

Earnings call

Upsales Technology AB (publ)
2022-Q1

upsales

Upsales at a glance

What we do

- We help B2B companies find new opportunities and win more deals
- CRM and Marketing SaaS for fast-growing SMB companies

More about Upsales



FOUNDED
2003



HEAD OFFICE
Stockholm, Sweden



CUSTOMERS
1,800+ in 11 countries



EMPLOYEES
66

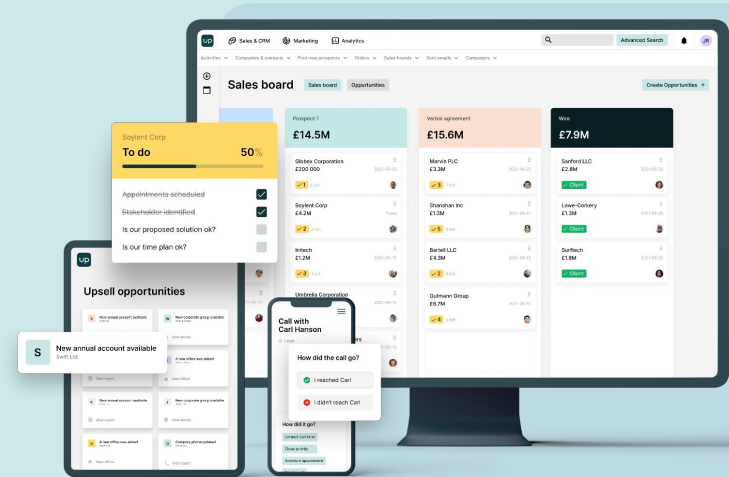
Increased customer satisfaction drives momentum

New strategy from 2019

- Improve scalability in our product
- Improved customer success
- Effective sales process

Improve scalability in our product

- Accelerate the time it takes to get started for new customers
- Standardized but dynamic solutions to our customers' most common problems



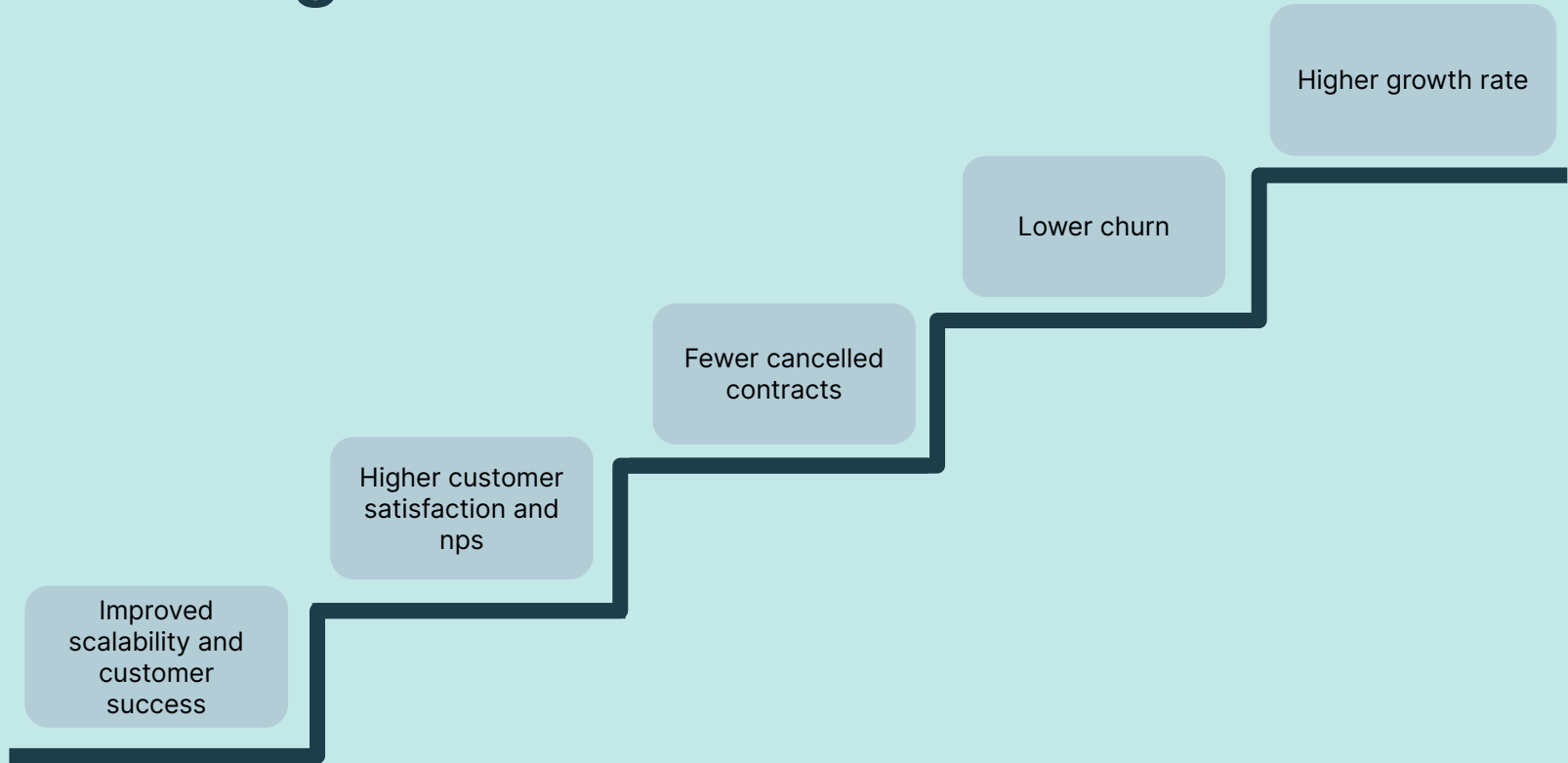
Improved customer success

- Effective customer onboarding make sure customers get started
- Initial and ongoing training drives further adoption (and needs)
- Low churn starts with bringing in the *right* customers

Effective sales process

- Proven land and expand selling model
- Onboarding process for new hires that delivers quick results
- We learn fast from our mistakes

How increased customer satisfaction leads to faster growth over time



UK expansion

- Tailored product offering for UK customers
- Great feedback from the market

24 BSEK

Estimated size of UK CRM market



SaaS financials 101

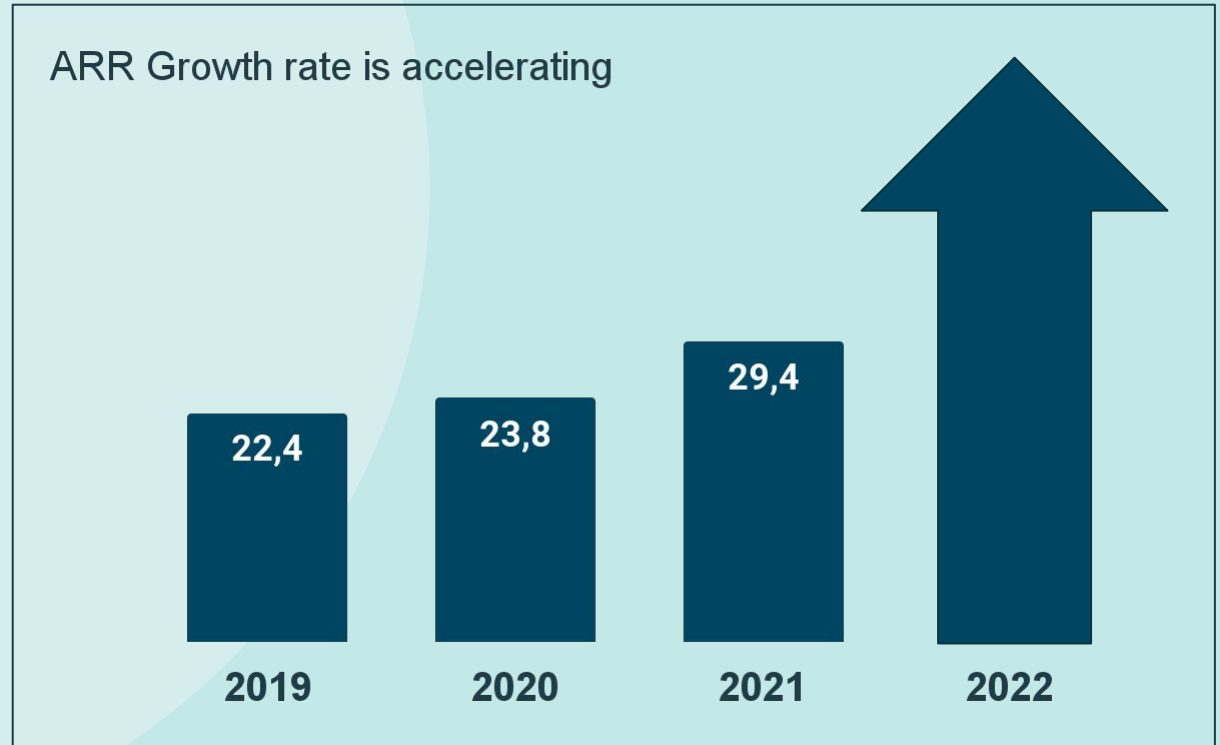
The importance of E40

$$\text{E40} = \text{ARR growth \%} + \text{FCF margin}$$

Drivers of E40

- The discipline to maintain a high standard in all aspects
- Diamond Level Support
- Best-in-class sales effectiveness

Lower churn, and increasing ACV drives further acceleration in 2022



Financial highlights

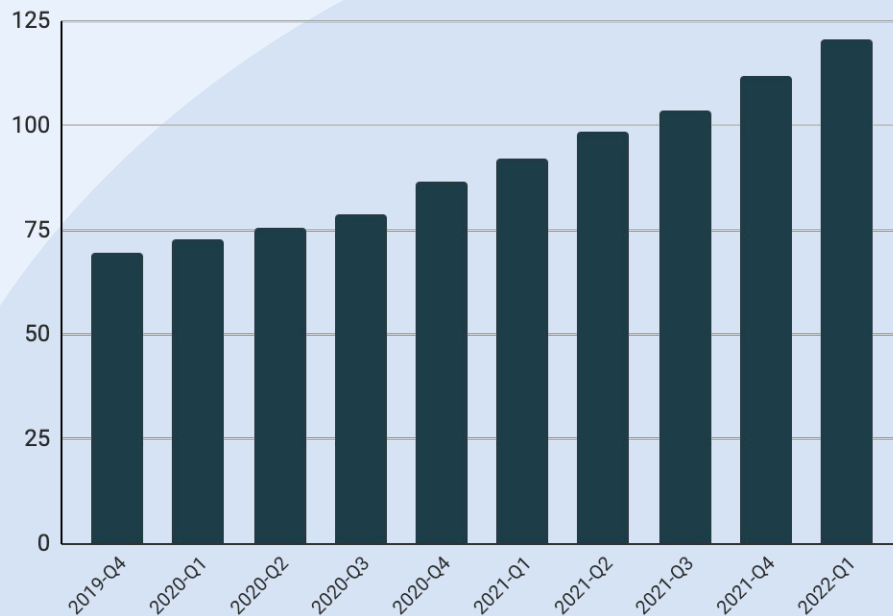
Q1 2022 ARR & REVENUE

ARR
120,4 MSEK
92,1 MSEK

ARR Growth
30,7 %
26,6 %

ARR Changes Q1
+ 8,6 MSEK
+ 5,7 MSEK

Net Sales
29,5 MSEK
21,8 MSEK



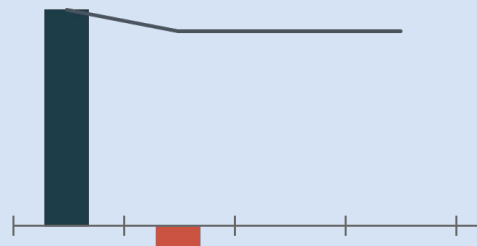
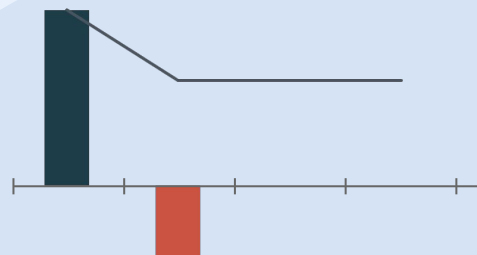
Annual recurring revenue the last 10 quarters

Q1 2022

THE BUILDING BLOCKS OF OUR GROWTH

1. **Lower churn**

2. Timing on closed deals during a quarter



Q1 2022

THE BUILDING BLOCKS OF OUR GROWTH

1. Lower churn
2. **Timing on closed deals during a quarter**

90 days
worth of
revenue



Jan

Feb

Mar

1 days
worth of
revenue



Q1 2022 PROFITABILITY

EBITDA
5,6 MSEK
19,1 % margin

EBIT
3,9 MSEK
13,2 % margin

Net income
3,1 MSEK
10,4 % margin



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Q1 2022

CASH FLOW

Operating cash flow

5,2 MSEK

16,4 MSEK

Cash flow

9,4 MSEK

14,1 MSEK

Net cash/net debt

75,8 MSEK

49,5 MSEK



Q&A