

Earnings call Q3 2019

UPSALES

TODAY'S SPEAKERS



Daniel Wikberg
CEO



Elin Lundström
CFO

**Please use the Q&A feature during the presentation
to ask questions**



Upsales at a glance

What we do

- Help companies reach new customers and win more deals
- Sales and Marketing technology delivered as software as a service (SaaS)

More about Upsales

FOUNDED
2003

HEAD OFFICE
Stockholm, Sweden

CUSTOMERS
500+ in 9 countries

EMPLOYEES
40

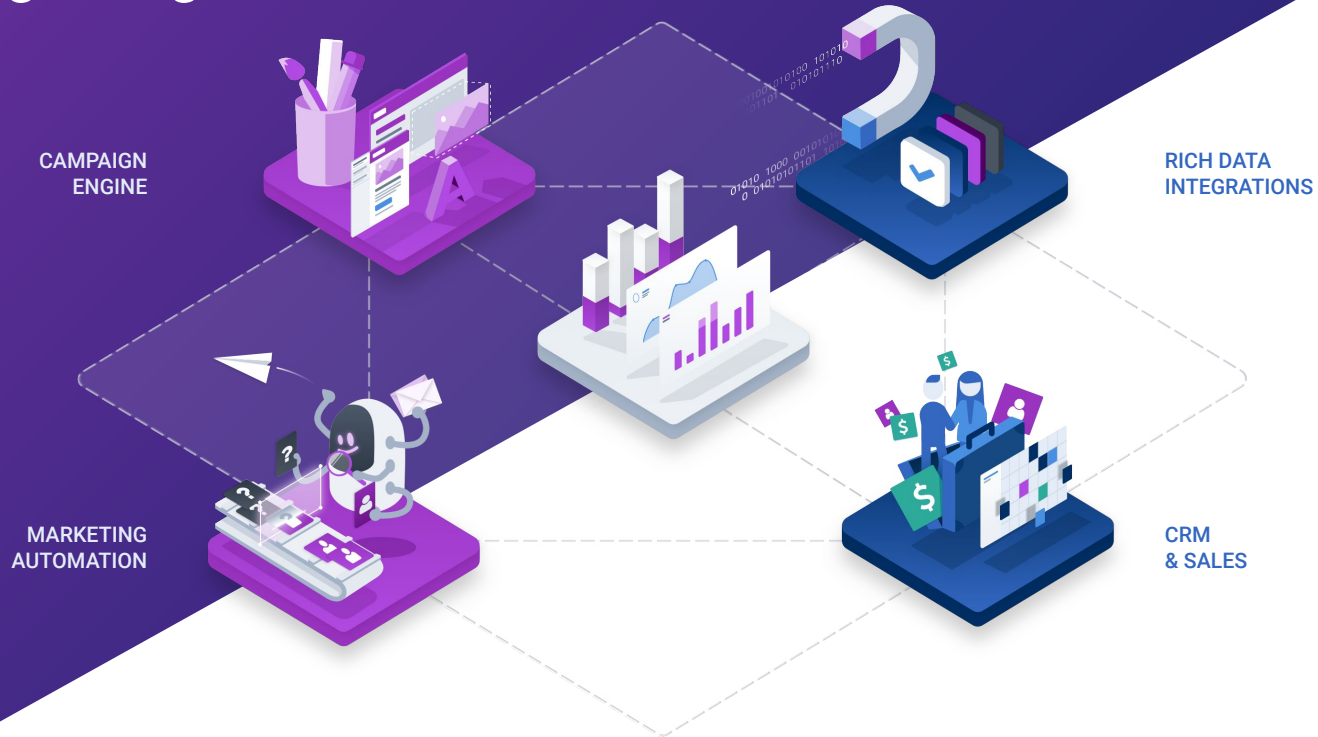


Our vision

**Enabling sales &
marketing greatness**

UPSALES

The Revenue Engine for Fast-growing Businesses



Upsales: straight through revenue execution for lead gen, ABM, multi-channel marketing, prospect retargeting, subscription renewal.

Business model

- 80+ % recurring revenue
- Highly dynamic and scalable platform



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Growth strategy



**Invest in the product to
increase contract values**



**Scale sales and marketing
organization to win more contracts**



**Expand into new
markets**

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Growing by investing in our product

- Scaling with a proven land-and-expand model
- Upgrade to more advanced editions or purchase specific add-ons

LAUNCH	GROWTH	GAZELLE	LEADER
<p>For small teams with big ambitions. This version is great for companies with 1-10 sales reps looking for a easy-to-use CRM with Basic Marketing capabilities.</p>	<p>For growing sales organizations with 10-25 sales reps looking for a capable CRM platform with integrated marketing automation to generate leads and drive growth.</p>	<p>For fast-growing, profitable companies with 25-50 sales reps looking to build a revenue engine to secure further growth. Integrated Revenue Analytics and advanced Sales & Marketing work flows.</p>	<p>Larger sales and marketing organisations with 100+ sales reps looking to dominate their industry</p>
<p>Includes:</p> <ul style="list-style-type: none">5 users5.000 contacts	<p>Includes:</p> <ul style="list-style-type: none">20 users10.000 contacts	<p>Includes:</p> <ul style="list-style-type: none">30 users20.000 contacts	<p>Includes:</p> <ul style="list-style-type: none">50 users30.000 contacts
<p>CRM</p> <ul style="list-style-type: none">• Accounts & Contacts• Calls & Meetings• Opportunity management• Calendar sync (Exchange/Google)• Access to Bisnode data• App for iOS & Android• GDPR <p>Marketing</p> <ul style="list-style-type: none">• E-mail campaigns• Campaign management• Website tracking <p>Reporting</p> <ul style="list-style-type: none">• Salesboard overview• Ready-made reports• Dashboards	<p>Everything in LAUNCH</p> <p>CRM</p> <ul style="list-style-type: none">• Triggers• Bisnode group overview• Role-based permissions• Multiple currencies <p>Marketing</p> <ul style="list-style-type: none">• Forms & Landing pages• Advanced drip programs• IP-based advertisement• Retargeting• GDPR for marketing <p>Reporting</p> <ul style="list-style-type: none">• Ready-made marketing reports• Integrated sales & marketing reporting	<p>Everything in GROWTH</p> <p>CRM</p> <ul style="list-style-type: none">• Upsales TV• Advanced security solutions• Workflow Automation• Script• Custom objects / modules <p>Marketing</p> <ul style="list-style-type: none">• Advanced event management• Bisnode validation in forms• Filtering of e-mail in forms <p>Reporting</p> <ul style="list-style-type: none">• Comprehensive Business Intelligence - Upsales Insights included• Account-based marketing dashboard• Group account reporting	<p>Everything in GAZELLE</p> <ul style="list-style-type: none">• 3 brands• Multiple scripts for different websites• Company profile per brand• Lead Management per brand• Dedicated support contact
<p>EUR 400 /MONTH</p> <p><i>Credit card monthly contract</i></p> <p>Start your trial here</p>	<p>Call us</p> <p><i>(From 17900 EUR / annually)</i></p> <p>Book a introduction call</p>	<p>Call us</p> <p><i>(From 45500 EUR / annually)</i></p> <p>Book a introduction call</p>	<p>Call us</p> <p>Book a introduction call</p>

Growing by scaling our sales team

- Several new members joined our sales team 2019
- An effective model with short ramp-up time
- CAC payback year 1 reduces the need for external capital

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Growing by expanding to new markets

- Successful event at Web Summit 2019
- Building an international team in Stockholm

Financial goals

Grow ARR by more than 30 % annually

More than 80% recurring revenue

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Financial highlights



Elin Lundström
CFO

Annual recurring revenue Q3

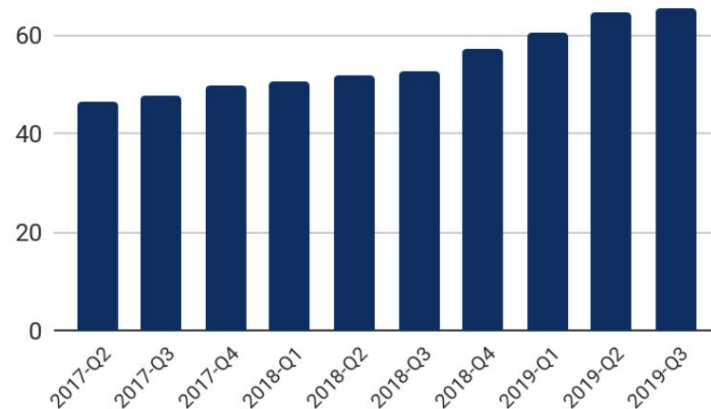
ARR
65,4 MSEK
52,8 MSEK

ARR CHANGES Q3
+ 0,6 MSEK
+ 1,1 MSEK

ARR GROWTH
23,8 %
1,0 % quarter over quarter

NET SALES
16,0 MSEK
+9,0 %

ANNUAL RECURRING REVENUE LAST 10 QUARTERS



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Profitability Q3

EBITDA

4,4 MSEK

27,6 % margin

EBIT

2,2 MSEK

13,7% margin

Net Income

1,4 MSEK

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Cash flow Q3

OPERATING CASH FLOW

-0,9 MSEK

3,8 MSEK

CASH FLOW

-1,8 MSEK

2,7 MSEK

NET CASH/ NET DEBT

12,7 MSEK

-19 MSEK

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Annual recurring revenue jan-sep 2019

ARR

65,4 MSEK

52,8 MSEK

ARR CHANGES jan-sept

+ 8,4 MSEK

+ 3,0 MSEK

ARR GROWTH

14,7 %

During first three quarters

NET SALES

50,2 MSEK

42,0 MSEK

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Profitability jan-sep 2019

EBITDA

10,0 MSEK

20,0 % margin

EBIT

3,4 MSEK

13,7 % margin

Net Income

2,2 MSEK

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Cash flow jan-sep 2019

OPERATING CASH FLOW

6,6 MSEK

2,5 MSEK

CASH FLOW

3,9 MSEK

- 1,1 MSEK

NET CASH/ NET DEBT

12,7 MSEK

- 19,0 MSEK

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Q & A

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