



The presentation will begin shortly

Earnings call

Upsales Technology AB (publ)
2022-Q4

upsales

Speakers



Daniel Wikberg
CEO



Elin Lundström
CFO



Q&A

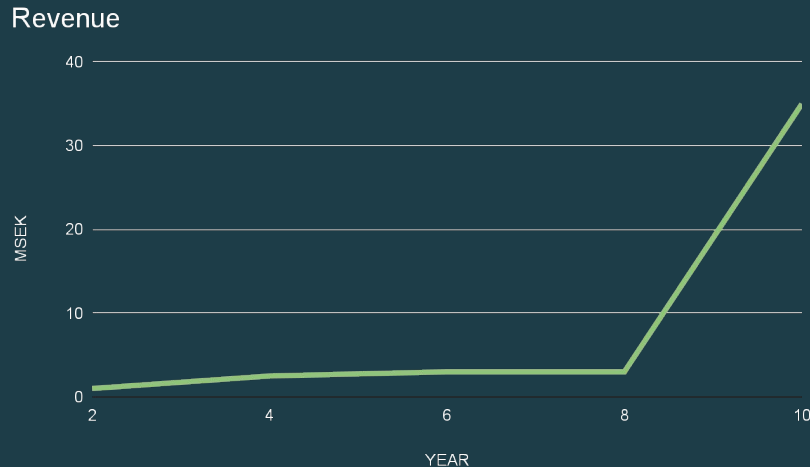
To submit a question, click the Q&A button at the toolbar at the bottom of the Zoom window



Introducing Upsales

Sales is the top reason B2B businesses fail

In theory



In reality

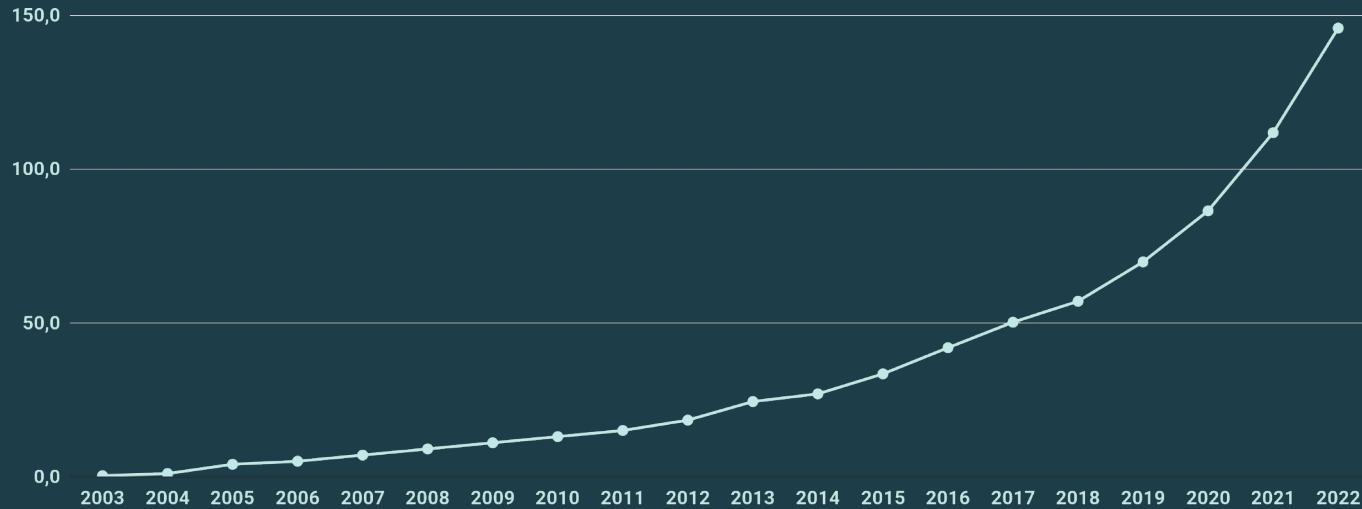
Of companies founded 10 years ago, only 9 % have a revenue of more than 10 MSEK.

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

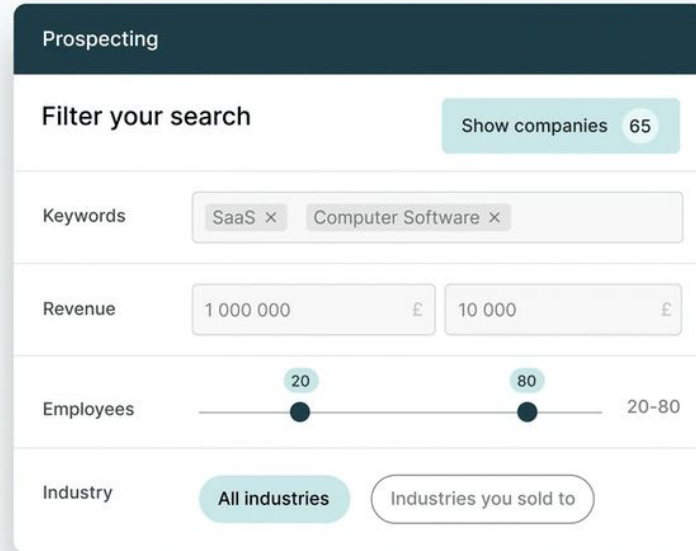
Filter your search Show companies 65

Keywords SaaS × Computer Software ×

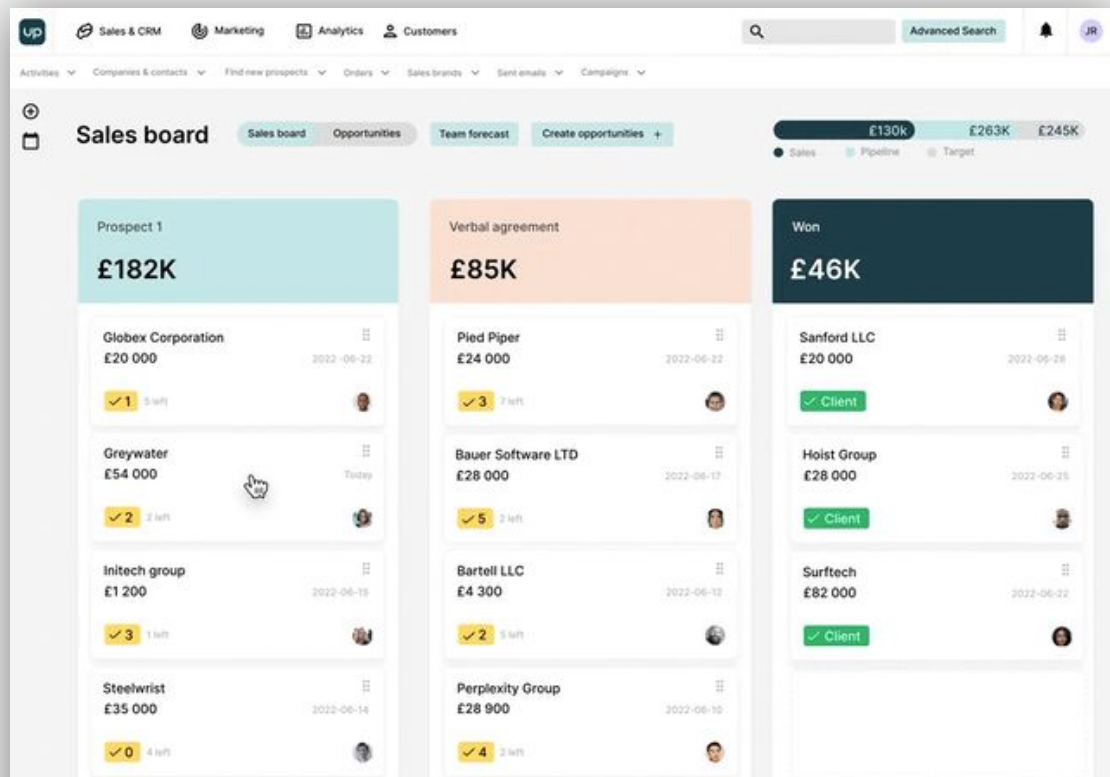
Revenue £ £

Employees 20 80 20-80

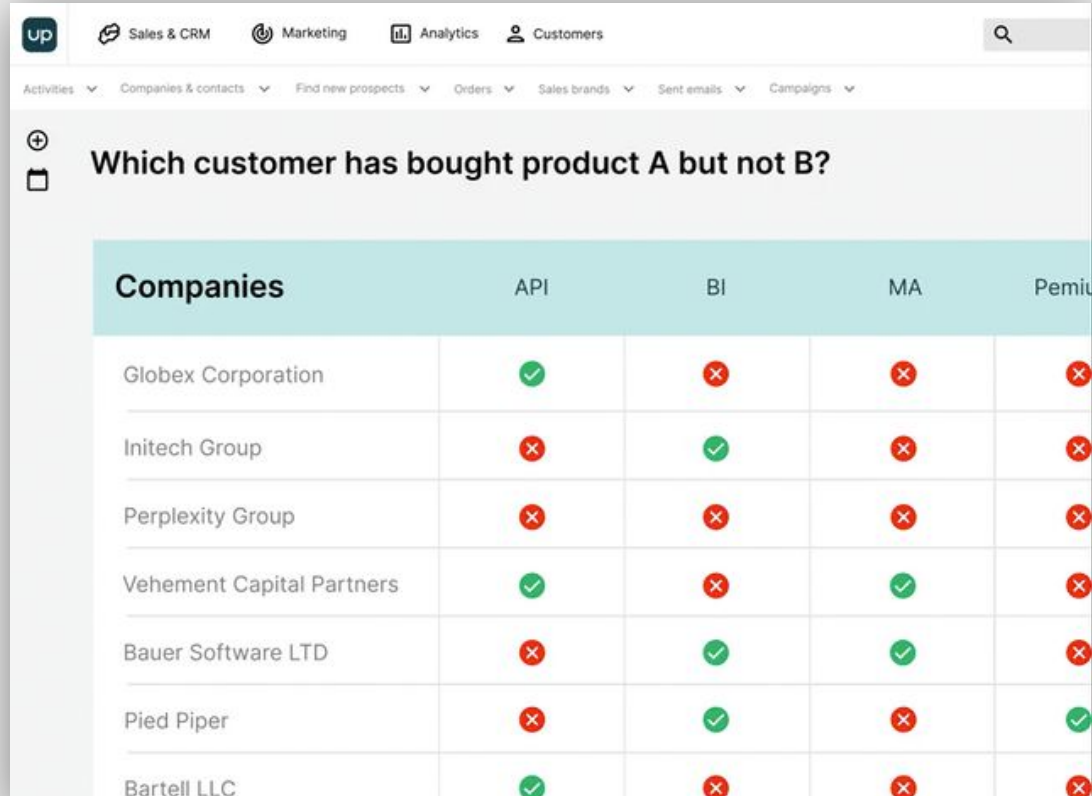
Industry All industries Industries you sold to



Win more deals



Grow existing customers

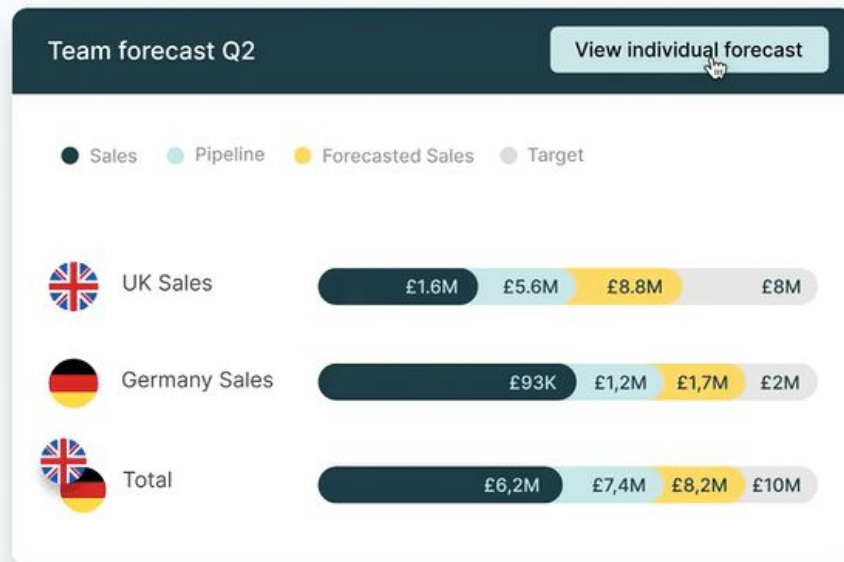


The screenshot shows a CRM dashboard with a navigation bar at the top containing 'Sales & CRM', 'Marketing', 'Analytics', and 'Customers'. Below the navigation bar is a menu with options like 'Activities', 'Companies & contacts', 'Find new prospects', 'Orders', 'Sales brands', 'Sent emails', and 'Campaigns'. The main content area features a search icon and a query title: 'Which customer has bought product A but not B?'. Below the title is a table with columns for 'Companies', 'API', 'BI', 'MA', and 'Pemi...'. The table lists several companies with green checkmarks indicating purchases and red 'X' marks indicating non-purchases.

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



VS

Months of implementation

Costly and complex consulting projects

Get started within an hour

The gazelles of the world loves Upsales

22%

Our customers increase sales
by 22% in the first year





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."

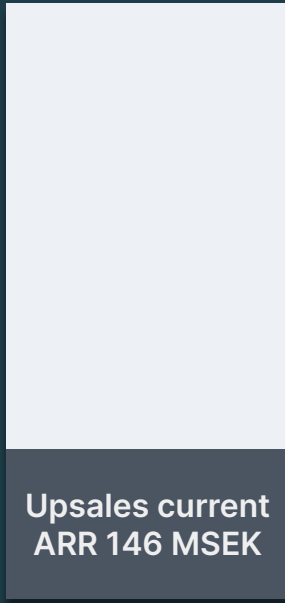
Stefan Stockhaus, CEO & Founder, Steelwrist

EXAMPLE OF COMPANIES THAT USES UPSALES



What are the growth drivers for Upsales?

Existing customers
500 MSEK



Market share
SE



UK
market

24 BSEK

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

Growing effectively means a high *Revenue per employee*

- Efficient organization with minimal nice to have stuff
- Strong Sales culture

KPI Highlights

92%

Recurring revenue
(TTM)

64.4MSEK

Net cash

79

Quarters with growth

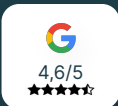
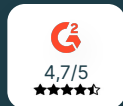
49.5%

Management owned

17.4%

FCF Margin (TTM)

Users love us



Resilience

- Sales effectiveness is a high priority in challenging economic times
- Our products' scalability make us attractive for clients not willing to invest in large consulting engagements which many competitors require
- 92% recurring revenue with labour index pricing clause in the majority of our contracts
- We are net cash, profitable and have zero debt

Financial highlights

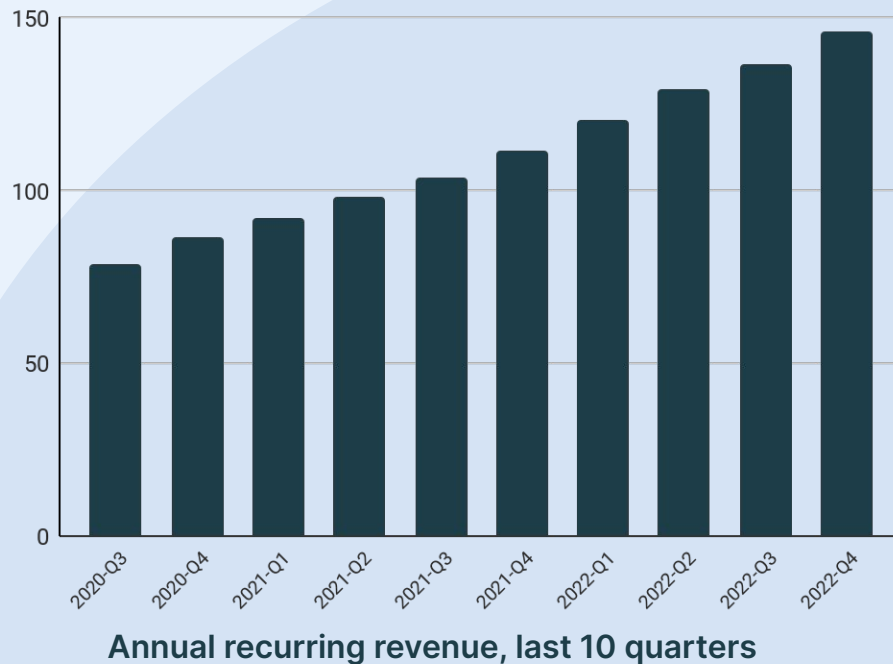
Q4 2022 ARR & REVENUE

ARR
145.8 MSEK
111.8 MSEK

ARR Growth
30.4 %
29.4 %

ARR Changes Q4
+ 9.5 MSEK
+ 8.2 MSEK

Net Sales
35.2 MSEK
26.9 MSEK



Q4 2022

PROFITABILITY

EBITDA

9.3 MSEK

26.5 % margin

EBIT

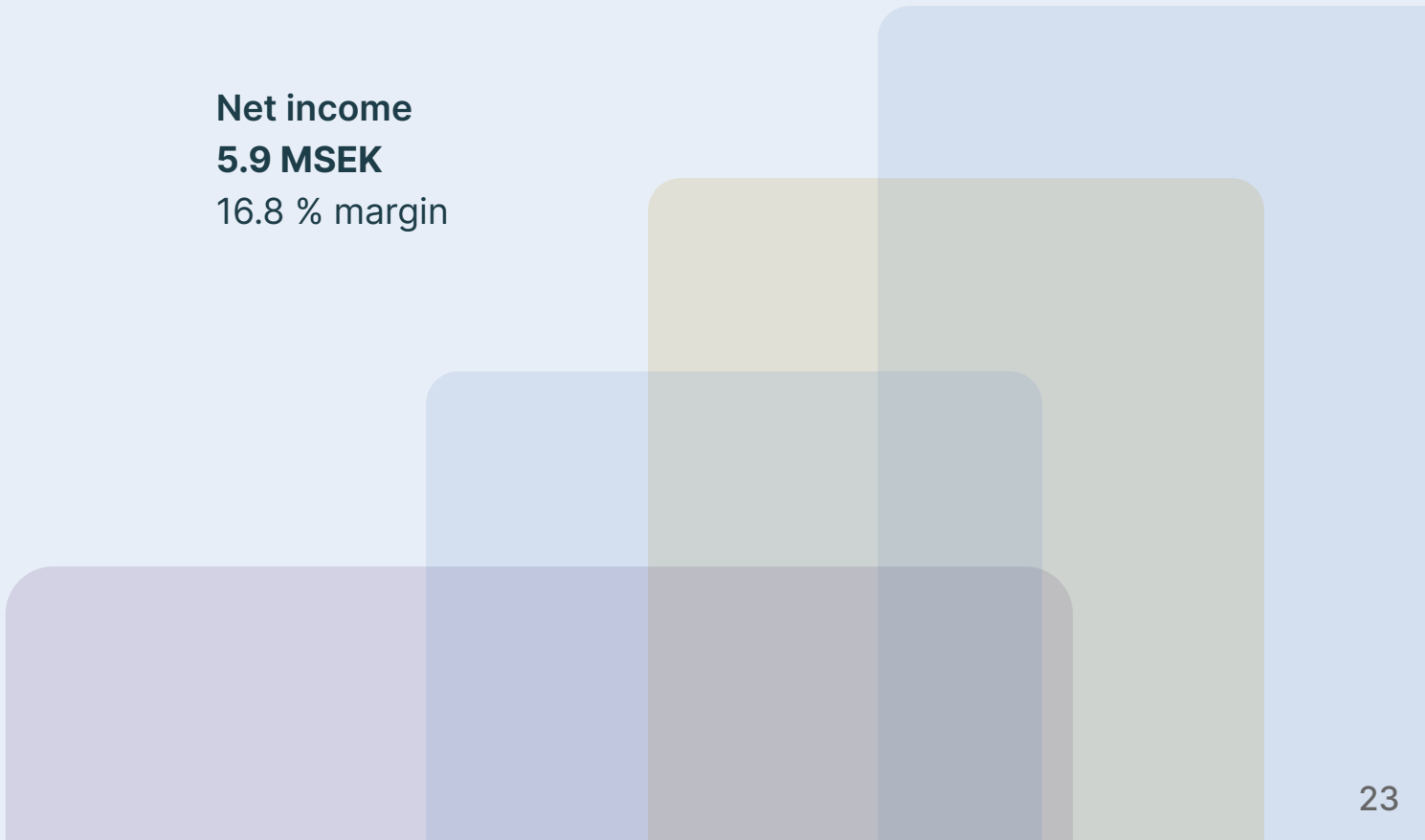
7.5 MSEK

21.2 % margin

Net income

5.9 MSEK

16.8 % margin



Q4 2022

CASH FLOW

Operating cash flow

18.0 MSEK

18.4 MSEK

Net cash/net debt

64.4 MSEK

66.4 MSEK



Q&A

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