

EARNINGS CALL

UPSALES TECHNOLOGY AB (publ)

Q4 2020

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

1200+ in 10 countries

EMPLOYEES

53

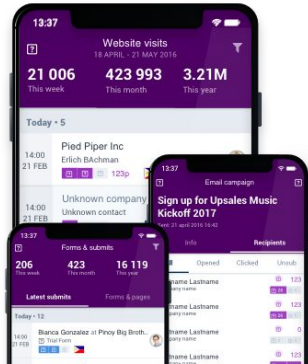
Business model

- 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

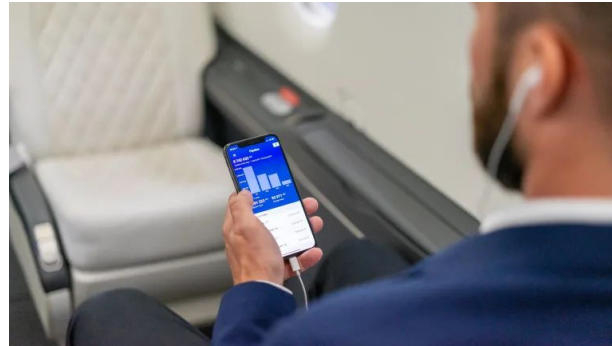
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The three components of our strategy



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



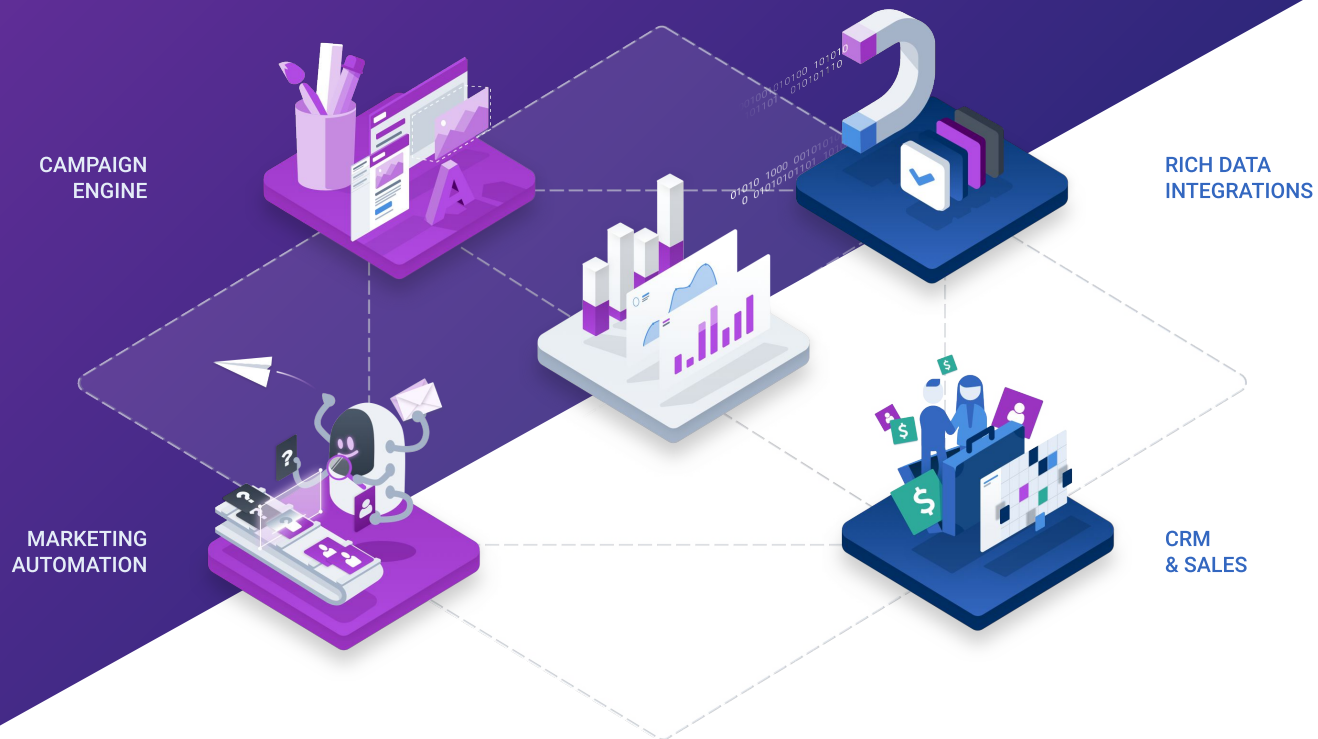
**Scale our sales team
to win more contracts**



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

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The Upsales platform



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 fast 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 KPIs
- Doubling the size of the sales organisation during 2021
- Sales team is divided into New sales, and Account expansion

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
- We continue to grow the Customer Success team

Accelerating our growth in Q4

- Increased traction from the execution of our long-term strategic plan
- All time high quarter/quarter ARR growth 9,6%
 - Implies annualized growth rate of 44%

Financial highlights

Revenue Q4

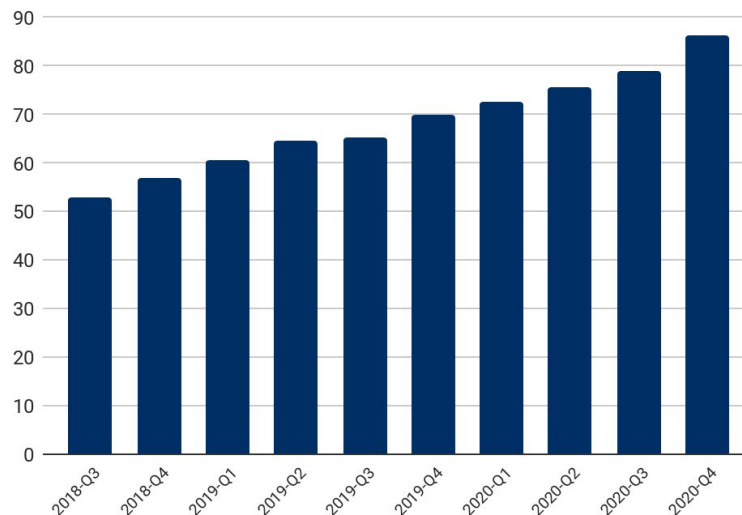
ARR
86,4 MSEK
69,8 MSEK

ARR GROWTH
23,8 %
22,4 %

ARR CHANGES Q4
+ 7,6 MSEK
+ 4,4 MSEK

NET SALES
20,1 MSEK
17,5 MSEK

ANNUAL RECURRING REVENUE LAST 10 QUARTERS



Profitability Q4

EBITDA

4,5 MSEK

22,2 % margin

Net Income

1,6 MSEK

0,4 MSEK

EBIT

2,2 MSEK

10,9 % margin

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Cash flow Q4

OPERATING CASH FLOW

10,0 MSEK

5,5 MSEK

CASH FLOW

8,4 MSEK

3,9 MSEK

NET CASH/NET DEBT

35,4 MSEK

16,5 MSEK

Q&A