

# Earnings call Q2 2019

UPSALES

# TODAY'S SPEAKERS

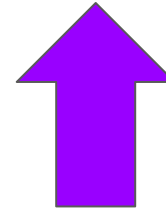


**Daniel Wikberg**  
CEO



**Elin Lundström**  
CFO

**Please use the Q&A feature during the presentation  
to ask questions**



# Upsales at a glance

## What we do

- Help companies reach new customers and win more deals
- Sales and Marketing technology delivered as software as a service (SaaS)

## More about Upsales

FOUNDED  
**2003**

HEAD OFFICE  
**Stockholm, Sweden**

CUSTOMERS  
**500+ in 9 countries**

EMPLOYEES  
**40**

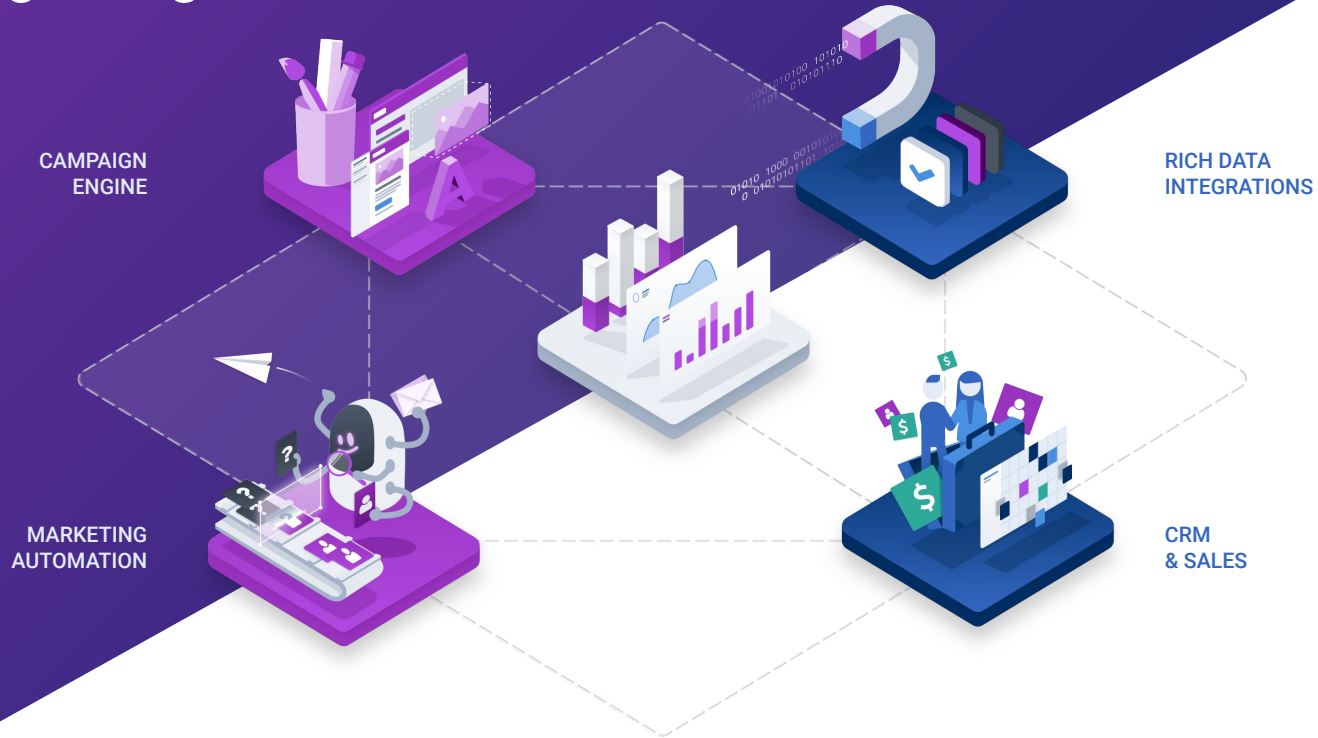


**Our vision**

**Enabling sales &  
marketing greatness**

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# The Revenue Engine for Fast-growing Businesses



Upsales: straight through revenue execution for lead gen, ABM, multi-channel marketing, prospect retargeting, subscription renewal.

# Business model

- 80 % recurring revenue
- Highly dynamic and scalable platform



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# 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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# Financial goals

Grow ARR by more than 30 % annually

More than 80% recurring revenue

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# Financial highlights



**Elin Lundström**  
CFO

# Annual recurring revenue Q2

## ARR

**64 748 MSEK**

51 715 MSEK

## ARR CHANGES Q2

**+ 4 120 MSEK**

+ 2 991 MSEK

## ARR GROWTH

**25,2 %**

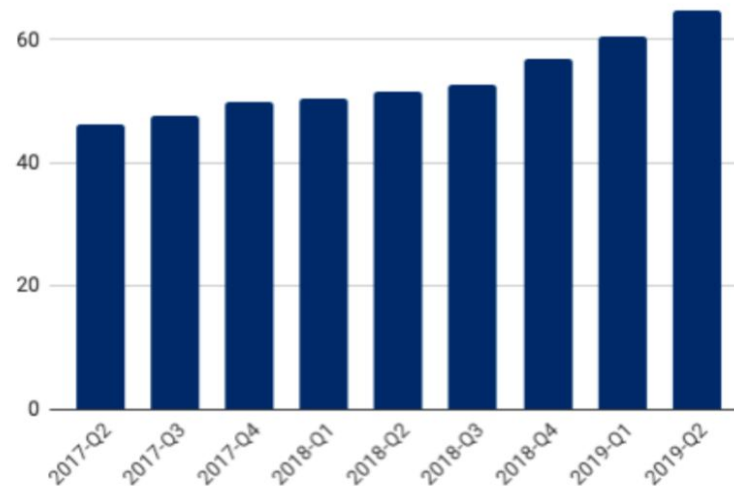
6,8 % quarter over quarter

## NET SALES

**17,3 MSEK**

+22,0 %

ANNUAL RECURRING REVENUE LAST 9 QUARTERS



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# Profitability Q2

## EBITDA

**1,3 MSEK**

7,8 % margin

## Adjusted EBITDA

**3,2 MSEK**

18,6 % margin

## EBIT

**-0,9 MSEK**

-5,1 % margin

## Net Income

**-1,1 MSEK**

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# Cash flow Q2

## OPERATING CASH FLOW

**-2 105 MSEK**

- 2 167 MSEK

## CASH FLOW

**1 908 MSEK**

-3 462 MSEK

## NET CASH/ NET DEBT

**14 528 MSEK**

- 21 737 MSEK

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# Annual recurring revenue half year

## ARR

**64 748 MSEK**

51 715 MSEK

## ARR CHANGES H1

**+ 7 742 MSEK**

+ 3 730 MSEK

## ARR GROWTH

**13,6 %**

During first half of 2019

## NET SALES

**34 221 MSEK**

27 294 MSEK

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# Profitability half year

**EBITDA**

**3,2 MSEK**

9,4 % margin

**Adjusted EBITDA**

**6,4 MSEK**

18,7 % margin

**EBIT**

**-1,2 MSEK**

-3,6 % margin

**Net Income**

**-1,7 MSEK**

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# Cash flow half year

## OPERATING CASH FLOW

**5 103 MSEK**

-1 143 MSEK

## CASH FLOW

**5 681 MSEK**

-3 625 MSEK

## NET CASH/ NET DEBT

**14 528 MSEK**

-21 737 MSEK

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# Q & A

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