



The presentation will begin shortly

Earnings call

Upsales Technology AB (publ)
2023-Q1

upsales

Speakers



Daniel Wikberg
CEO



Elin Lundström
CFO

Agenda

- This is Upsales
- Product update
- Sales update
- Financials
- Q&A





Q&A

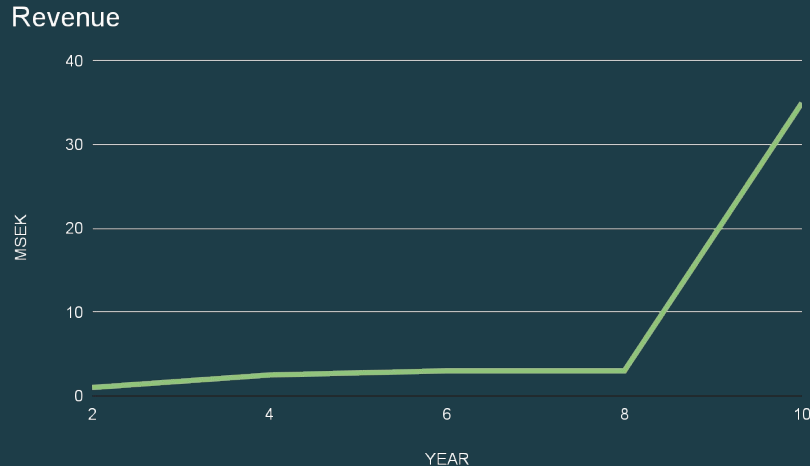
To submit a question, click the Q&A button at the toolbar at the bottom of the Zoom window



Introducing Upsales

Sales is the top reason B2B businesses fail

In theory



In reality

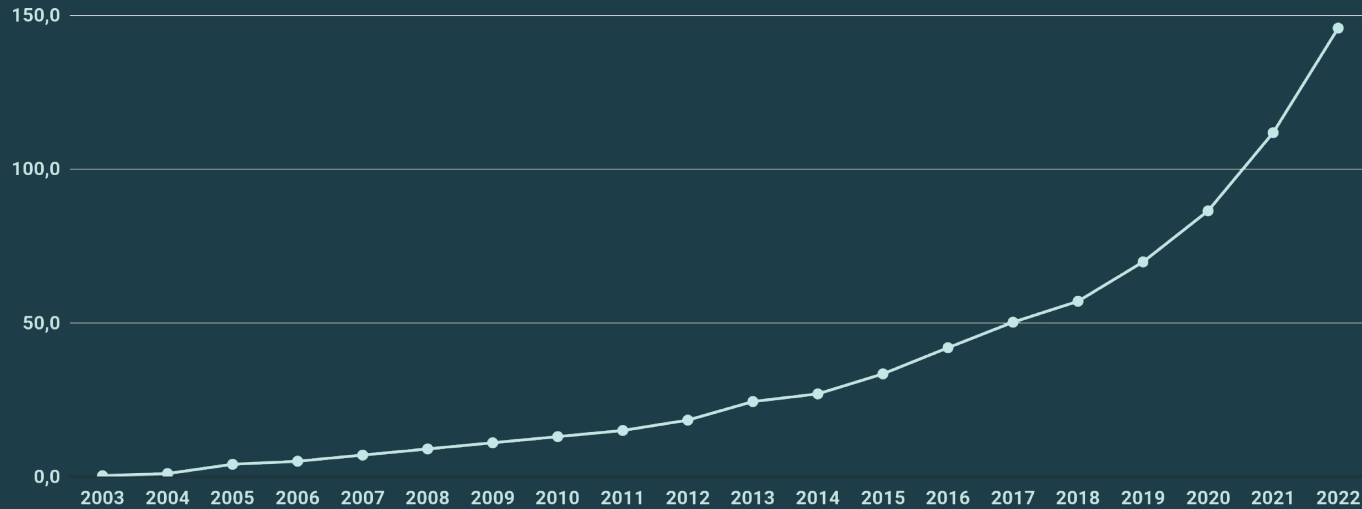
Of companies founded 10 years ago, only 9 % have a revenue of more than 10 MSEK.

Datasource: Creditsafe

**We give companies the tools to
turn their business into a revenue
engine within 60 minutes**

Upsales is a Software-as-a-Service company with a long track record of profitable, organic growth

ARR 2003-2022



Find more leads

Prospecting

Filter your search Show companies 65

Keywords SaaS × Computer Software ×

Revenue £ £

Employees 20 80 20-80

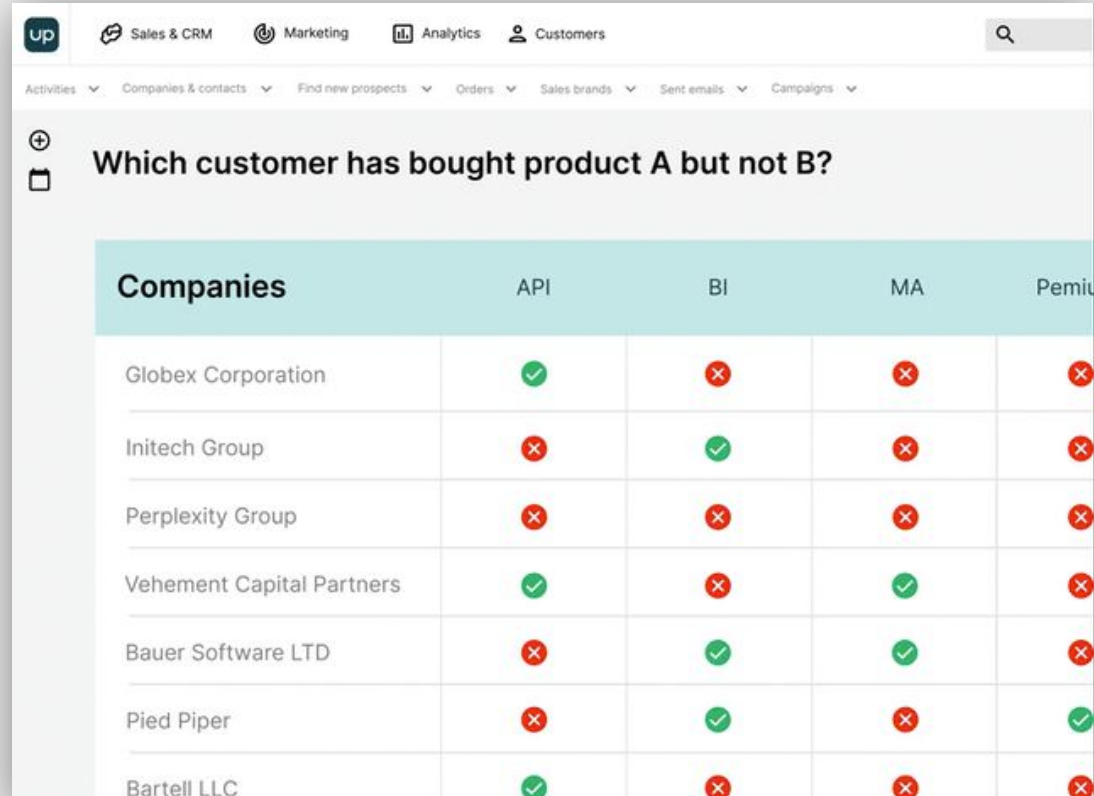
Industry All industries Industries you sold to

Win more deals

The screenshot displays the Upsales CRM Sales board interface. At the top, there is a navigation bar with tabs for Sales & CRM, Marketing, Analytics, and Customers. Below this is a secondary navigation bar with various filters and actions. The main area is titled "Sales board" and features a progress bar at the top right showing sales performance: £130k (Sales), £263k (Pipeline), and £245k (Target). The board is organized into three columns: "Prospect 1" (light blue), "Verbal agreement" (light orange), and "Won" (dark green). Each column contains a list of deals with their respective values and stages.

Category	Deal Name	Value	Stage	Count	Left	Due Date
Prospect 1 (£182K)	Globex Corporation	£20 000	1	5	left	2022-06-22
	Greywater	£54 000	2	2	left	Today
	Initech group	£1 200	3	1	left	2022-06-19
	Steelwrist	£35 000	0	4	left	2022-06-14
Verbal agreement (£85K)	Pied Piper	£24 000	3	7	left	2022-06-22
	Bauer Software LTD	£28 000	5	2	left	2022-06-17
	Bartell LLC	£4 300	2	5	left	2022-06-12
	Perplexity Group	£28 900	4	2	left	2022-06-10
Won (£46K)	Sanford LLC	£20 000	Client	-	-	2022-06-28
	Hoist Group	£28 000	Client	-	-	2022-06-25
	Surftech	£82 000	Client	-	-	2022-06-22

Grow existing customers

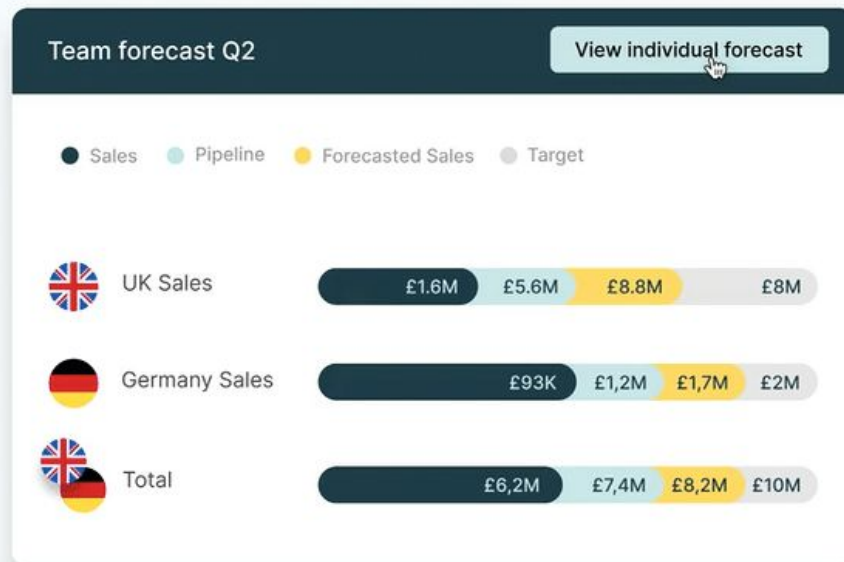


The screenshot shows a CRM interface with a navigation bar at the top containing 'Sales & CRM', 'Marketing', 'Analytics', and 'Customers'. Below the navigation bar is a menu with options like 'Activities', 'Companies & contacts', 'Find new prospects', 'Orders', 'Sales brands', 'Sent emails', and 'Campaigns'. The main content area features a search icon and a query title: 'Which customer has bought product A but not B?'. Below the title is a table with columns for 'Companies', 'API', 'BI', 'MA', and 'Pemi...'. The table lists several companies with green checkmarks indicating purchases and red 'X' marks indicating non-purchases.

Companies	API	BI	MA	Pemi...
Globex Corporation	✓	✗	✗	✗
Initech Group	✗	✓	✗	✗
Perplexity Group	✗	✗	✗	✗
Vehement Capital Partners	✓	✗	✓	✗
Bauer Software LTD	✗	✓	✓	✗
Pied Piper	✗	✓	✗	✓
Bartell LLC	✓	✗	✗	✗

upsales

Sales management



How Upsales beat the competition

The traditional way



The Upsales way



Months of implementation

Costly and complex consulting projects

Get started within an hour



4,7/5



"I sincerely feel that we have been given so much more than just a product. What really strikes me is that whoever I talk to at Upsales it's always very joyful, very inspirational but most of all, I feel like they have a deep understanding of sales."

Anders Hansson, Sales Director, Visual Art



4,6/5



"Because Steelwrist is growing at such a fast pace, new people regularly join the company. This creates a need for a CRM that employees can learn to use quickly and with a minimum of training. Upsales' intuitive dashboard, automation features, and dedicated onboarding training make it a particularly attractive option in this regard."

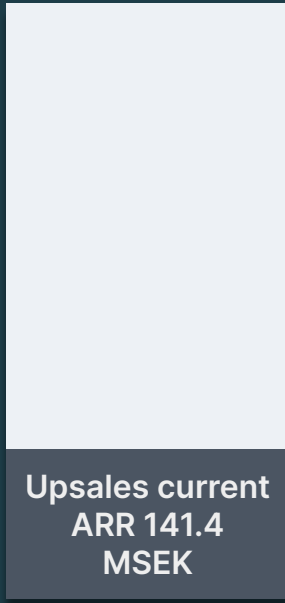
Stefan Stockhaus, CEO & Founder, Steelwrist

EXAMPLE OF COMPANIES THAT USES UPSALES



What are the growth drivers for Upsales?

Existing customers
500 MSEK



Market share
SE



UK
market

24 BSEK

The Culture at Upsales

By focusing on team building, individual learning and development we create efficient growth

Move fast and
get shit done

Take extreme
ownership

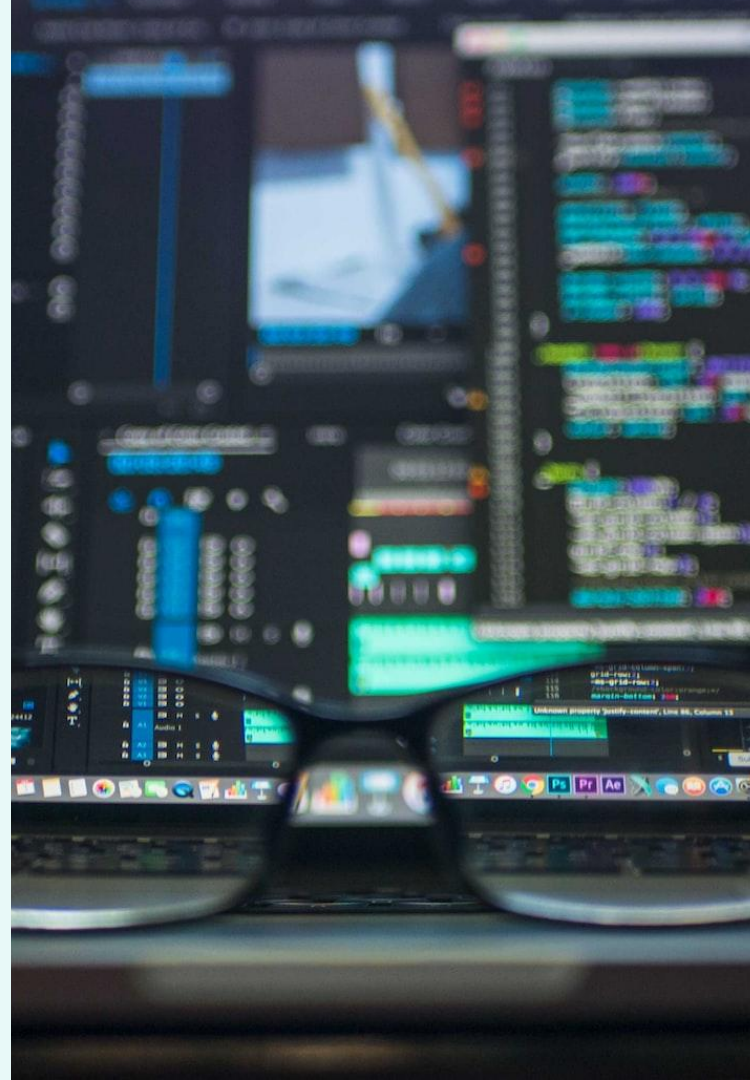
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Q1 2023

Product update

Solving more complex problems for our customers

- Swedish cloud
- CPQ - streamline complex quotes and orders



Q1 2023

Sales update

Helping clients get maximum value from Upsales

- Tailored offering for clients with more complex needs
- Building and developing the organisation for the next step in our journey
- Weaker sales in Q1 affecting ARR growth



Resilience

- Sales effectiveness is a high priority in challenging economic times
- Our products' scalability make us attractive for clients not willing to invest in large consulting engagements which many competitors require
- 92% recurring revenue with labour index pricing clause in the majority of our contracts
- We are net cash, profitable and have zero debt

Financial highlights

Q1 2023

ARR & REVENUE

ARR

141.4 MSEK

120.4 MSEK

ARR Growth

17.4 %

30.7 %

Subscription revenue

92.1%

88.4 %

ARR Changes Q1

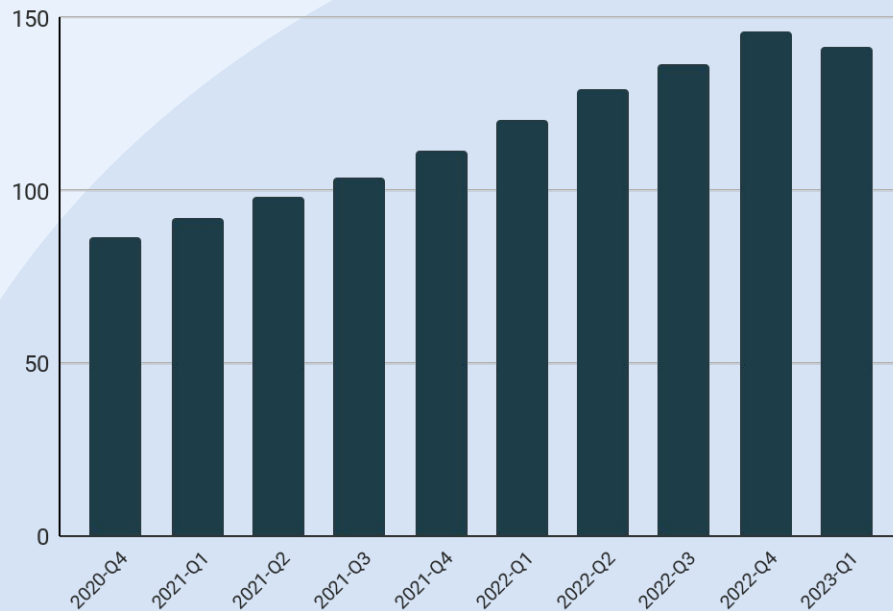
- 4.4 MSEK

+ 8.6 MSEK

Net Sales

36.2 MSEK

29.5 MSEK



Annual recurring revenue, last 10 quarters

Q1 2023

PROFITABILITY

EBITDA

9.4 MSEK

26.0 % margin

EBIT

7.4 MSEK

20.3 % margin

Net income

5.9 MSEK

16.3 % margin



Q1 2023

CASH FLOW

Operating cash flow

13.6 MSEK

5.2 MSEK

Net cash/net debt

72.6 MSEK

75.8 MSEK



Q&A

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