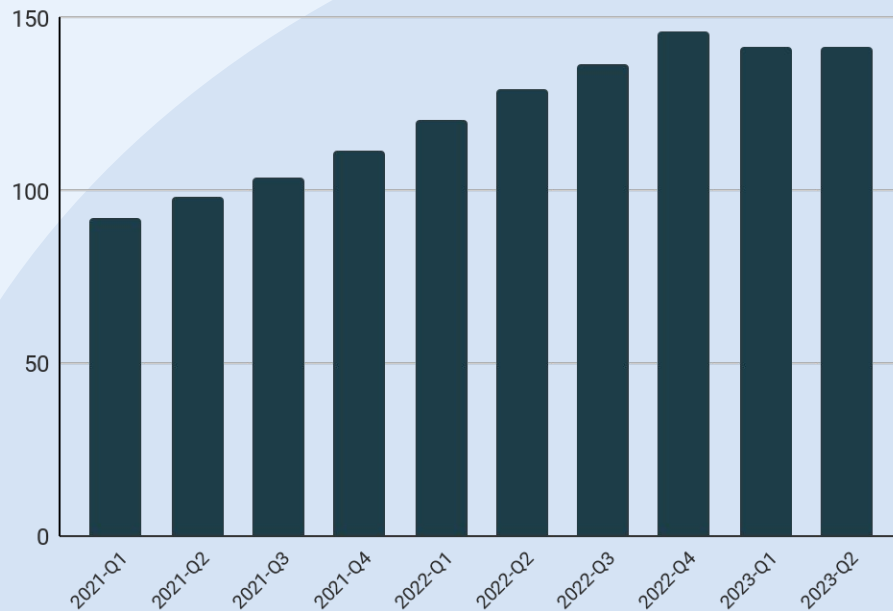
36.7 MSEK

32.2 MSEK

Subscription revenue

93.5%

91.0 %



Annual recurring revenue, last 10 quarters

Q2 2023

PROFITABILITY

EBITDA

11.9 MSEK

32.3 % margin

EBIT

9.8 MSEK

26.7 % margin

Net income

7.9 MSEK

21.5 % margin



Q2 2023

CASH FLOW

Operating cash flow

7.2 MSEK

3.3 MSEK

Net cash/net debt

45.1 MSEK

43.7 MSEK



Q&A

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