



Upsales Q3 2024 earnings call

The presentation will begin shortly



Earnings call

Upsales Technology AB (publ)
2024-Q3

upsales

Speakers



Daniel Wikberg
CEO



Elin Lundström
CFO

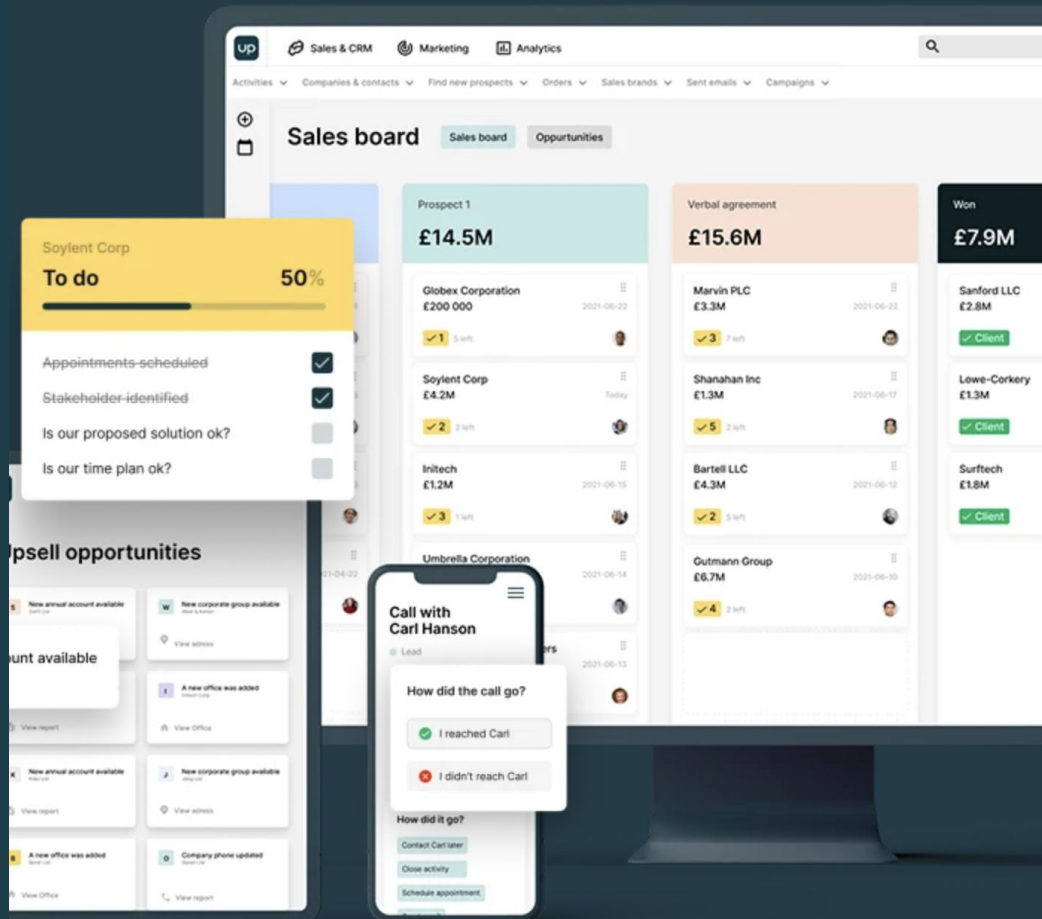


Q&A

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

Agenda

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

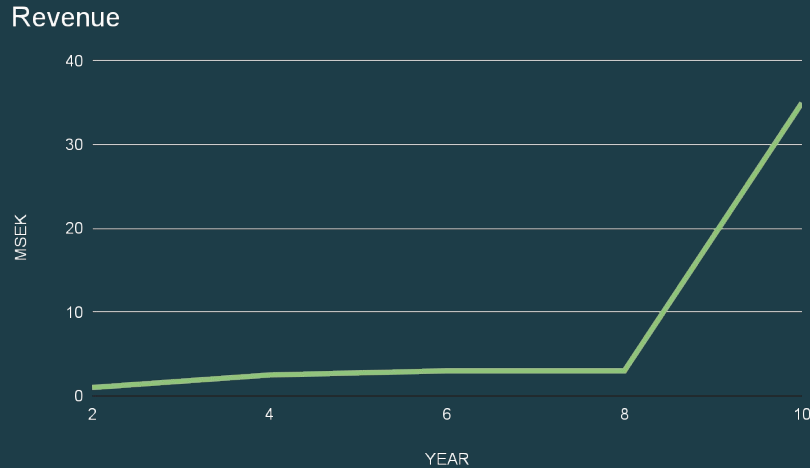




Introducing Upsales

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**

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

138.4 MSEK
Annual Recurring Revenue (ARR)

95%

Recurring revenue
(TTM)

29.9 MSEK

Net cash

42.7%

Management owned

24.6%

EBITDA margin
(TTM)



Product

Generate leads and opportunities

Prospecting

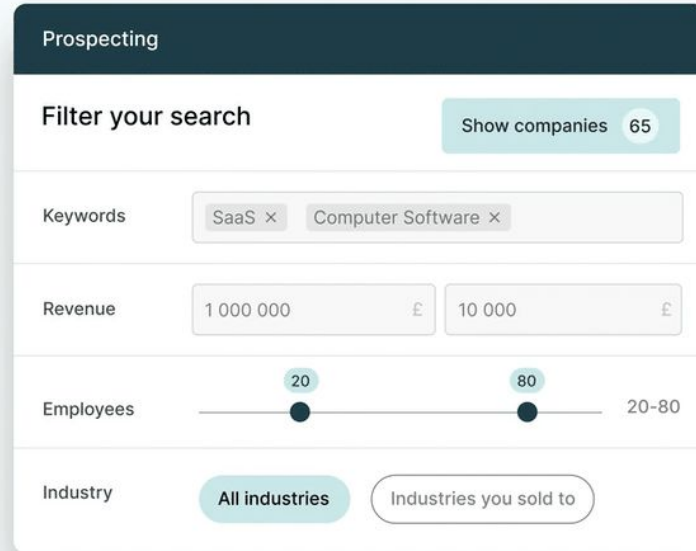
Filter your search Show companies 65

Keywords SaaS × Computer Software ×

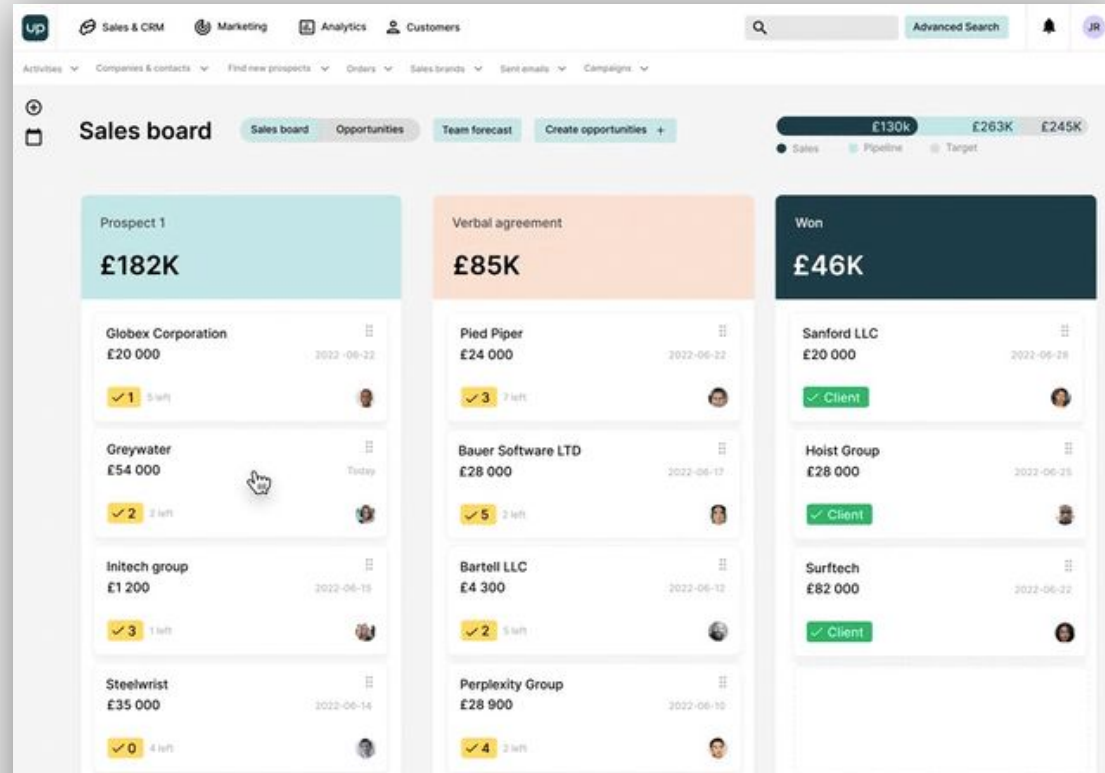
Revenue £ £

Employees 20 80 20-80

Industry All industries Industries you sold to



Win more deals, and manage pipeline



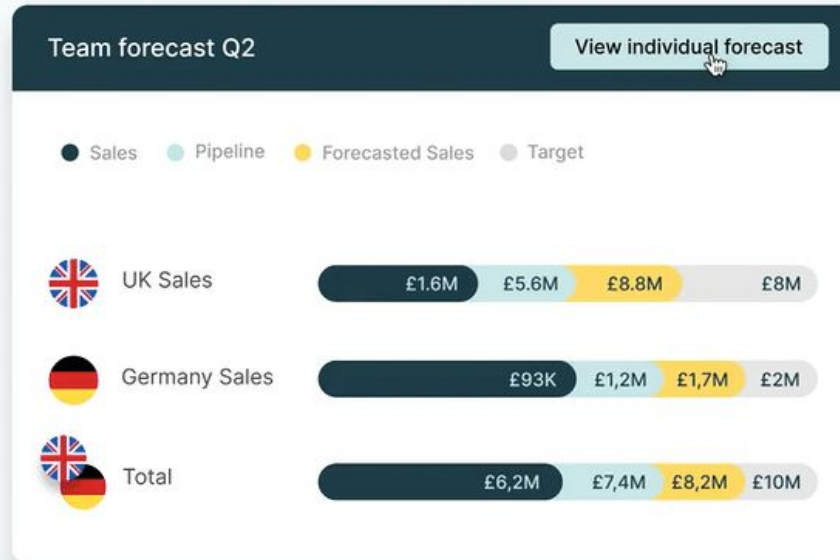
Grow existing customers

The screenshot shows a CRM dashboard with a navigation bar at the top containing 'Sales & CRM', 'Marketing', 'Analytics', and 'Customers'. Below the navigation bar is a menu with 'Activities', 'Companies & contacts', 'Find new prospects', 'Orders', 'Sales brands', 'Sent emails', and 'Campaigns'. The main content area features a search icon and a 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 seven companies with their purchase status for each product, indicated by green checkmarks for purchases and red 'X' marks for non-purchases.

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

upsales

Help management make better decisions



Our positioning

CLEAR NICHE

Laser focused on
Nordic medium
sized B2B
organisations

SPECIFIC USE CASES

Features that are
most relevant for
our customers

NO PARTNERS

Expert team
focused on
problems for our
customers

Why customers love Upsales

The traditional way



The Upsales way



Months of implementation
Costly and complex consulting projects

Fast time to value

Our positioning





4,5/5



4,5/5



"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

"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."

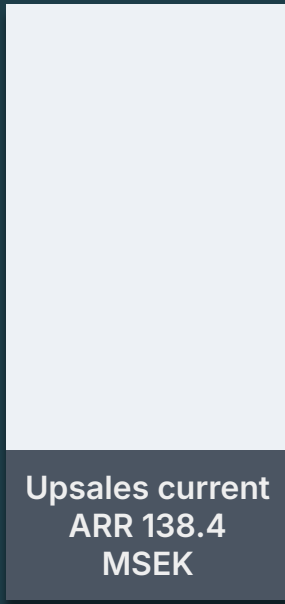
Stefan Stockhaus, CEO & Founder, Steelwrist

EXAMPLE OF COMPANIES THAT USES UPSALES:



What are the growth drivers for Upsales?

Existing customers
500 MSEK



Market share
SE



How do we grow existing accounts?



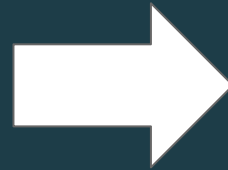
How do we add more new customers?

New companies within
existing customer
groups

Larger sales force

Invest in marketing

Integration
Partners

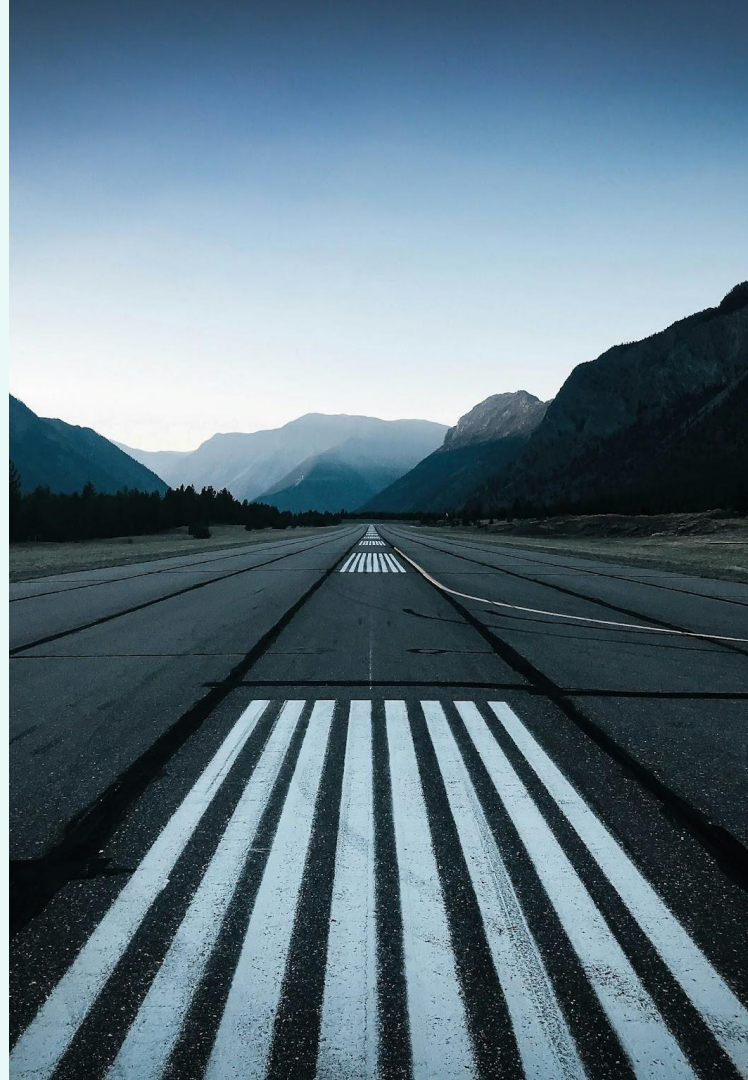


Increased market
share

Q3 2024

Growth update

- Continued ARR growth in Q3
- Customer retention, and operational KPIs continue to improve
- Partnerships driving more new customers
- Expanding the sales team



Q3 2024

Product update

We continue to invest in the product to solve more problems for our customers and grow our ACV

- Upsales AI
- Customer support and project management broadens the set of problems we solve for our customers
- Data privacy leadership



Resilience, and market outlook

- We continue to see a massive opportunity in the market for Upsales
- Sales effectiveness is a high priority in challenging economic times
- Upsales has a strong positioning for customers looking to get results quickly with low capex
- We are net cash, profitable and have zero debt



Financial highlights

Q3 2024 ARR & REVENUE

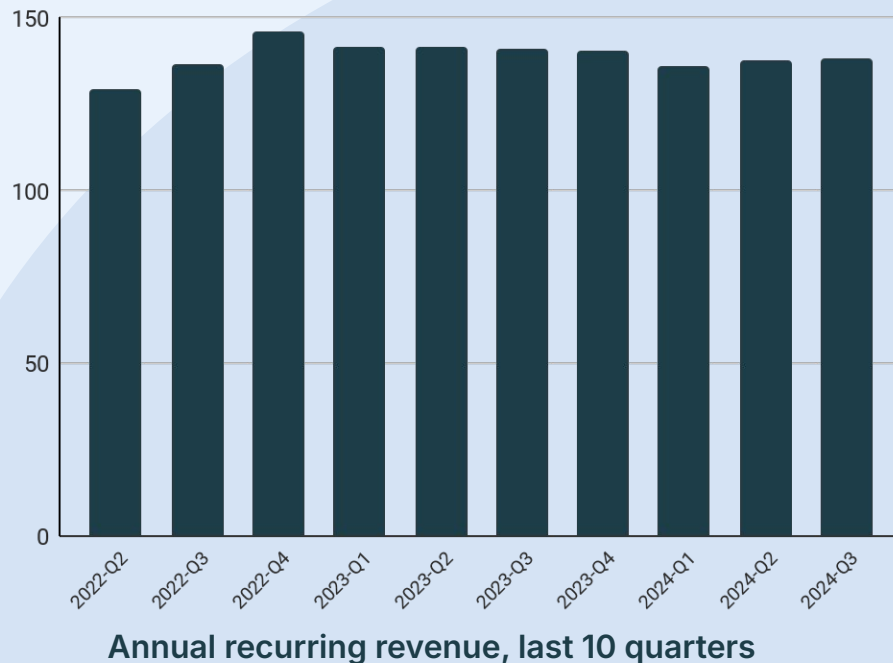
ARR
138.4 MSEK
141.2 MSEK

ARR Growth
- 2.0 %
+ 3.5 %

Subscription revenue
97.7%
96.7 %

ARR Changes Q3
0.8 MSEK
-0.3 MSEK

Net Sales
35.7 MSEK
36.0 MSEK



Q3 2024

PROFITABILITY

EBITDA

11.0 MSEK

30.8 % margin

EBIT

8.8 MSEK

24.6 % margin

Net income

7.0 MSEK

19.6 % margin



upsales

Q3 2024

CASH FLOW

Operating cash flow

-1.9 MSEK

1.8 MSEK

Net cash/net debt

29.9 MSEK

44.8 MSEK



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