

**EARNINGS CALL**  
**Q1 2019**

***UPSALES***

# TODAY'S SPEAKERS



Daniel Wikberg  
CEO



Elin Lundström  
CFO

# Upsales at a glance

## What we do

- Sales and Marketing technology delivered as software as a service (SaaS)
- CRM, Marketing and Analytics in one integrated suite

## More about Upsales

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FOUNDED

**2003**

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HEAD OFFICE

**Stockholm, Sweden**

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CUSTOMERS

**500+ in 9 countries**

EMPLOYEES

**40**



# The Revenue Engine



1

RICH DATA ENGINE

## Target the right audience

Find potential new customers all around the world.



2

CAMPAIGN ENGINE

## Engage prospects in the right place

Target the right people, with the right message, in the right channel.



3

MARKETING AUTOMATION

## Be more successful every day

Refine and optimize campaigns as you discover what works best.



4

SALES & CRM

## Free up more time for selling

Automate admin tasks so you can spend more time selling.



5

ANALYTICS

## Track the impact in real time

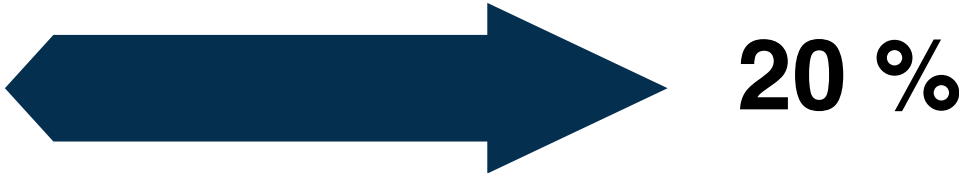
Track and manage your performance against sales and marketing KPIs.

# Business model

- 80 % recurring revenue
- Highly dynamic and scalable platform
- High gross margins
- 95% net revenue retention



# Growth Drivers



ARR Growth



- Growing Sales Team
- Lower churn
- Up-sell to existing customers
- Fortnox Partnership
- International Expansion

# Financial highlights



Elin Lundström  
CFO

# Financials

NET SALES

**16,9** MSEK

+ 29,1 %

OPERATING CASH FLOW

**7,2** MSEK

1,0 MSEK Q1 2018

EBITDA

**1,9** MSEK

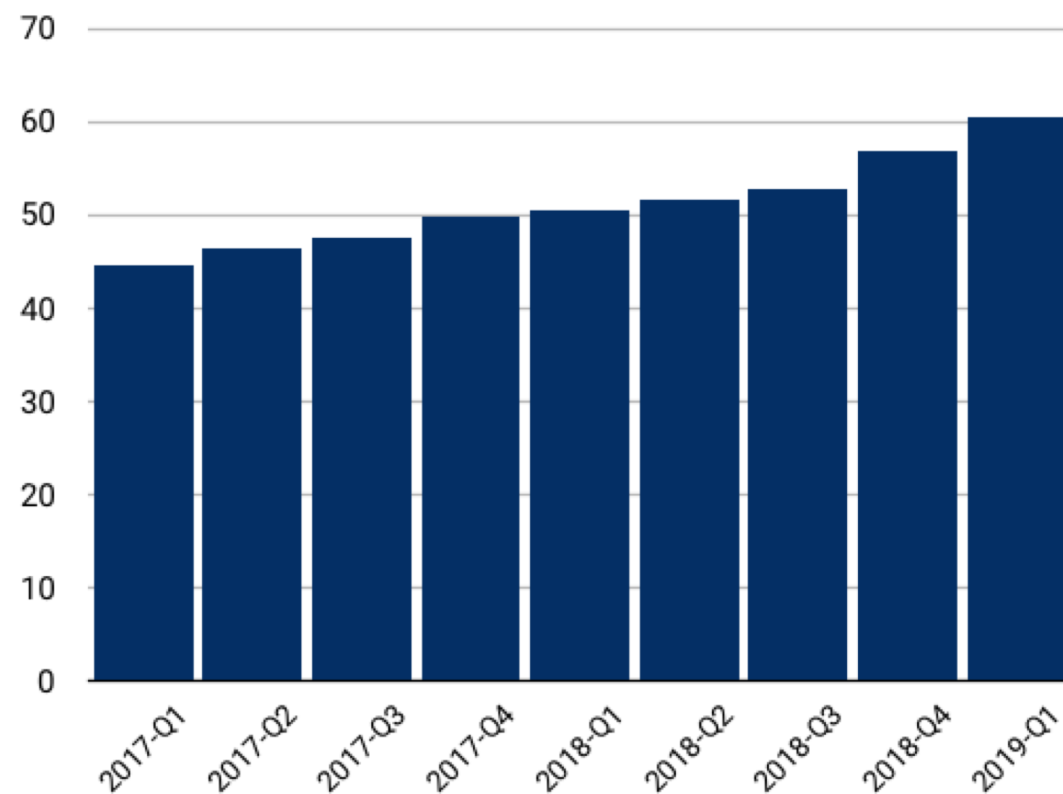
11,0 % margin

ARR GROWTH

**21** %

6,3 % quarter over quarter

ANNUAL RECURRING REVENUE LAST 9 QUARTERS





# Q & A