

An aerial photograph of a city, likely Stockholm, Sweden, taken during sunset. The sky is filled with soft, colorful clouds in shades of purple, pink, and orange. The city's buildings are visible, with a prominent church spire in the center. A large body of water is in the foreground, reflecting the sky. A white text overlay is centered on the image.

EARNINGS CALL

UPSALES TECHNOLOGY AB (publ)

Q1 2020

UPSALES

TODAY'S SPEAKERS



Daniel Wikberg
CEO



Elin Lundström
CFO

What we do

We help companies find new customers and win more deals by delivering
Sales and Marketing software as a service

We do this for more than 500 clients in 9 countries

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Our vision

**Enabling greatness in
B2B sales**

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Business model

- Subscription based SaaS model with 90% recurring revenue
- Dynamic and scalable platform reduces the need for consulting work and streamlines sales and customer success
- Having 90% recurring revenue makes current circumstances more manageable



Growth strategy



**Invest in the product to
increase contract values**



**Scale sales and marketing
organization to win more contracts**



**Expand into new
markets**

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Building the best Sales & Marketing software in the world

- Investing in our product leads to increased average contract values
- Our roadmap remains intact, we will continue our investments
- COVID-19 makes it easier to find great people to our engineering team
- ***We will hire more people than previously planned, due to amazing opportunities in the labor market***

Growing by scaling our sales team

- We will continue hiring more salespeople during 2020
- An effective model with short ramp-up time
- CAC payback year 1 reduces the need for external capital
- ***We have closed new deals every single week during March and April.***

Growing by expanding to new markets

- A few international deals in Q1
- *With most of Europe in lockdown, internationalisation is not at the top of our agenda at the moment*

Financial goals

Grow ARR by more than 30 % per year over time

80+ % recurring revenue

Financial highlights



Elin Lundström
CFO

Annual recurring revenue Q1

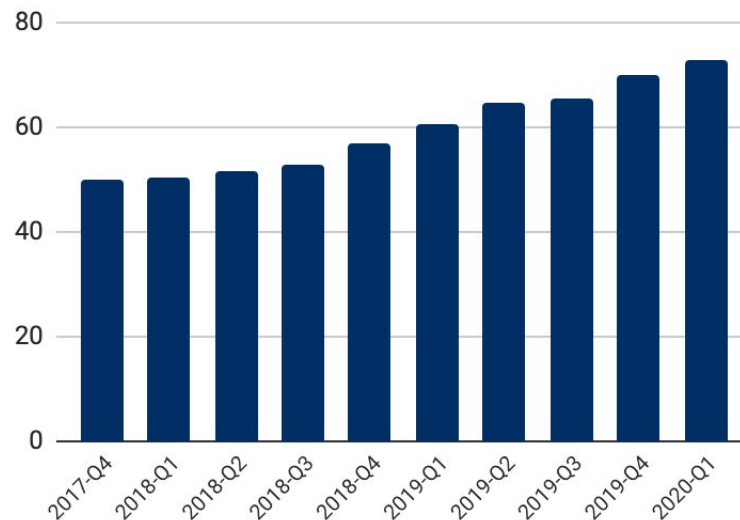
ARR
72,8 MSEK
60,6 MSEK

ARR CHANGES Q1
+ 3,0 MSEK
+ 3,6 MSEK

ARR GROWTH
20,0 %
4,2 % quarter over quarter

NET SALES
18,9 MSEK
11,6 %

ANNUAL RECURRING REVENUE LAST 10 QUARTERS



Profitability Q1

EBITDA

2,8 MSEK

14,6 % margin

EBIT

0,5 MSEK

2,6 % margin

Net Income

0,2 MSEK

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Cash flow Q1

OPERATING CASH FLOW

11,9 MSEK

7,8 MSEK

CASH FLOW

10,5 MSEK

3,8 MSEK

NET CASH/ NET DEBT

27,1 MSEK

-16,1 MSEK

Q & A