

# EARNINGS CALL

UPSALLES TECHNOLOGY AB (publ)

Q1 2021

UPSALLES

# 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

**1200+ in 10 countries**

EMPLOYEES

**67**



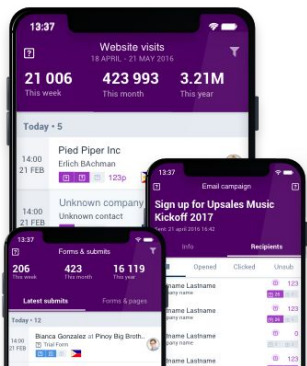
# Business model

- Subscription based SaaS model with > 90% recurring revenue
- Clients pay a per-user per-month fee and can purchase additional add-ons
- We invest heavily in building scalability to continue being a streamlined organisation
- Proven model with organic, profitable growth for many years.

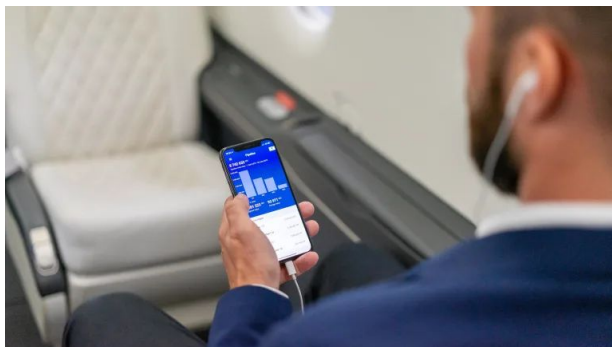
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# The three components of our strategy



**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**

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# The Upsales platform

The image displays the Upsales CRM platform interface. At the top, the navigation bar includes the 'upsales' logo, menu items for Product, Integrations, Customers, Pricing, About, and Investor relations, a contact number '+46 8 505 506 00', and a 'Login' button. The main content area features a large headline: 'The intelligent CRM for fast-growing companies', with a sub-headline 'Built to close deals and uncover opportunities' and a 'Start a free 14-day trial' button. The interface is overlaid with several key components: a 'Sales board' showing a grid of deals with values like £14.5M, £15.6M, and £7.9M; a 'To do' task list with a 50% completion indicator and items like 'Appointment scheduled' and 'Stakeholder identified'; an 'Upsell opportunities' panel with a 'New annual account available' notification; and a mobile app view showing a 'Call with Carl Hanson' and a 'How did the call go?' status report.

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# Building the best Sales & Marketing software in the world

- Investing in our product leads to increased average contract values
- Customers don't want complex implementation projects, they want a quick solution to their problems
- Off-the shelf add-ons let our customers get started within minutes and creates scalability and recurring revenue for Upsales

# Growing by scaling our sales team

- Best-in-class sales efficiency
- More than doubling the size of the sales organisation during 2021
- Proven land and expand model

# Customer Success

- Customer Success is a key component in our growth strategy
- Customer Success creates growth in three ways
  - Add-ons and more seats to existing contracts
  - Cross-selling within larger existing clients
  - Referrals that lead to new clients
- Operational KPIs like NPS, customer satisfaction steadily improving



# Financial highlights

# Revenue Q1

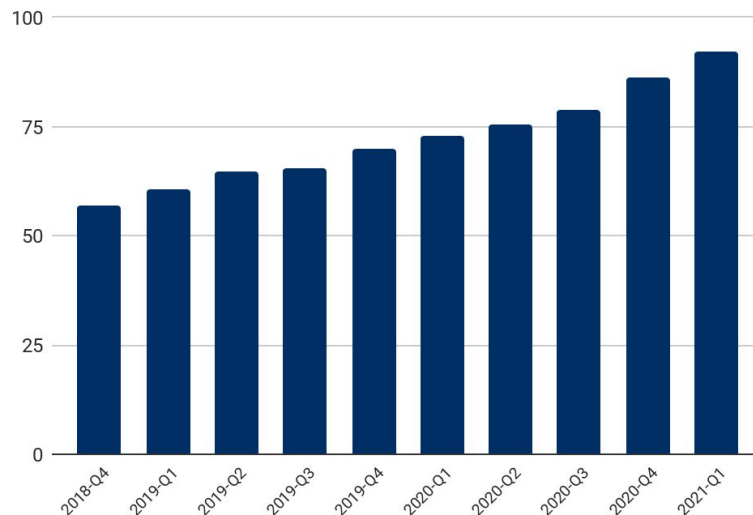
**ARR**  
**92,1 MSEK**  
72,8 MSEK

**ARR CHANGES Q1**  
**+ 5,7 MSEK**  
+ 3,0 MSEK

**ARR GROWTH**  
**26,6 %**  
20,0 %

**NET SALES**  
**21,8 MSEK**  
18,9 MSEK

ANNUAL RECURRING REVENUE LAST 10 QUARTERS



# Profitability Q1

**EBITDA**

**6,5 MSEK**

29,8 % margin

**Net Income**

**3,2 MSEK**

0,2 MSEK

**EBIT**

**4,3 MSEK**

19,6 % margin

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# Cash flow Q1

## OPERATING CASH FLOW

**16,4 MSEK**

11,9 MSEK

## CASH FLOW

**14,1 MSEK**

10,5 MSEK

## NET CASH/NET DEBT

**49,5 MSEK**

27,1 MSEK

## Q&A