

A nighttime photograph of a city waterfront. In the foreground, a wide, empty road with streetlights runs along the water. The middle ground shows a harbor with buildings and lights reflecting on the water. The background features a city skyline under a dark blue sky with some clouds. The text is overlaid on the image.

EARNINGS CALL

UPSALES TECHNOLOGY AB (publ)

Q3 2020

UPSALES

Upsales at a glance

What we do

- We help B2B companies find new opportunities and win more deals
- Sales and Marketing technology delivered as software as a service (Saas)
- CRM, Marketing and Analytics in one integrated suite

More about Upsales

FOUNDED

2003

HEAD OFFICE

Stockholm, Sweden

CUSTOMERS

700+ in 10 countries

EMPLOYEES

50



Business model

- **Subscription based SaaS model with > 90% recurring revenue**
- **Clients pay a per-user per-month fee and can purchase additional add-ons**
- **Dynamic and scalable platform reduces the need for consulting work and streamlines sales and customer success**



The three components of our strategy



**Build the world's best
B2B sales software**

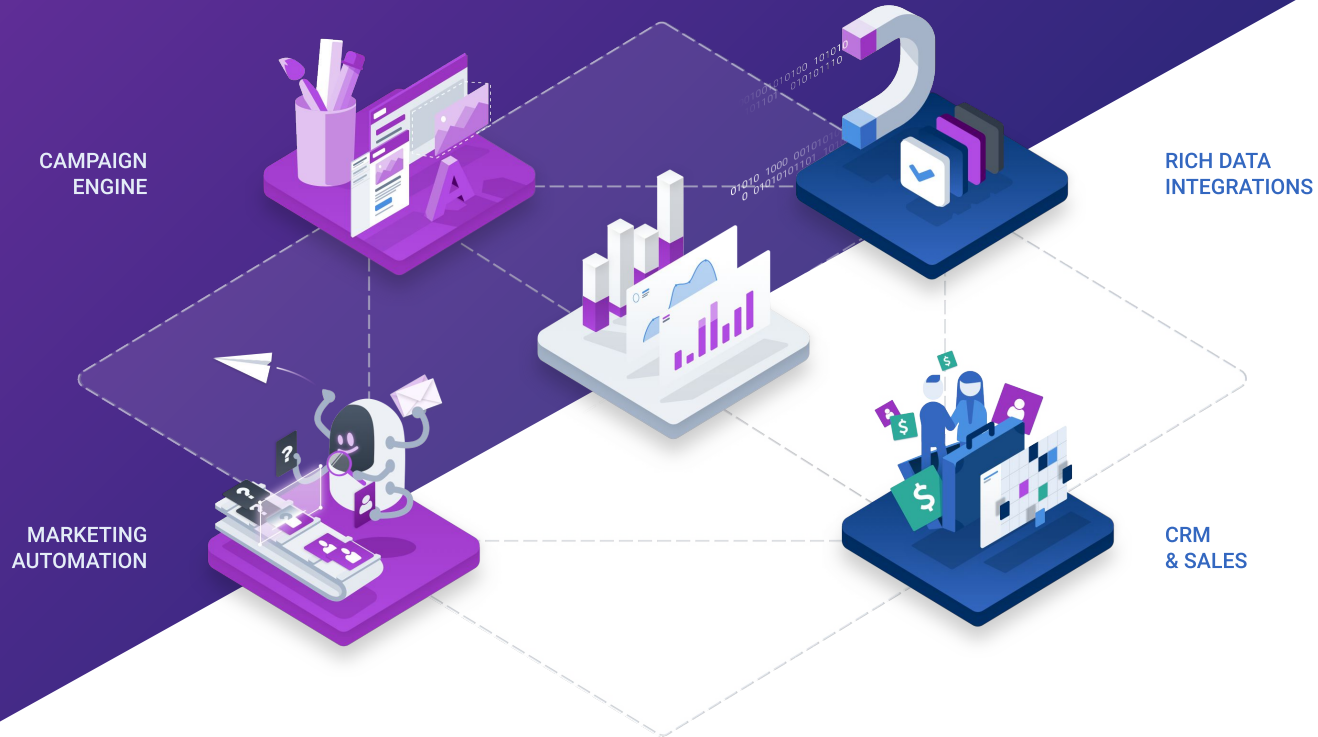


**Scale our sales team
to win more contracts**



**Invest in Customer
Success to keep churn
low and grow existing
contracts**

The Upsales platform



Building the best Sales & Marketing software in the world

- Investing in our product leads to increased average contract values
- Off-the-shelf add-ons are more attractive to customers than bespoke solutions *and* facilitates organic ARR growth within the existing customer base
- The platform is capable of deploying highly customized solutions to larger clients with 100+ users with very little consulting work

Growing by scaling our sales team

- An effective model with short ramp-up time
- CAC payback year 1 reduces the need for external capital
- Several new members added in Q3 that are already productive and contributing to the growth

Customer Success

- Customer Success is a key component in our growth strategy
- Customer Success creates growth in three way
 - Add-ons and more seats to existing contracts
 - Cross-selling within larger existing clients
 - Referrals that leads to new clients
- We continue to grow the Customer Success team

Financial highlights

Revenue Q3

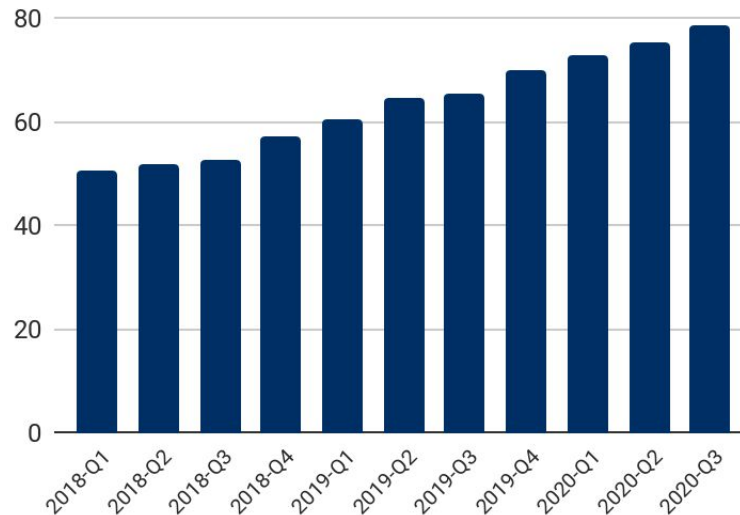
ARR
78,8 MSEK
65,4 MSEK

ARR GROWTH
20,6 %
23,8 %

ARR CHANGES Q3
+ 3,3 MSEK
+ 0,6 MSEK

NET SALES
17,9 MSEK
16,0 MSEK

ANNUAL RECURRING REVENUE LAST 10 QUARTERS



Profitability Q3

EBITDA

6,0 MSEK

33,4 % margin

Net Income

2,7 MSEK

1,4 MSEK

EBIT

3,7 MSEK

20,6 % margin

UPSALES

Cash flow Q3

OPERATING CASH FLOW

-0,7 MSEK

-0,9 MSEK

CASH FLOW

-1,6 MSEK

-1,8 MSEK

NET CASH/NET DEBT

27,0 MSEK

12,7 MSEK

Q&A