SB1M TMT & SMALL CAP

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SaaS Weekly Playbook

Petter Kongslie
Phone : (+47) 24 14 74 96
Mobile : (+47) 98 41 10 80
E-mail : petter.kongslie@sb1markets.no

SpareBank 1 Markets
Phone : (+47) 2414 7400
Visit address : Olav Vs gate 5, 0161 Oslo
Post address : Post-box 1398 Vika, 0114 Oslo

SpareBank 1 MARKETS

SB1M proprietary TMT & Small Cap research framework

Company characteristics we look for/prefer;

1. Large total addressable market with structural double-digit underlying growth with low penetration, sustainable internal and external drivers supported by secular megatrends and profitable verticals
2. Companies with leading Norwegian, Nordic or European positions where barriers to entry increase with scale
3. Capital light business models with high share of recurring/reoccurring- and diversified revenues, low churn and software/products/services that scales both operationally, vertically and globally

Value drivers we look for as an analyst/investor (…where one out of five is not enough);

1. Strong organic revenue growth at or towards accretive return on capital
2. Potential for profit margin expansion and or ability to maintain strong margins and return on invested capital
3. Dividends/accumulation of cash on top of the abovementioned to be distributed as dividends (to be reinvested and harvest compound interest) and/or conduct value accretive M&A (2nd priority)
4. Potential for margin-, growth- and risk adjusted multiple expansion
5. Mgmt. and board members with (significant) skin in the game

What explain multiples in particular?

1. Organic revenue growth potential (including total addressable market, competitive positioning etc.)
2. Margins (competitive landscape, meaning ability to reinvest capital at as high as possible return on capital)
3. Risk (financial track-record, perception of mgmt., liquidity, size, financial structure, etc.)

The SaaS sector in Norway trades at EV/last reported ARR of 5.0x…

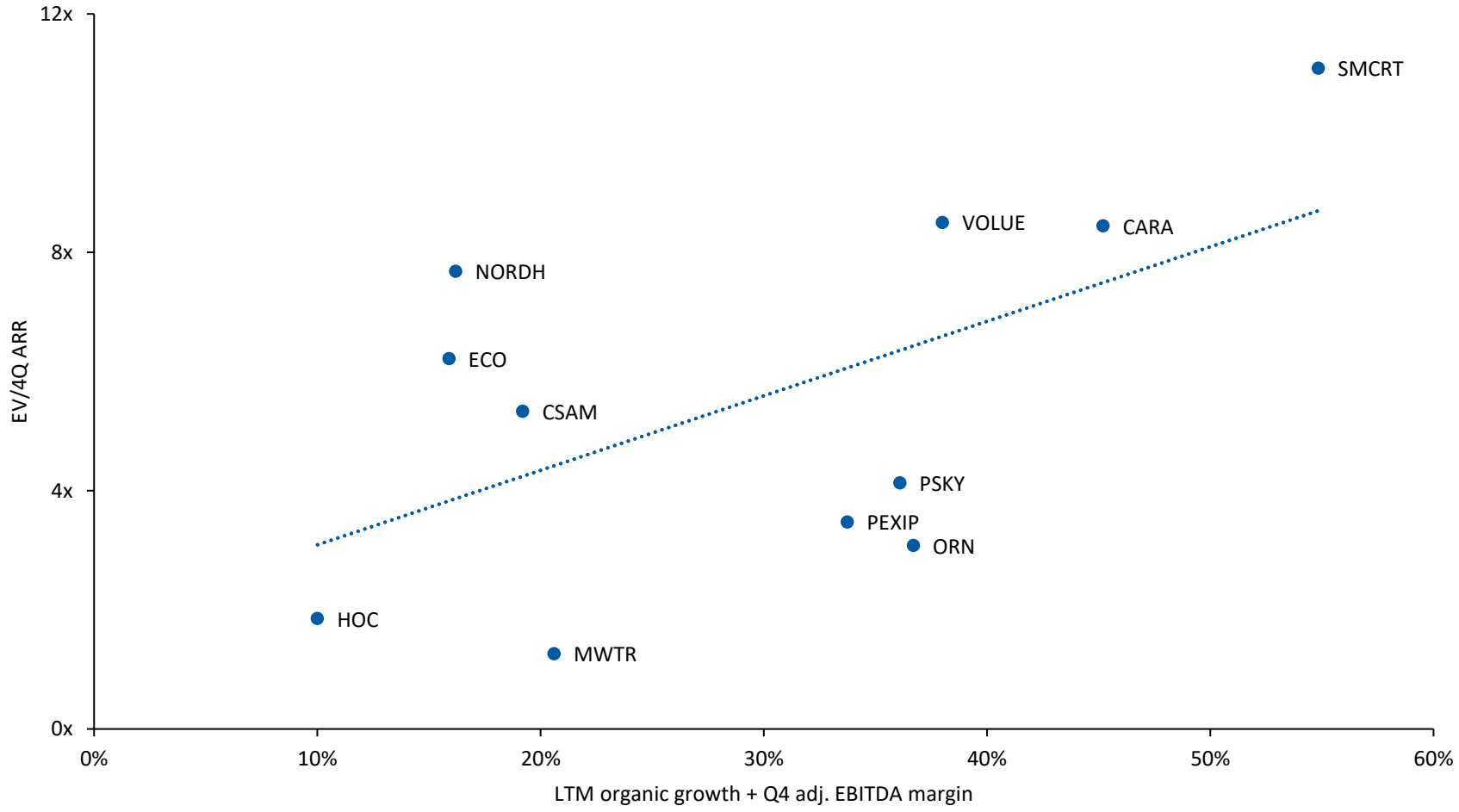
…and guides Rule of 40 (revenue growth and EBITDA margin) of 59%

	Accounting language	Currency	ARR	Recurring	Growth YoY	Organic growth YoY	Adj. EBITDA	Capex excl. M&A/sales	Mcap	NIBD	EV	EV/LTM sales	EV/ARR	Guidance	Rule of 40 (%) Guidance	Rule of 40 (%) Actual	Date*
CARASENT ASA	IFRS	NOKm	146	88 %	100 %	19 %	26 %	39 %	1 880	-867	1 013	7.4x	6.9x	Growth: 30-35% / EBITDA margin: 40%	73	45	LP/Q4
KAHOOT! ASA	IFRS	NOKm	1172	98 %	192 %		17 %	0.2 %	12 473	-923	11 551	14.4x	9.9x	Growth: 40% / EBITDA margin: 40%	80		LP/Q4
PEXIP HOLDING ASA	IFRS	NOKm	934	97 %	30 %	30 %	4 %	11 %	2 680	-696	1 984	2.5x	2.1x	Growth: >25% / EBITDA margin: >25%	50	34	LP/Q4
MERCELL HOLDING AS	IFRS	NOKm	793	95 %	83 %	18 %	18 %	20 %	1 510	1 505	3 015	4.3x	3.8x	Growth: 15%-20% / EBITDA margin: 40%	57	36	LP/Q4
MELTWATER BV	IFRS	NOKm	3915	100 %	20 %	13 %	8 %	5 %	4 230	78	4 308	1.2x	1.1x	Growth: 20% / EBITDA margin: 20%	40	21	LP/Q4
CONTEXTVISION AB	IFRS	NOKm	100	85 %	17 %	17 %	45 %	13 %	789	-18	771	7.3x	7.7x			61	LP/Q4
MINTRA HOLDING AS	IFRS	NOKm	108	95 %	40 %	16 %	27 %	9 %	707	-70	637	2.7x	5.9x	Growth: 15% / EBITDA margin: 40%	55	43	LP/Q4
HOUSE OF CONTROL GROUP AS	IFRS	NOKm	211	94 %	41 %	20 %	-10 %	20 %	450	-23	427	2.4x	2.0x	Growth: 25% / EBITDA margin: 40%	65	10	LP/Q4
VOLUE ASA	IFRS	NOKm	753	60 %	20 %	20 %	18 %	13 %	5 910	-271	5 639	5.4x	7.5x	Growth: 15% / EBITDA margin: 30%	45	38	LP/Q4
CSAM HEALTH GROUP AS	NGAAP	NOKm	298	77 %	51 %	8 %	12 %	9 %	1 230	211	1 441	4.4x	4.8x	Growth: 10% / EBITDA margin: 30%	40	19	LP/Q4
PATIENTSKY GROUP AS	NGAAP	NOKm	198	90 %	36 %	22 %	14 %	81 %	644	-33	611	2.9x	3.1x	Growth: 30% / EBITDA margin 35%	65	36	LP/Q4
ORN SOFTWARE AS	NGAAP	NOKm	220	82 %	112 %	14 %	23 %	14 %	378	277	655	3.4x	3.0x	Growth: 20% / EBITDA margin: 40%	60	37	LP/Q4
ECOONLINE HOLDING	NGAAP	NOKm	434	89 %	37 %	23 %	-7 %	26 %	2 220	-19	2 201	5.2x	5.1x	Growth: 26% / EBITDA margin:		16	LP/Q4
PLAY MAGNUS AS	IFRS	NOKm	150	70 %	90 %	41 %	-59 %	10 %	764	-179	585	3.1x	3.9x	Growth: 40% / EBITDA margin: 30%	70	-18	LP/Q4
SIKRI HOLDING AS	IFRS	NOKm	163	80 %	168 %	9 %	16 %	8 %	1 720	459	2 179	3.7x	13.4x	Growth: 15-25% / EBITDA margin: 30%	50	25	LP/Q4
SMARTCRAFT ASA	IFRS	NOKm	267	96 %	38 %	18 %	37 %	13 %	2 950	-139	2 811	10.4x	10.5x	Growth: 15-20% / EBITDA margin: 50%	68	55	LP/Q4
ELLIPTIC LABORATORIES AS	IFRS	NOKm		95 %	27 %	27 %	28 %	27 %	2 130	-201	1 929	30.6x		Growth: 57% / EBITDA margin:		55	LP/Q4
NORDHEALTH AS	NGAAP	NOKm	240	92 %	102 %	23 %	-7 %	18 %	1 920	-262	1 658	8.2x	6.9x	Growth: 40% / EBITDA margin: 40%	80	16	LP/Q4
QUESTBACK GROUP AS	IFRS	NOKm	98	96 %	12 %	12 %	15 %		118	268	386	3.1x	4.0x	Growth: 19% / EBITDA margin: 20%	39	27	LP/Q4
MEDIAN	**IFRS**	**NOKm**	**230**	**92 %**	**40 %**	**19 %**	**16 %**	**13 %**	**1 720**	**-33**	**1 658**	**4.3**	**5.0**	**Growth: 23% / EBITDA margin: 38%**	**59**	**35**	**LP/Q4**
AVERAGE	**IFRS**	**NOKm**	**567**	**88 %**	**64 %**	**19 %**	**12 %**	**19 %**	**2 353**	**-48**	**2 305**	**6.4**	**5.6**	**Growth: 26% / EBITDA margin: 34%**	**59**	**31**	**LP/Q4**

Source: SB1M, Company reports, Infront, Bloomberg | *Last reported/4Q

There is correlation between the "Rule of 40" and trading multiples…

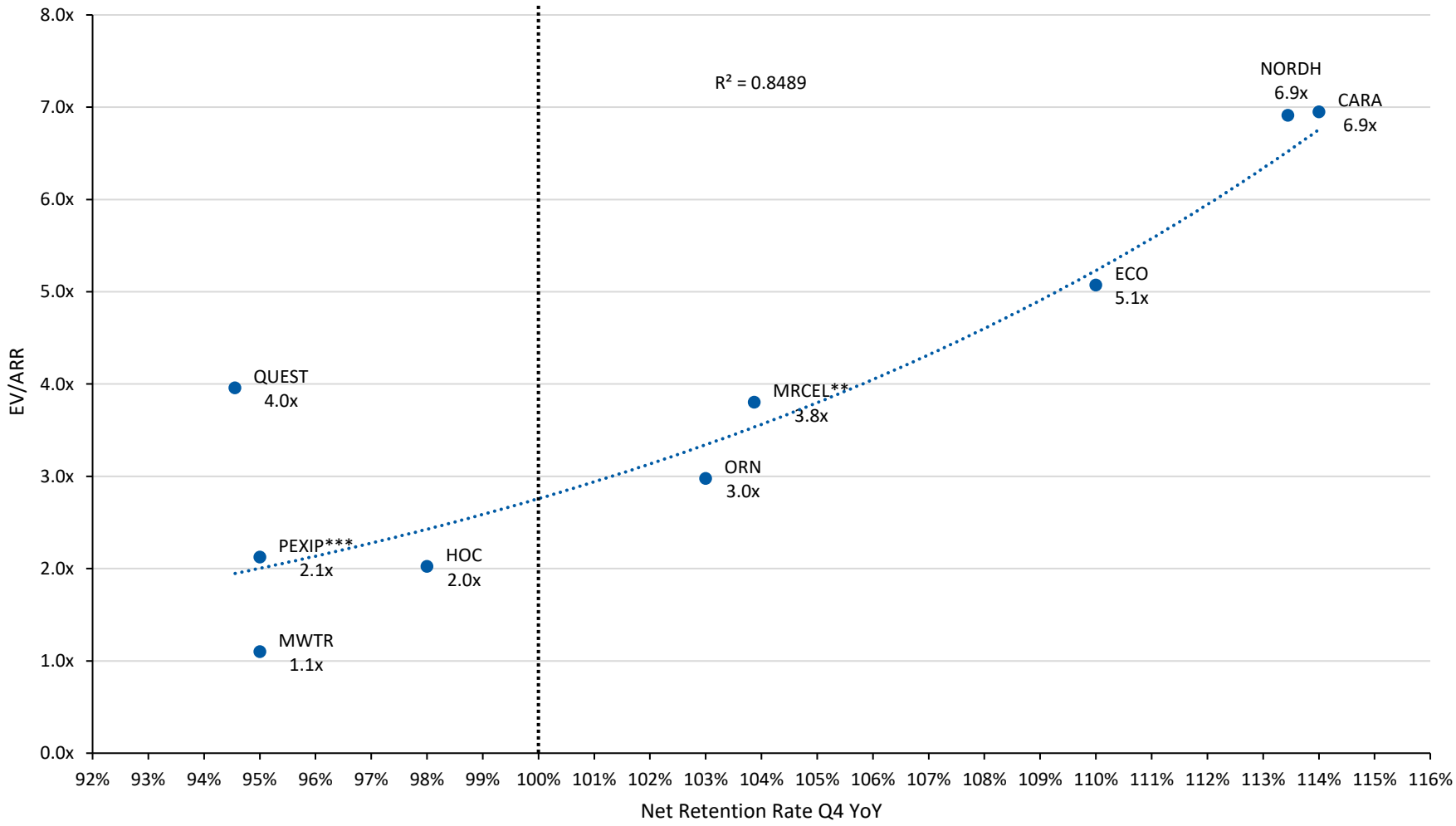
From a selection of Norwegian SaaS peers (for illustrative purposes)



Source: SB1M, Company reports

…But stronger relationship between trading multiples and net retention rates

Investors seem to (and should) value high net retention SaaS platforms*



Source: SB1M, Company reports |*In addition to these 9 companies, SMCRT also provide ARR bridges but does not split organic growth further | **MRCEL only provides quarterly and H2 numbers |***PEXIP updated after 1Q22 ARR trading update

Introduction

Brief introduction to Software-as-a-service ("SaaS")

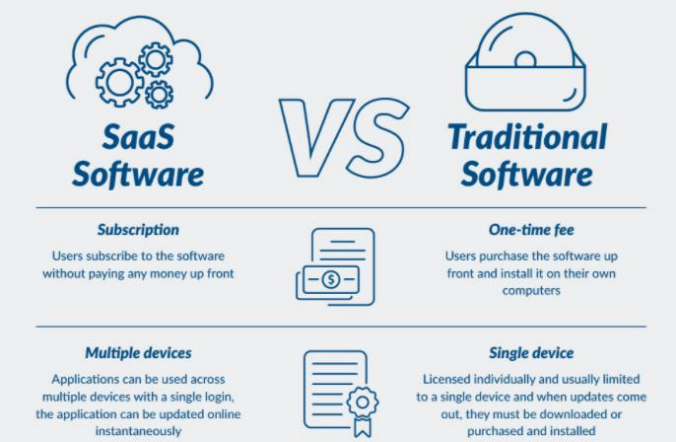
A licensing model where software is licensed on a subscription basis and is centrally hosted

SaaS 101

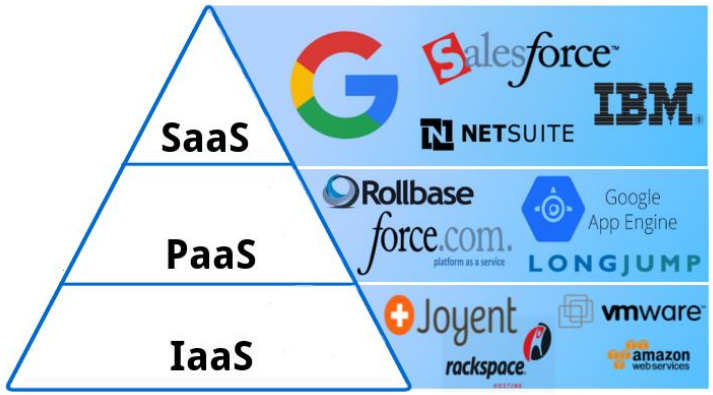
- SaaS is based entirely on the Internet, and it is an approach to software distribution by which software providers host a combination of servers, databases, and code to create applications that can be accessed by users from connected devices.
- SaaS brings the power of a firm's workflow to any user anywhere in the world at anytime and is one of three main categories of cloud computing, alongside infrastructure as a service and platform as a service (IaaS and PaaS).

SaaS illustrated

SaaS versus traditional software



Forms of cloud computing: SaaS, PaaS, IaaS



Source: SB1M, Researchgate, Atlantic.net, shutterstock.com

Some fundamental SaaS metrics that are (very) important to understand

To scale, a SaaS company must ensure each customer is profitable and that ***MRR keeps growing***

SaaS economics

Unit metrics:

- Customer acquisition cost ("CAC"), the cost of acquiring one user, usually via sales and marketing.
- Lifetime value ("LTV"), the average value of a customer base on all cash flows and accounting for gross margin.

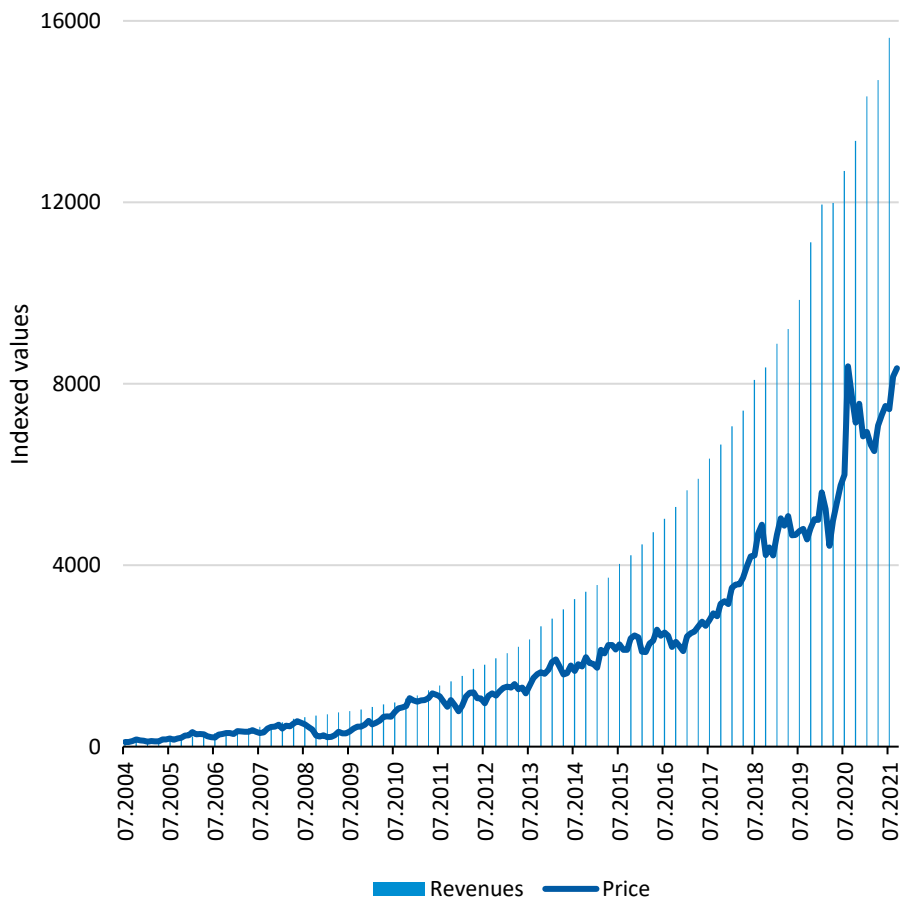
If LTV > CAC, then on a per-customer basis, the company is making money from a contribution margin point of view.

Company metrics:

- Monthly recurring revenue ("MRR"), monthly total of paid customer fees including subscription and upselling.
- Customer churn rate ("Churn"), how many customers are lost each month in comparison to previous month.

If net new MRR + expanded MRR > churn, this means that the SaaS company's revenue is growing.

CRM* is often seen as the prime example of SaaS

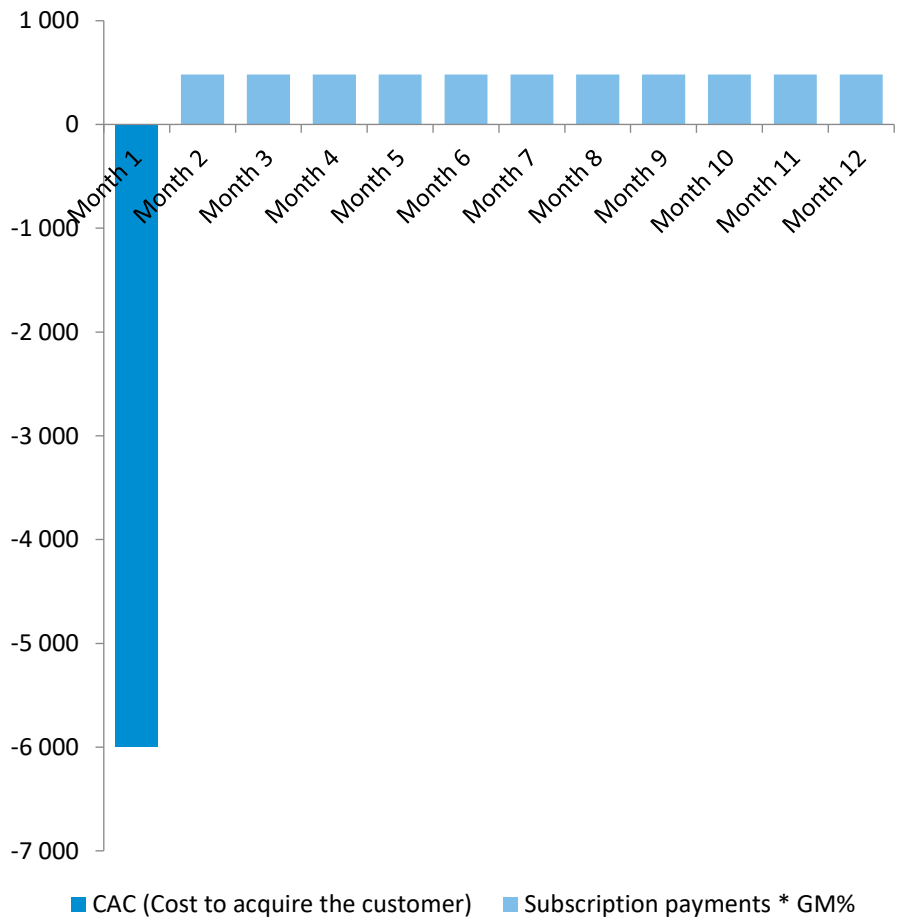


Source: SB1M, Bloomberg | *CRM = Salesforce

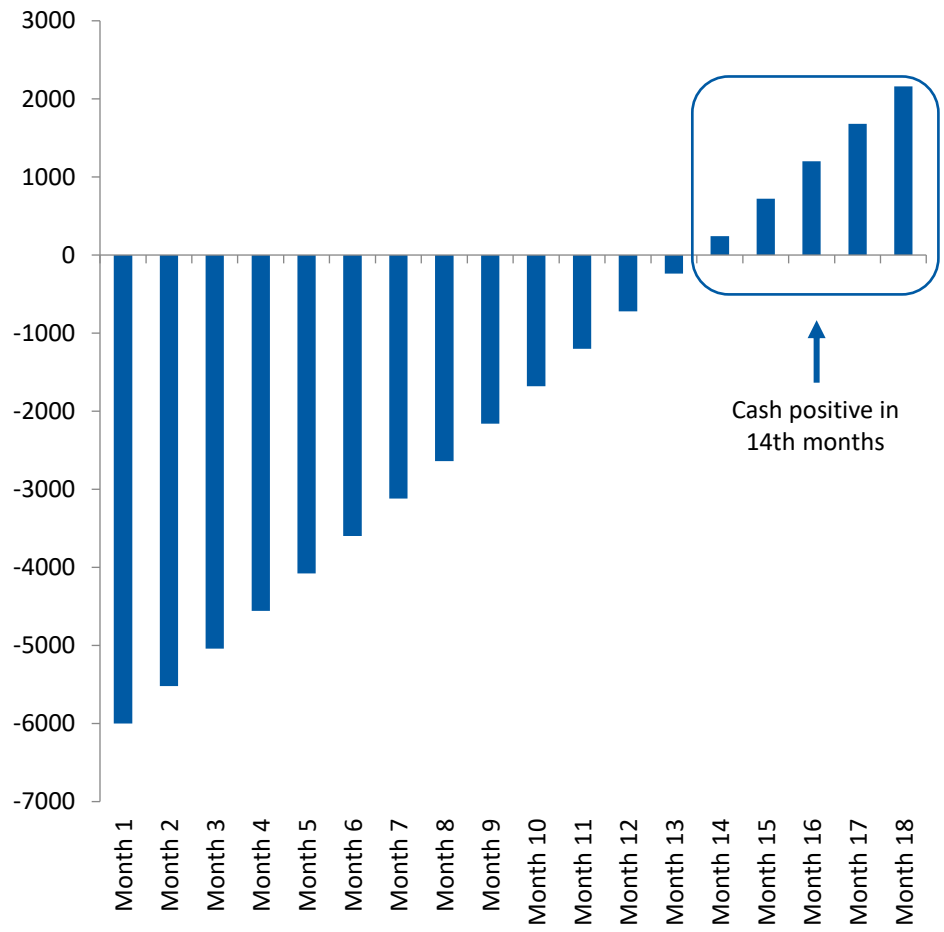
Please let us highlight the importance of unit metrics on cash flow (1/2)

Cash flow profile from customer acquisition cost to profitability (for illustrative purposes)

Single Customer Cash Flow (illustrative purposes)



Cumulative Cash Flow (single customer example)

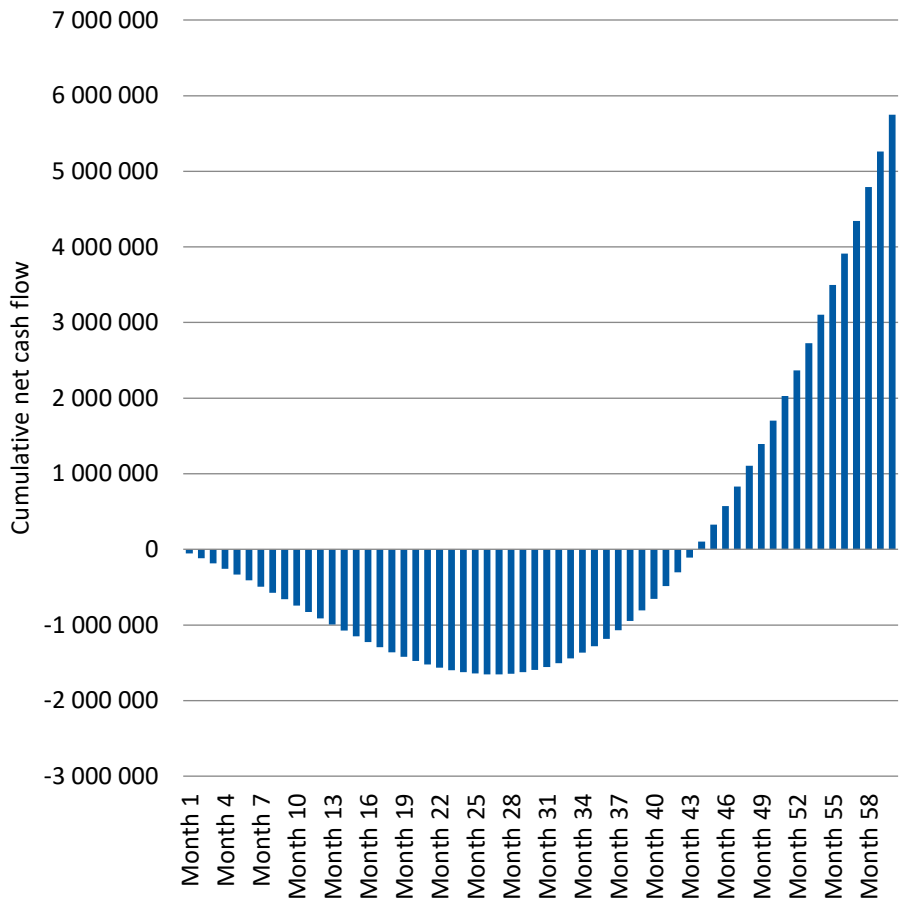


Source: SB1M, https://www.forentrepreneurs.com/saas-metrics-2/

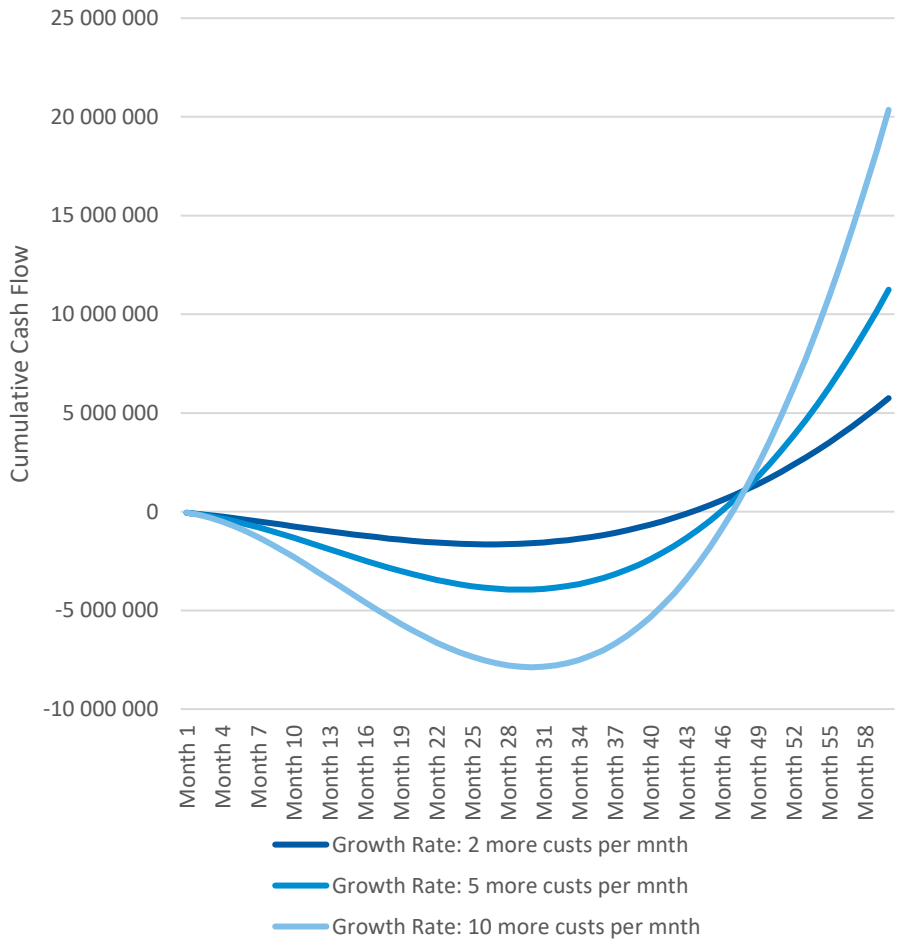
Please let us highlight the importance of unit metrics on cash flow (2/2)

To begin with, cash flows are lower with faster growth rates

Multiple customers added over time



Cumulative cash flows from different growth rates



Source: SB1M, https://www.forentrepreneurs.com/saas-metrics-2/

SaaS companies have strong FCF generation potential

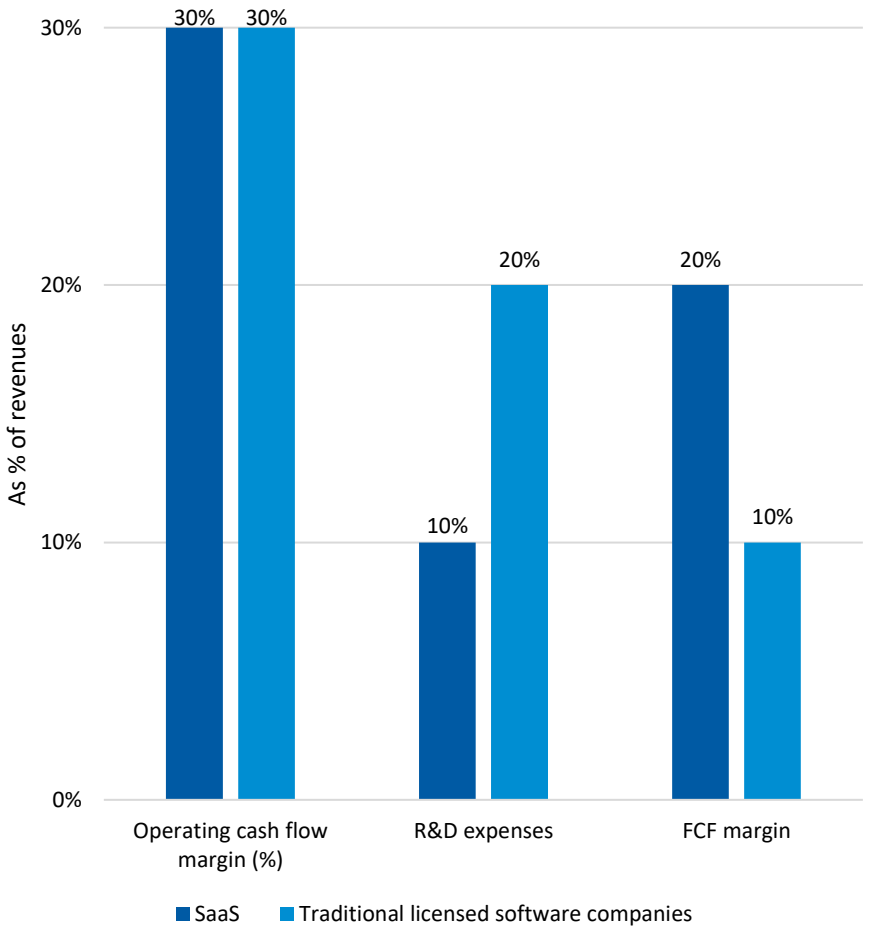
Relative less CAPEX spend enables substantial free cash flow generation for SaaS companies

On average, SaaS companies spend less (%) on R&D

SaaS companies also have more efficient R&D spend than traditional software companies:

- In general, R&D expenses (as measured as a percent of revenue) for public SaaS co's are lower than traditional licensed software companies. Unlike licensed software vendors, SaaS companies are not required to support multiple technology stacks (i.e., operating systems, Web servers, databases, etc.) or a variety of hardware platforms.
- Additionally, SaaS solutions are typically version-less (all customers are on the same version) thereby enabling critical R&D dollars of the organization to focus on the next version and innovation (as opposed to supporting previously written releases).
- Some analysts estimate that legacy licensed software vendors spend as much as 80% of their R&D expenditures on supporting old products.
- Analysts believe the normal range of R&D for a mature SaaS company is 7%–12% of revenue, compared to 15%–25% for a traditional licensed software company."

SaaS with higher FCF margin all else equal

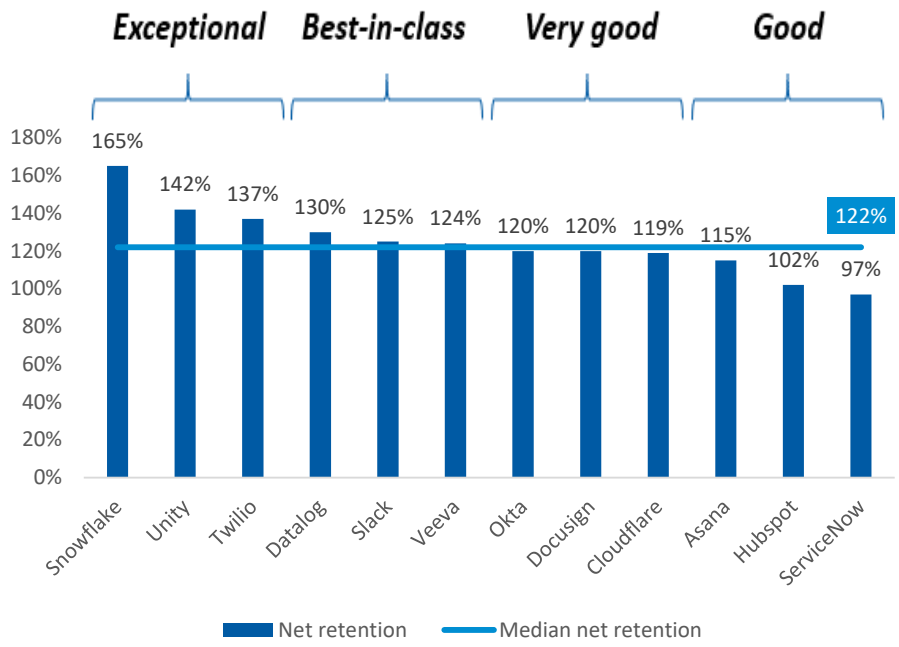


Source: SB1M, Lead Edge Capital

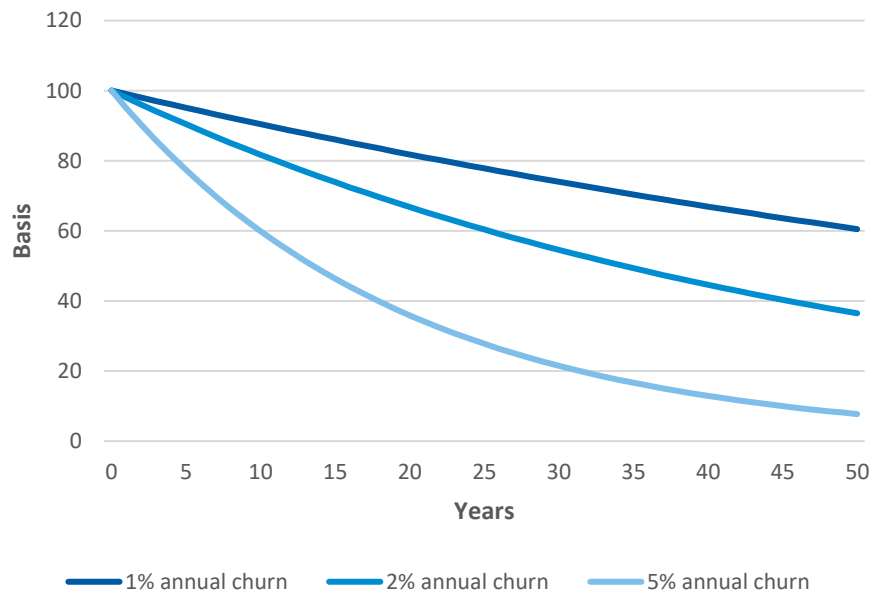
Churn baby churn

Higher net retention = higher growth at (most likely) higher returns = higher multiple

Net retention rates by category



Small reduction in churn accrue for significant gains



The easiest way to grow profit is to continue to profit off current customers. Therefore, SaaS churn is the most important product metric for SaaS!

Source: SB1M, GP Bullhound index

The importance of churn: low churn means you can grow at lower costs

It costs ~**5x** as much to attract a new customer than to keep an existing one

SaaS Churn explanations

User Churn:
Percentage of clients lost over the total amount of paying clients.

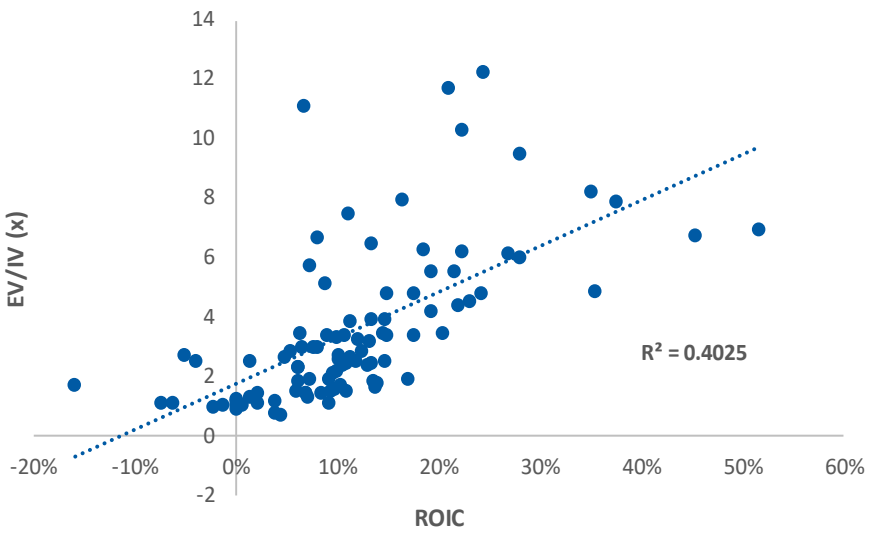
Revenue Churn:
Amount of money lost due to plans canceled over the total revenue for that period.

Gross Churn:
Total absolute amount of users or money lost during a certain period.

Net Churn:
Total revenues or user lost – total amount of revenues earned from plan upgrades, expansions and reactivations.

Lower churn=higher growth/ROIC=higher valuation

A company with lower long-term churn can grow its business at lower costs, which in the end will ensure higher margins, free cash flow and ROIC and valuation.



Source: SB1M, Custify, Damodaran | Note: ROIC based on average sector ROIC and EV/IC with 94 sectors and ~7600 companies

SaaS as an investment

Benefits of SaaS to end user are plenty, but even more interesting properties as an investment

SaaS business model (for illustrative purposes)…

…has attractive economics scheme

- Instead of relying on one-time transactions or upfront fees, SaaS is built around smaller, subscription- based transactions that recur each month or year.
- Recurring revenue makes SaaS extremely predictable, measurable and built to scale with high operational scalability from low share of variable costs.
  - » Invest in hyper growth to built a large installed base, which increases the future earnings power
- Indeed, because of this recurring revenue economics scheme, SaaS companies can be scaled much faster and with less risk than other companies.
  - » Favorable working capital dynamics with high share of pre-payments support lower inherent risk
- Moreover, as SaaS businesses scale, the cost of servicing each customer goes down. As long as the company controls its churn, the businesses becomes cash flow machines. Very few other types of businesses behave like this.
  - » Typically +90% gross margins & 30-40% FCF margins with scale
- SaaS companies has capital light business models (intangible assets) with very high return on capital.
  - » Capital light growth with its customer (seats, consumption)

Source: SB1M

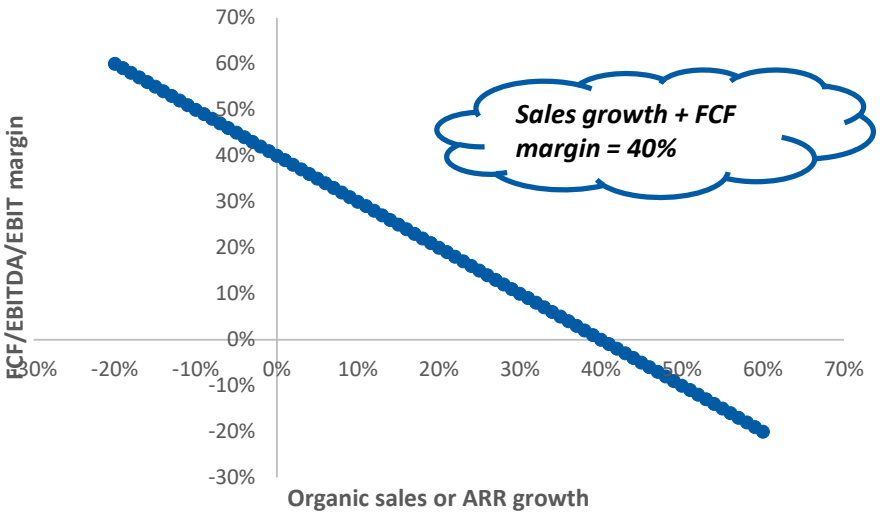
An introduction to the "Rule of 40", which is used as a SaaS health check

Sum YoY organic annual recurring revenue growth and free cash flow margin should exceed 40%

The «Rule of 40» is used as a SaaS health check

- Venture capitalists began to popularize the Rule of 40 in 2015 as a high-level health check for SaaS companies, but it's broadly applicable to most software companies.
- The «Rule of 40» is based on the method of summarizing a company's organic revenue (or ARR) growth and preferably FCF margin or alternatively EBITDA margin or EBIT margin.
- Therefore, the metric neatly captures the fundamental trade-off between investing in growth (including new products and customer acquisition) and short-term profitability.
- Beating the Rule of 40 in a single year is admirable, but the greater challenge is balancing growth and performance year after year.
- Indeed, companies that succeed in exceeding the rule of 40 have valuations that are 2x higher than companies that fail to maintain such a strong level, and outperformed S&P500 by 15%[1]

Rule of 40 illustrated

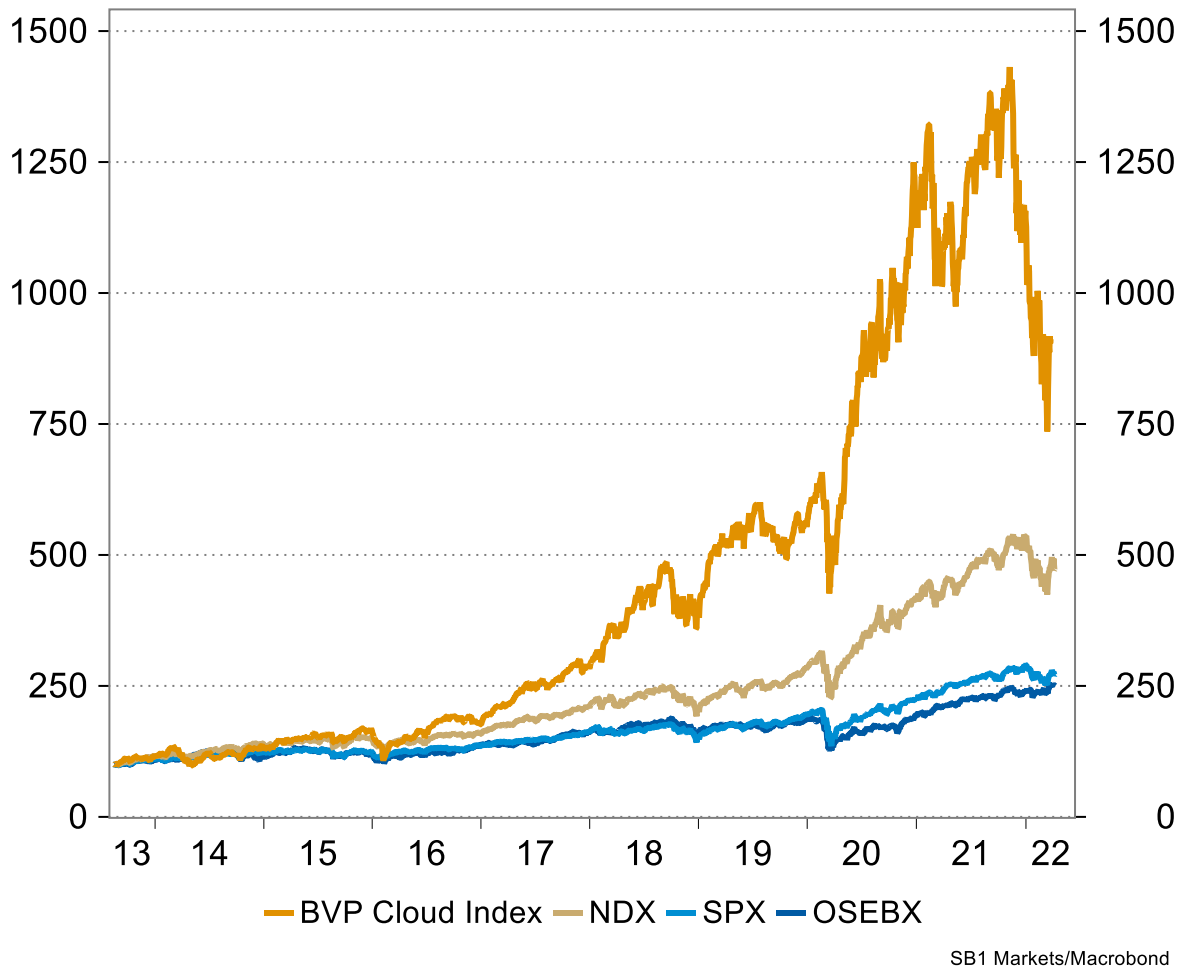


Source: SB1M, Bain & Company | *1. Bain & Company: Hacking Software's Rule of 40 (2018). Dataset from 2005-2017.*

Valuation

Negative momentum in the secor, here from an ETF tracking 56 SaaS stocks

B2B-sales creates a vibrant world where there can be many software niches and winners.



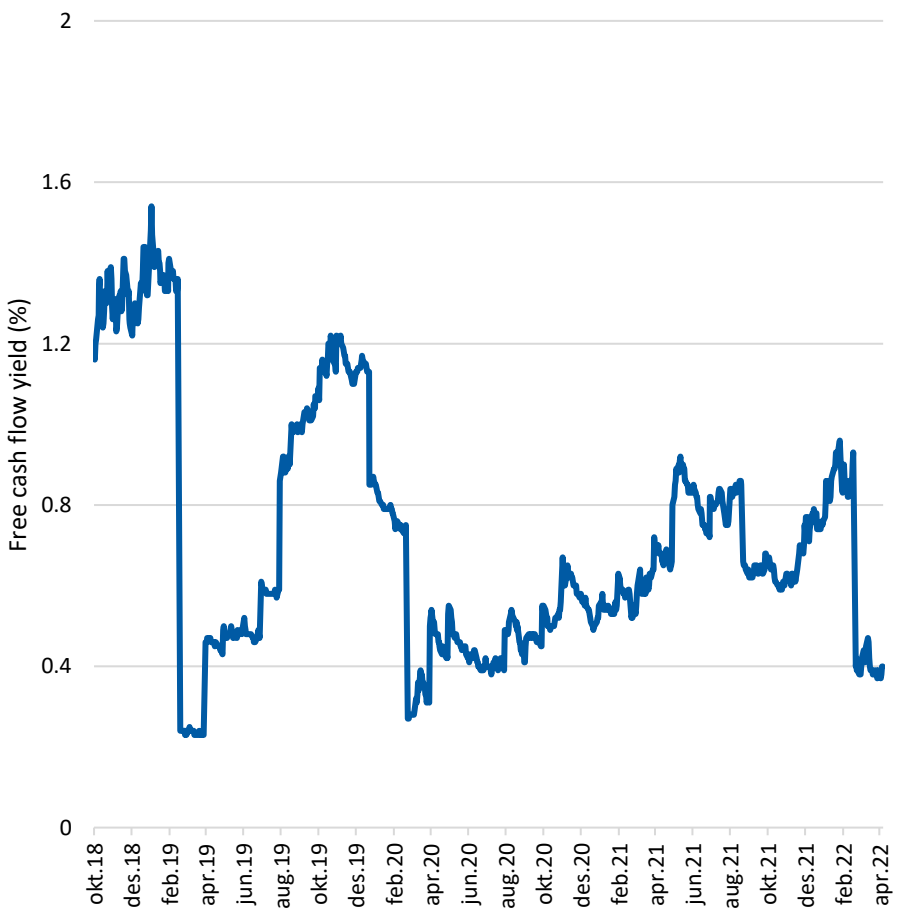
Source: SB1M, BVP cloud index

BVP Cloud index valuation

EV/current year est. sales on the BVP Cloud index (ETF tracking 56 SaaS stocks) is 6.9x

BVP Cloud index valuation development

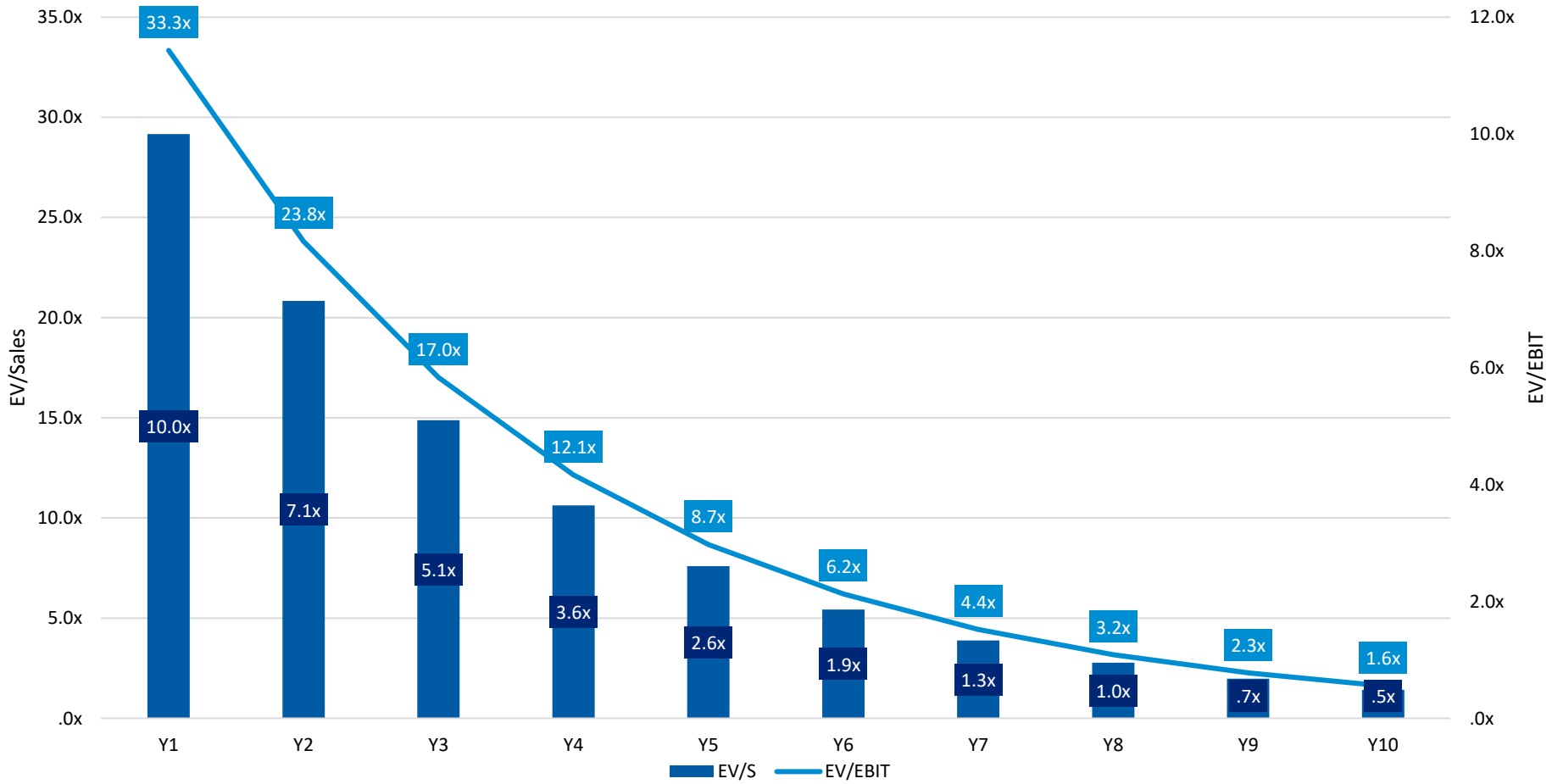
BVP Cloud index valuation development



Source: SB1M, Bloomberg

The SaaS-sector relies on long-term sales growth to return value to investors

EV/S and EV/EBIT w/ 40% growth and 30% margins



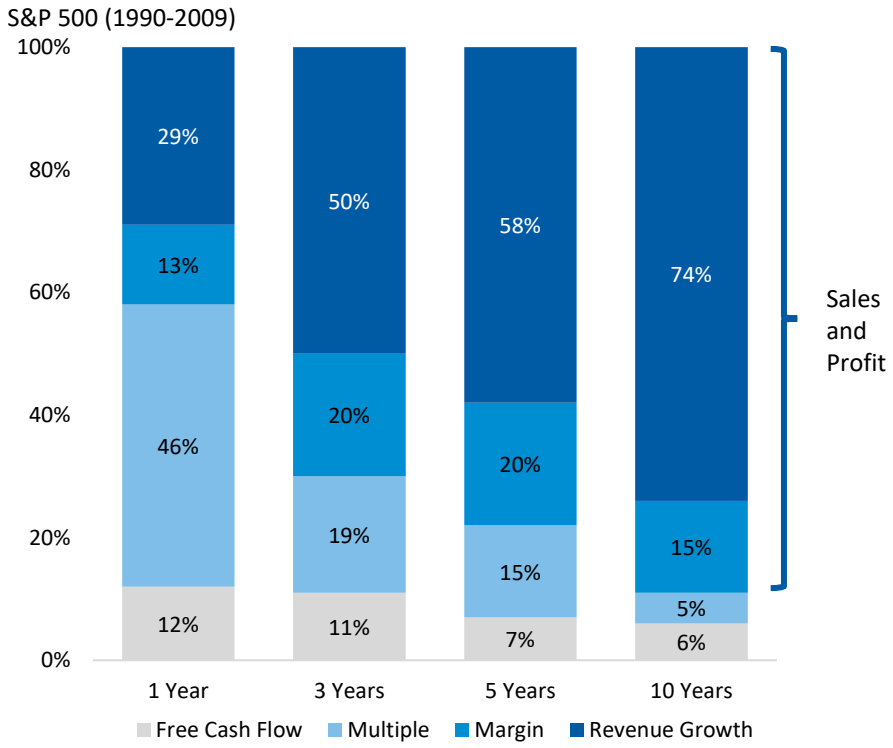
If a SaaS-company trading at 10x sales grows 40%, it will trade at 7x sales after year 1, 5x in year 3, and 3.6x in year 4 with 30% margin.

Source: SB1M

Why we like high sustained organic growth (1/5)

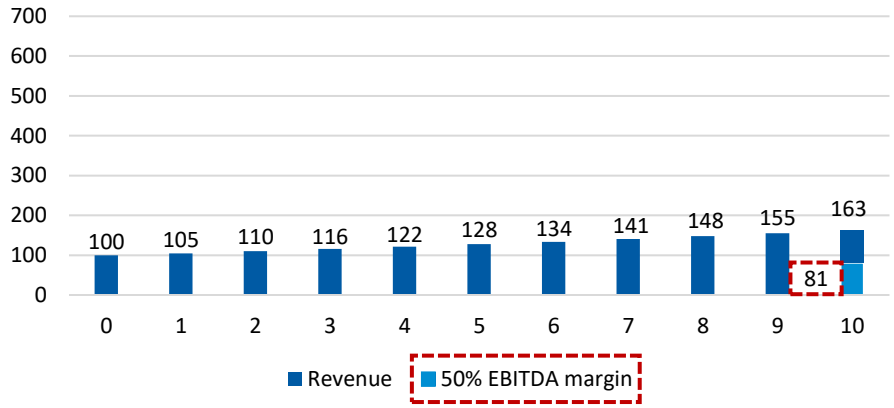
The important compounding effect of revenue growth

Topline Growth the Long-Run Driver of Stock Performance

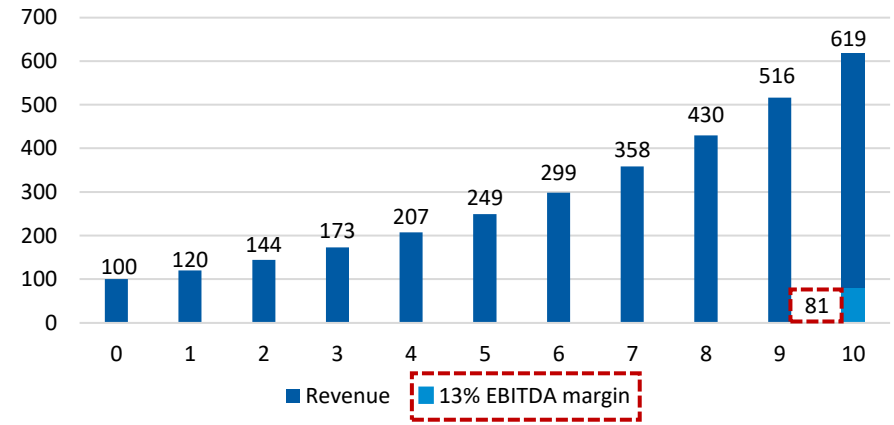


This figure is inspired by Atle Hauge in Odin Fund Management, and is based on BCG and Morgan Stanley analysis.
Sales growth is the key driver of long-term stock performance - they have looked at sources of total shareholder return for top-quartile performers

Revenue compounding effect – 5% growth company



Revenue compounding effect – 20% growth company

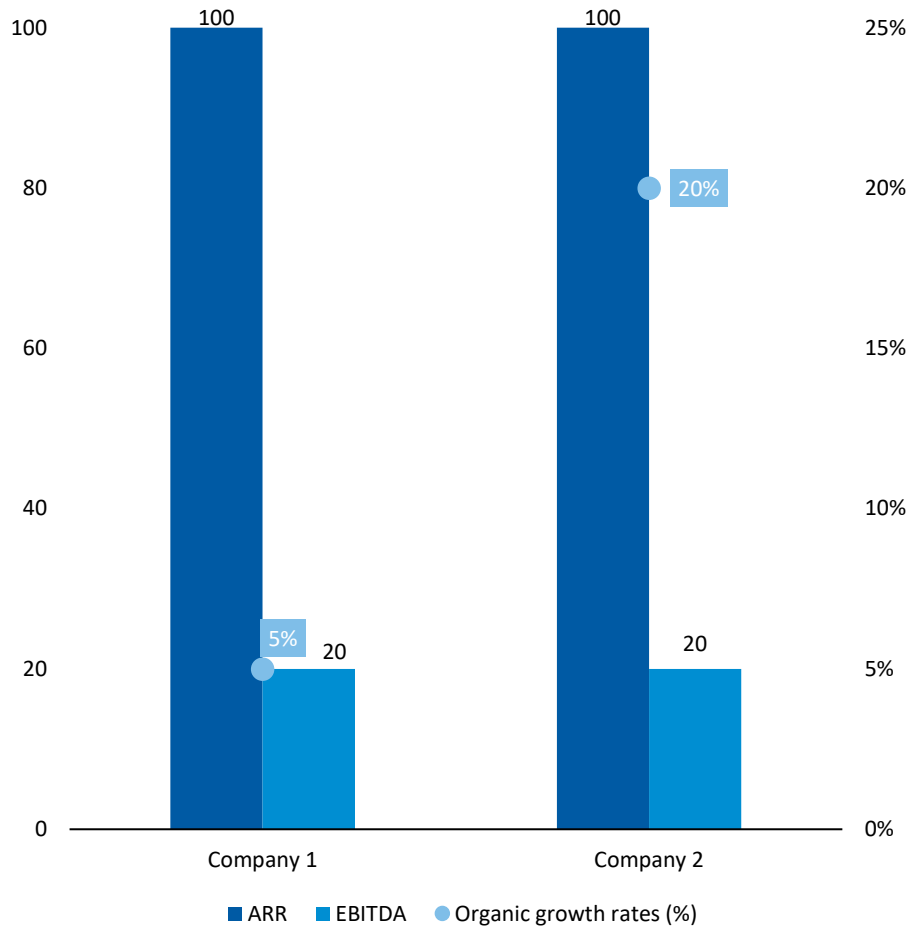


Source: Odin Fund Management, BCG Analysis, Morgan Stanley Research & SB1M

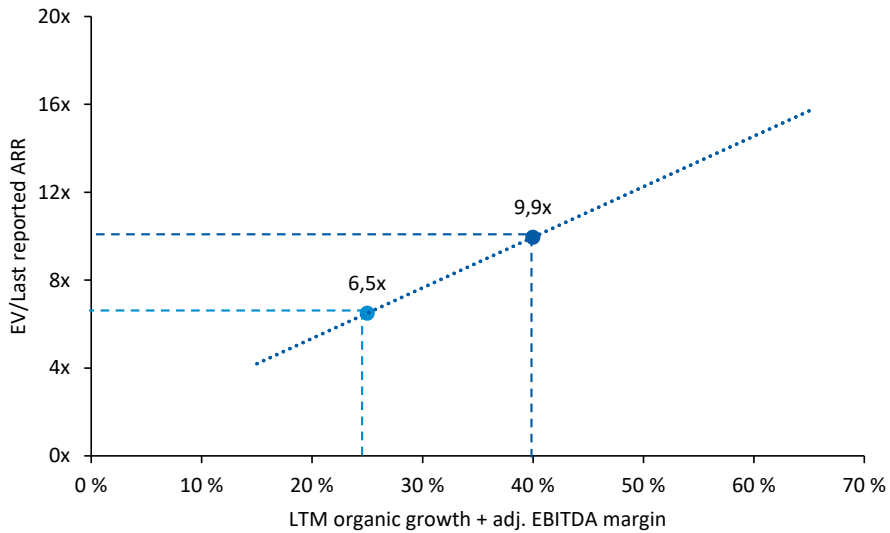
Why we like high sustained organic growth (2/5)

Example illustration: 2 companies with different organic growth rates (5% vs 20%) - all else equal

All else equal except organic growth rates



How the different companies would trade



- One would pay 6.5x ARR for the company with lowest organic growth → NOK650m
- One would pay 9.95x ARR for the company with highest organic growth → NOK995m

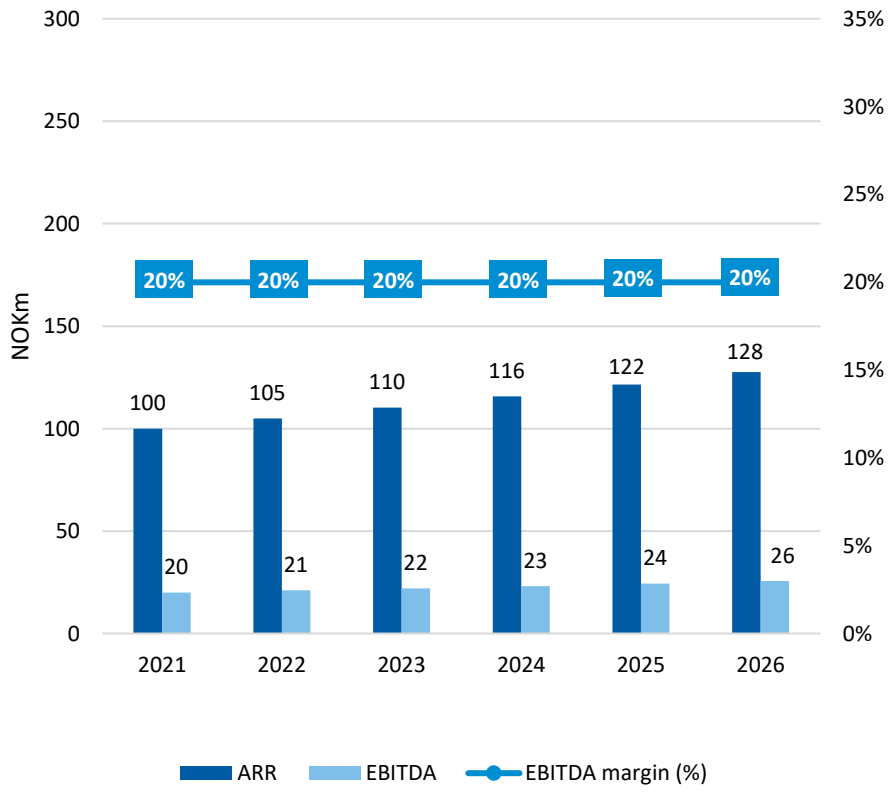
Is it worth paying 53% more for the higher growth firm?

Source: SB1M

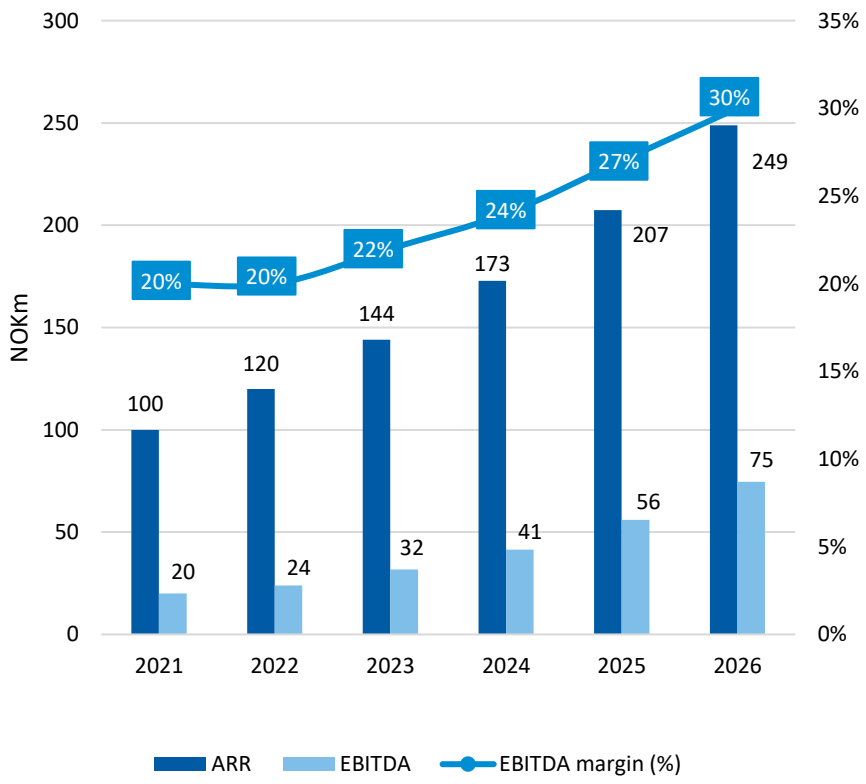
Why we like high sustained organic growth (3/5)

The winner takes it all… with ~3x EBITDA in 2026

Growth rate of 5% and stable EBITDA margins



Growth rate of 20% and increasing EBITDA margins



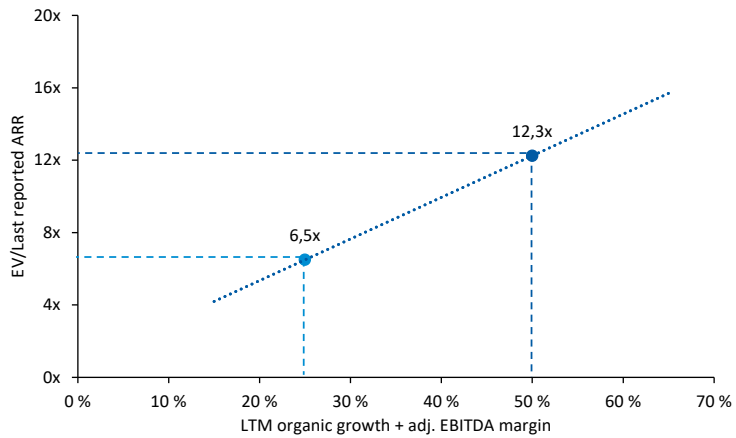
SaaS companies that maintain high organic growth will also enjoy higher margins due to the highly scalable nature of SaaS businesses. The wonderful mix of growth and margin expansion is present for company 2, to the right. We assume that the organic growth rates are constant over the 5 year period.

Source: SB1M

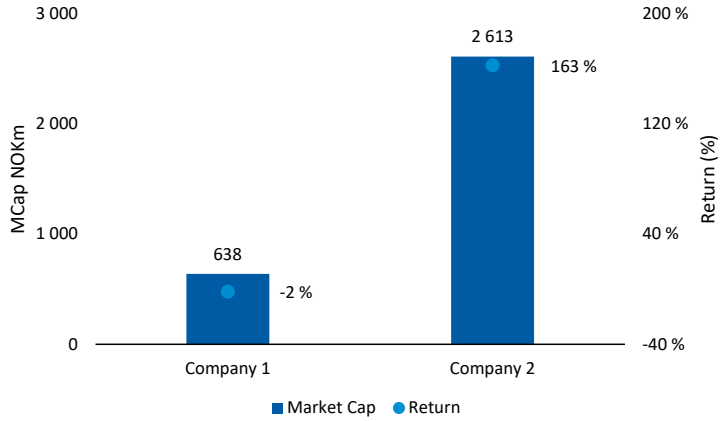
Why we like high sustained organic growth (4/5)

Thus, paying 53% more for company 2 is “peanuts” in the bigger picture

Exit valuation based on EV/ARR (1/2)



Exit valuation based on EV/EBITDA (1/2)



Exit valuation based on EV/ARR (2/2)

Entry and exit comparison

	ARR 2021	ARR 2026	Entry EV/ARR	Exit EV/ARR	Mcap 2021	Mcap 2026	Return
Comp 1	100.0	127.6	6.5x	6.5x	650	829	28%
Comp 2	100.0	248.8	9.9x	12.3x	995	3048	206%

- Due to higher EBITDA margins for company 2 in 2026, they achieve a Ro40 of 50%, thus increasing their traded EV/ARR multiple
- Company 2 end up with a total return of 206% compared to company 1 with a 28% return

Exit valuation based on EV/EBITDA (2/2)

EV/EBITDA sensitivity

	25x	27x	29x	30x	31x	33x	35x
Comp 1	**638**	689	740	766	791	842	893
Comp 2	1866	2016	2165	2239	2314	2463	**2613**

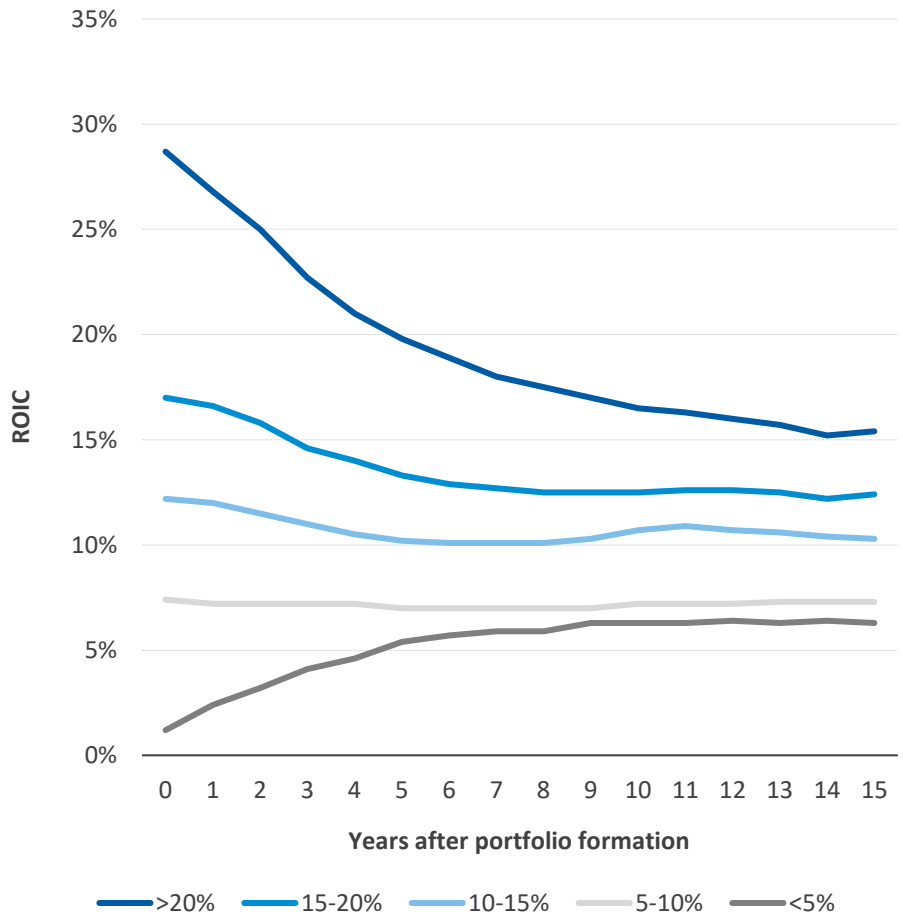
- Company 2 should trade at a higher multiple due to the higher organic growth it has shown the last 5 years
- From the sensitivity, we see that even with both firms trading at same multiple at for instance 25x, company 2 is worth ~3x

Source: SB1M

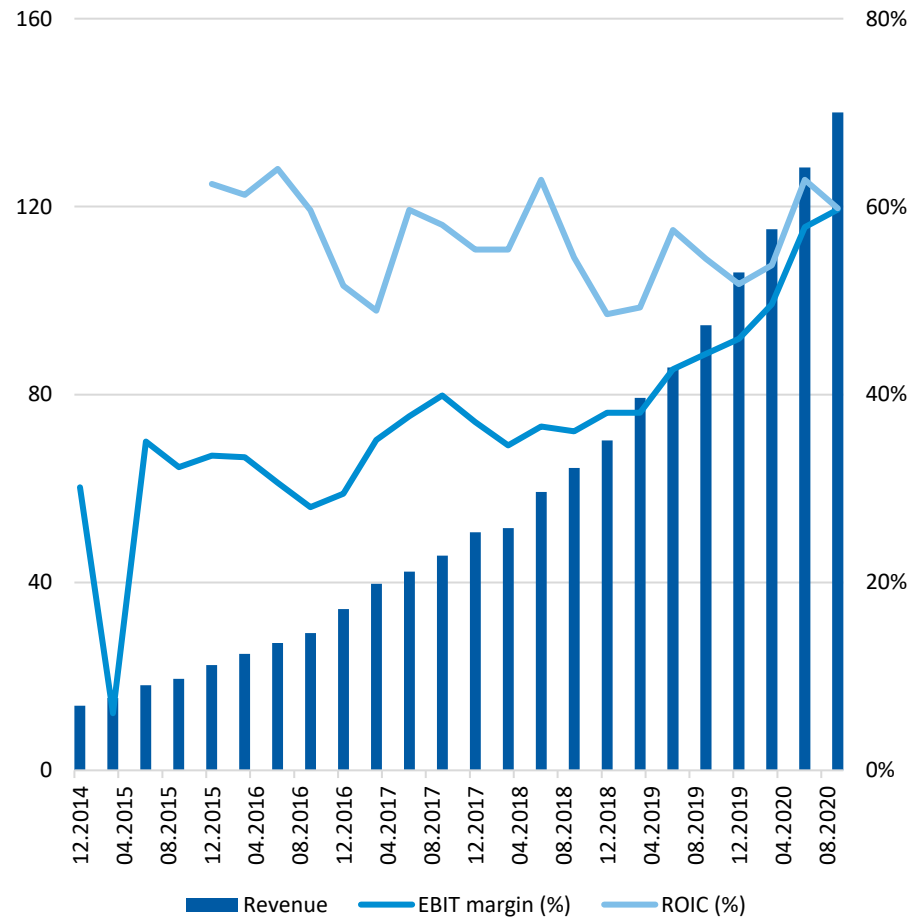
Why we like high sustained organic growth (5/5)

Mean reversion? Njet, great companies tend to deliver superior performance over time

ROIC tends to be sticky over time



Exemplified with Evolution Gaming

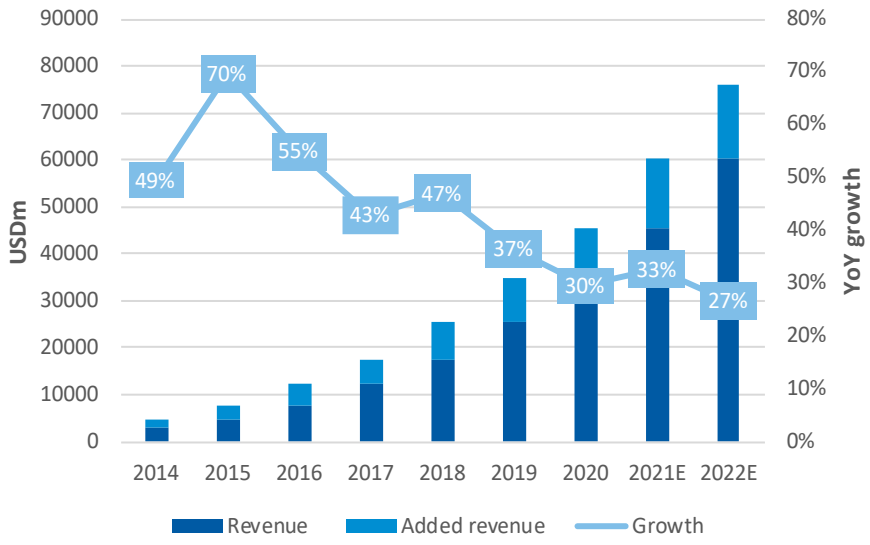


Source: SB1M, Bloomberg, McKinsey & Company Inc. Koller, Tim · Goedhart, Marc · Wessels, David

Luckily: even Big SaaS like AWS generates USDbn in sales. yet grows 30% p.a.

Is the growth party over? Workload penetration for cloud is still only 20%, according to Gartner

Amazon Web Services revenues and growth



Microsoft Azure revenues and growth

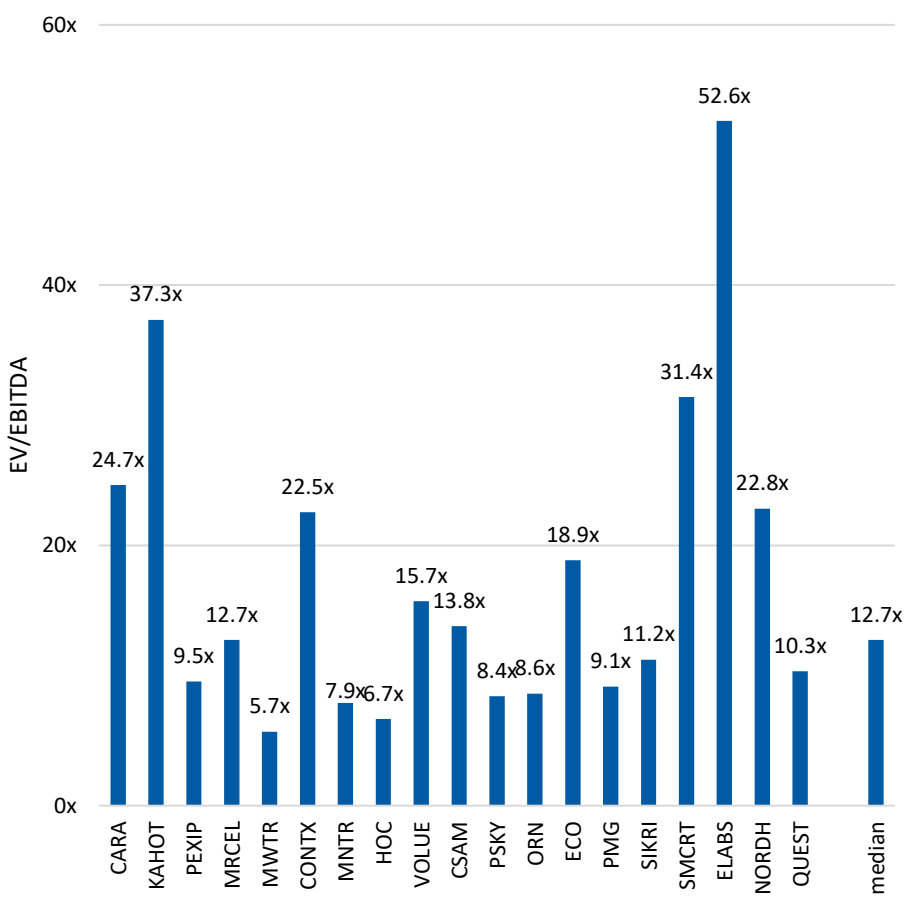
- Amazon Web Services will grow revenues by another USD15bn this year alone, equal to the market capitalization of Mowi.
- Meanwhile, Microsoft's Azure generates $20bn in revenues while growing 47%.
- Needless to say, this kind of industry-wide big-figure growth is unprecedented from a finance-historical perspective

Source: SB1M, Bloomberg, Gartner

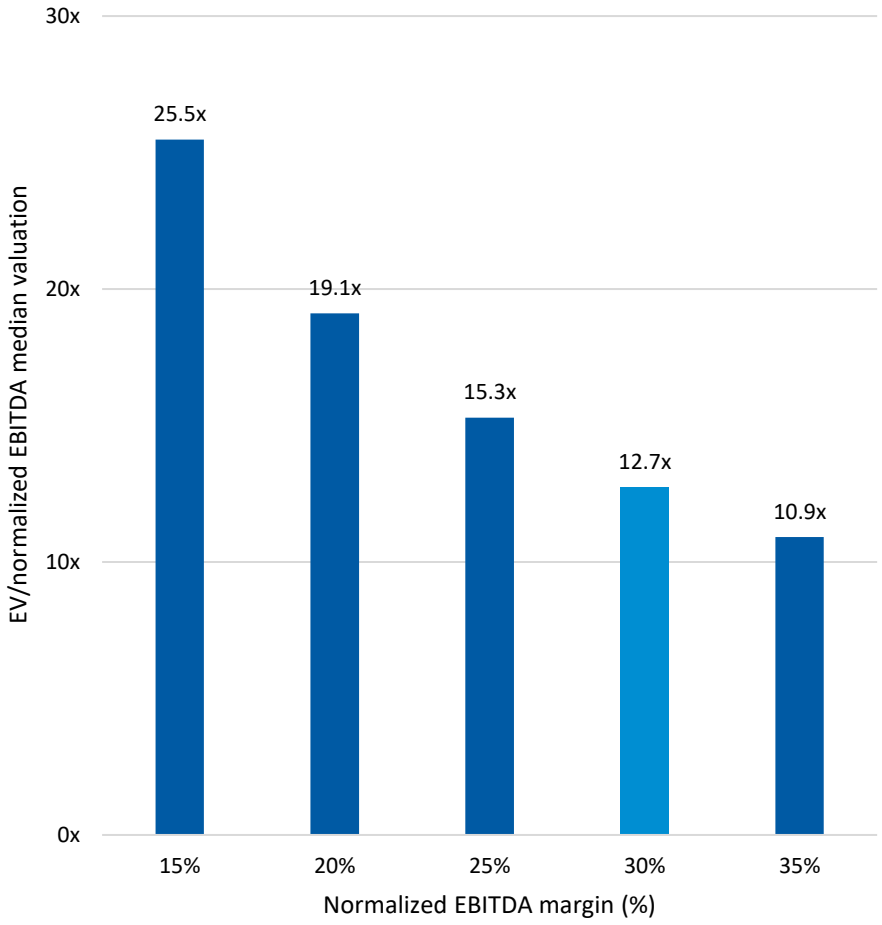
Normalized margin scenario (1/3)

Let us look at a scenario for SaaS peers at 30% normalized EBITDA-margins on annualized revenues

EV/EBITDA multiples at 30% EBITDA-margin



EV/EBITDA median SaaS peer sensitivity

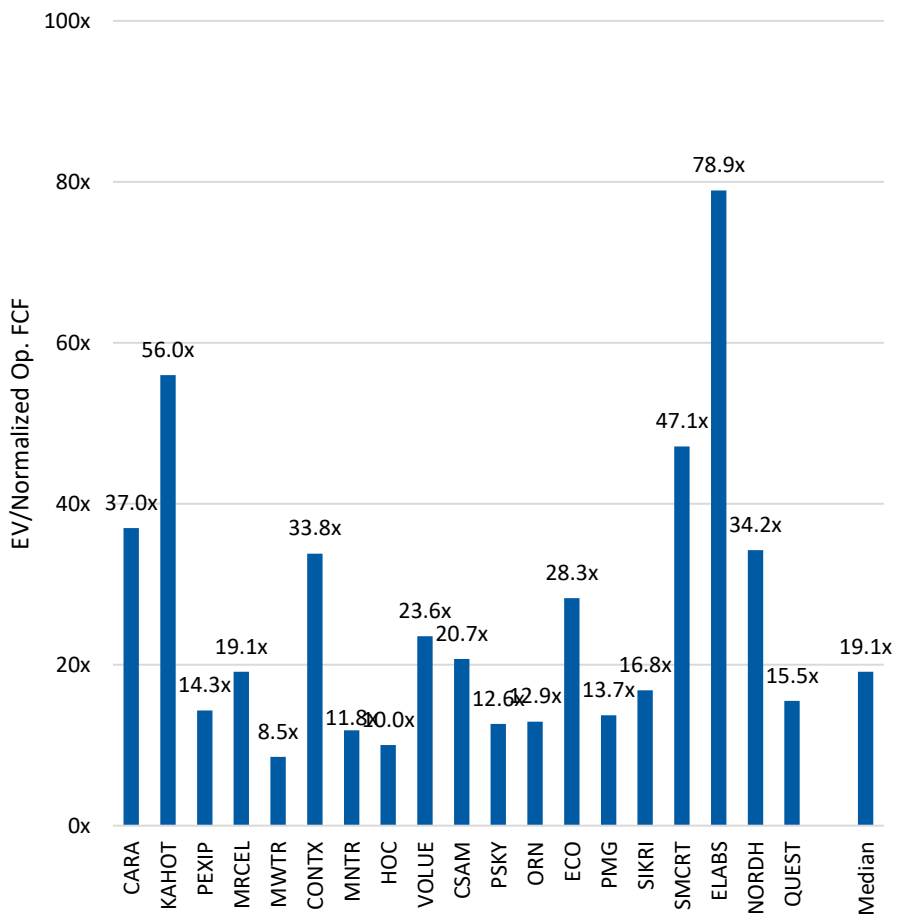


Source: SB1M, Company reports

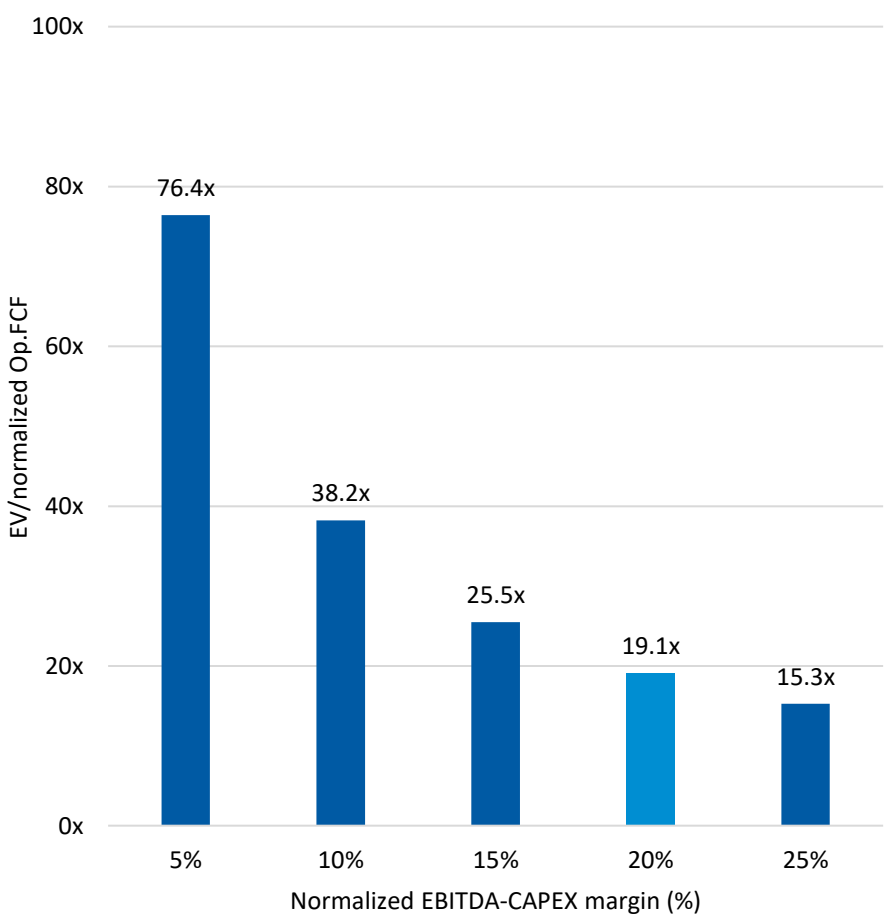
Normalized margin scenario (2/3)

And a scenario at 20% normalized Op. FCF (EBITDA-Capex) margin on annualized revenues

EV/Op. FCF at 20% Op. FCF margin



EV/Op. FCF median SaaS peer sensitivity

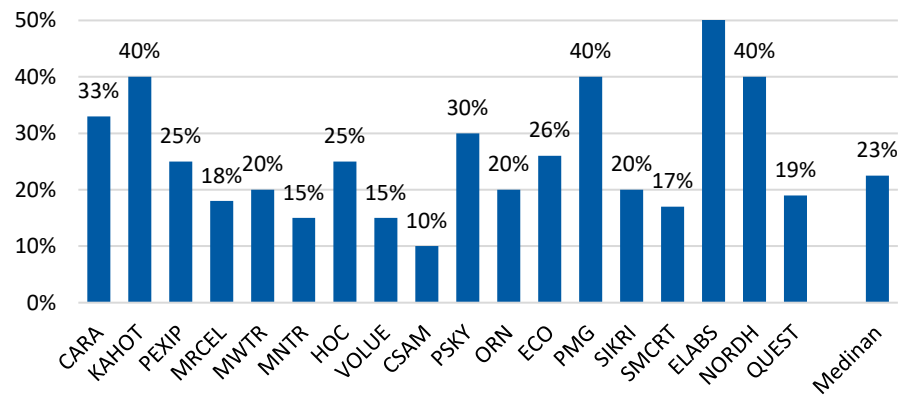


Source: SB1M, Company reports

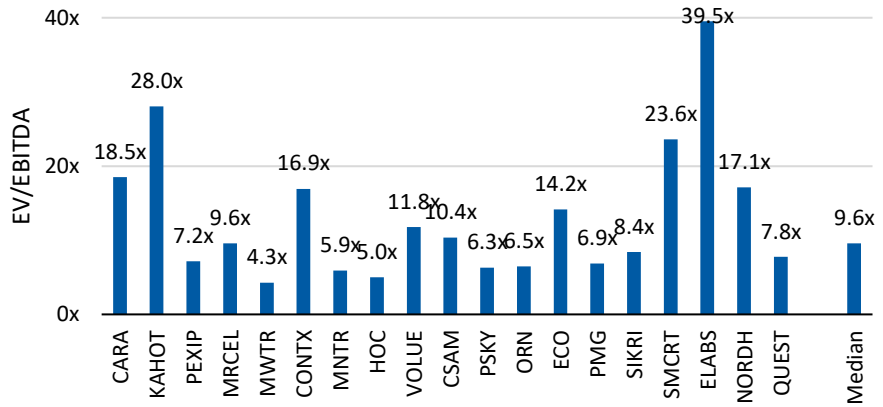
Normalized margin scenario (3/3)

However, the companies grow fast..

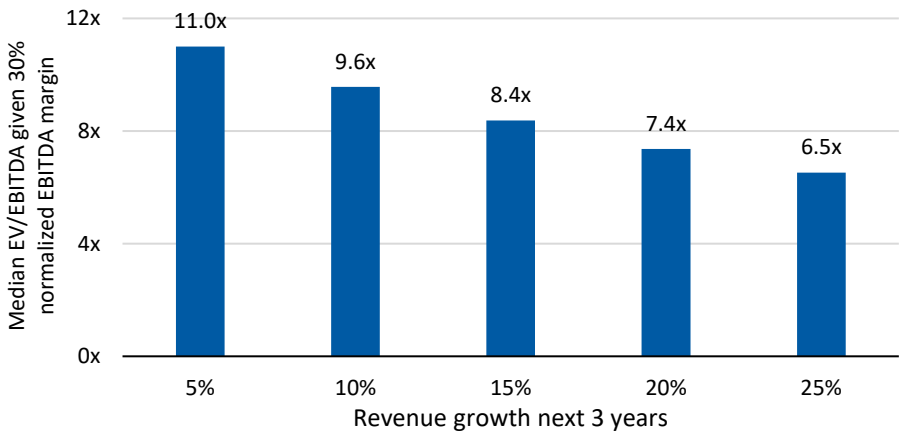
Median SaaS peer guides 23% growth medium term



EV/EBITDA with 10% growth next 3 years and 30% margin



Median EV/EBITDA sensitivity on growth rates



Median EV/EBITDA sensitivity on growth and margin

Normalized EBITDA-margin	Next 3 years revenue growth				
	5 %	10 %	15 %	20 %	25 %
15 %	22x	19x	17x	15x	13x
20 %	17x	14x	13x	11x	10x
25 %	13x	11x	10x	9x	8x
30 %	11x	10x	8x	7x	7x
35 %	9x	8x	7x	6x	6x

Source: SB1M, Company reports

Company section

Bon Appétit!

Kahoot!

Kahoot! provides a game-based learning platform used by schools, organizations and parents to create, play, and share learning games.

Pexip Holding

Pexip offers communication equipment for virtual meeting such as video conferencing.

Mercell Holding

Mercell provides a SaaS platform for electronic submission of public tenders, as well as tender alerts to suppliers, digitizing the Nordic and Euro markets.

Meltwater Holding

Meltwater offers monitoring and analysis of online data, helping PR/marketing teams monitor media coverage across both news and social media to enhance brand management.

ContextVision

ContextVision develops image processing products used within the area of medicine, microscopy, and distance analysis. used to interpret x-rays and satellite pictures, etc.

Mintra Holding

Mintra offers human resources, payroll processing, training, and other related services within workforce management services.

Source: Bloomberg

Bon Appétit!

House of Control Group

House Of Control Group offers software tools which cuts costs, reduces risk, and improves financial performance and compliance.

Volue

Volue offers digital platforms and solutions focusing on the transition from fossil to renewable energy production.

CSAM Health Group

CSAM Health develops software solutions which enables healthcare providers access relevant clinical information at the point of care.

PatientSky Group

PatientSky offers a cloud data platform for healthcare professionals to improve patient care services.

Ørn Software

Orn Software offers a digital platform that simplifies day-to-day operations for businesses such as real estate, manufacturing, food and beverage, and aquaculture industries.

EcoOnline Holding

EcoOnline provides cloud-based software tools to make workplace safety, management, and documentation of chemicals.

Source: Bloomberg

Bon Appétit!

Play Magnus Group

Play Magnus develops commercial computer and mobile chess applications, working to create a leading digital chess ecosystem.

Sikri Holding

Sikri is a key player in the market for managing and archiving documents specialized towards the public sector.

SmartCraft

SmartCraft offers modern SaaS solutions and digital tools for construction companies and craftsmen.

Elliptic Laboratories

Elliptic Laboratories AS operates as a software company. The Company develops software-based AI virtual smart sensor platform which enables device and component vendors to provide enhanced capabilities to their products without adding.

Carasent

Carasent provides healthcare software solutions. The Company offers cloud based medical records management services to the healthcare industries. Carasent serves customers in Norway.

Nordhealth

Nordhealth AS provides health care software solutions. The Company offers veterinary practice management software and APIs for health care professionals.

Source: Bloomberg

Bon Appétit!

Questback Group

Questback is a platform for conducting Employee and Customer Experience surveys with the ambition to fuel organizations with customer and employee insights.

Source: Bloomberg

The SaaS sector in Norway trades at EV/last reported ARR of 5.0x…

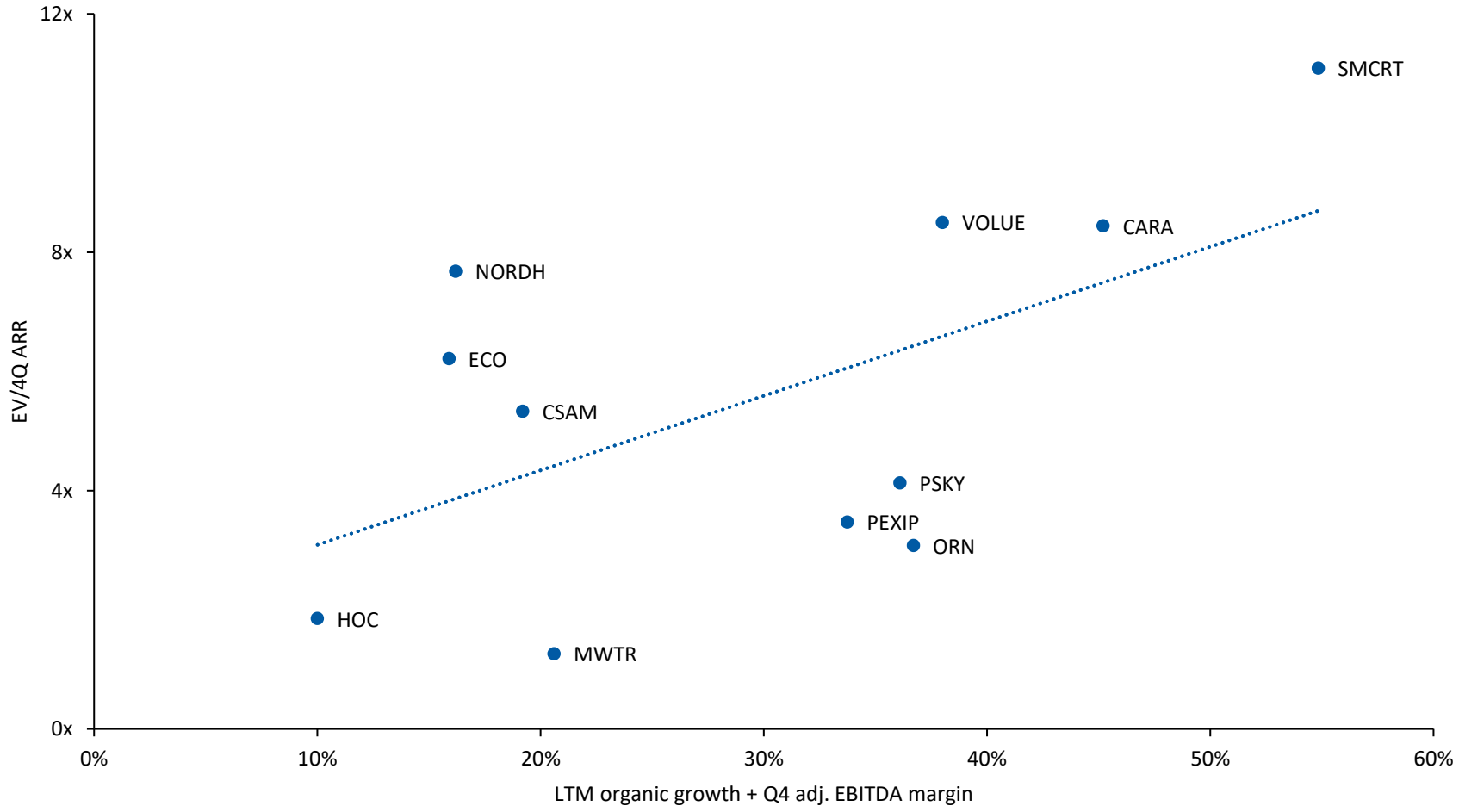
…and guides Rule of 40 (revenue growth and EBITDA margin) of 59%

	Accounting language	Currency	ARR	Recurring	Growth YoY	Organic growth YoY	Adj. EBITDA	Capex excl. M&A/sales	Mcap	NIBD	EV	EV/LTM sales	EV/ARR	Guidance	Rule of 40 (%) Guidance	Rule of 40 (%) Actual	Date*
CARASENT ASA	IFRS	NOKm	146	88 %	100 %	19 %	26 %	39 %	1 880	-867	1 013	7.4x	6.9x	Growth: 30-35% / EBITDA margin: 40%	73	45	LP/Q4
KAHOOT! ASA	IFRS	NOKm	1172	98 %	192 %		17 %	0.2 %	12 473	-923	11 551	14.4x	9.9x	Growth: 40% / EBITDA margin: 40%	80		LP/Q4
PEXIP HOLDING ASA	IFRS	NOKm	934	97 %	30 %	30 %	4 %	11 %	2 680	-696	1 984	2.5x	2.1x	Growth: >25% / EBITDA margin: >25%	50	34	LP/Q4
MERCELL HOLDING AS	IFRS	NOKm	793	95 %	83 %	18 %	18 %	20 %	1 510	1 505	3 015	4.3x	3.8x	Growth: 15%-20% / EBITDA margin: 40%	57	36	LP/Q4
MELTWATER BV	IFRS	NOKm	3915	100 %	20 %	13 %	8 %	5 %	4 230	78	4 308	1.2x	1.1x	Growth: 20% / EBITDA margin: 20%	40	21	LP/Q4
CONTEXTVISION AB	IFRS	NOKm	100	85 %	17 %	17 %	45 %	13 %	789	-18	771	7.3x	7.7x			61	LP/Q4
MINTRA HOLDING AS	IFRS	NOKm	108	95 %	40 %	16 %	27 %	9 %	707	-70	637	2.7x	5.9x	Growth: 15% / EBITDA margin: 40%	55	43	LP/Q4
HOUSE OF CONTROL GROUP AS	IFRS	NOKm	211	94 %	41 %	20 %	-10 %	20 %	450	-23	427	2.4x	2.0x	Growth: 25% / EBITDA margin: 40%	65	10	LP/Q4
VOLUE ASA	IFRS	NOKm	753	60 %	20 %	20 %	18 %	13 %	5 910	-271	5 639	5.4x	7.5x	Growth: 15% / EBITDA margin: 30%	45	38	LP/Q4
CSAM HEALTH GROUP AS	NGAAP	NOKm	298	77 %	51 %	8 %	12 %	9 %	1 230	211	1 441	4.4x	4.8x	Growth: 10% / EBITDA margin: 30%	40	19	LP/Q4
PATIENTSKY GROUP AS	NGAAP	NOKm	198	90 %	36 %	22 %	14 %	81 %	644	-33	611	2.9x	3.1x	Growth: 30% / EBITDA margin 35%	65	36	LP/Q4
ORN SOFTWARE AS	NGAAP	NOKm	220	82 %	112 %	14 %	23 %	14 %	378	277	655	3.4x	3.0x	Growth: 20% / EBITDA margin: 40%	60	37	LP/Q4
ECOONLINE HOLDING	NGAAP	NOKm	434	89 %	37 %	23 %	-7 %	26 %	2 220	-19	2 201	5.2x	5.1x	Growth: 26% / EBITDA margin:		16	LP/Q4
PLAY MAGNUS AS	IFRS	NOKm	150	70 %	90 %	41 %	-59 %	10 %	764	-179	585	3.1x	3.9x	Growth: 40% / EBITDA margin: 30%	70	-18	LP/Q4
SIKRI HOLDING AS	IFRS	NOKm	163	80 %	168 %	9 %	16 %	8 %	1 720	459	2 179	3.7x	13.4x	Growth: 15-25% / EBITDA margin: 30%	50	25	LP/Q4
SMARTCRAFT ASA	IFRS	NOKm	267	96 %	38 %	18 %	37 %	13 %	2 950	-139	2 811	10.4x	10.5x	Growth: 15-20% / EBITDA margin: 50%	68	55	LP/Q4
ELLIPTIC LABORATORIES AS	IFRS	NOKm		95 %	27 %	27 %	28 %	27 %	2 130	-201	1 929	30.6x		Growth: 57% / EBITDA margin:		55	LP/Q4
NORDHEALTH AS	NGAAP	NOKm	240	92 %	102 %	23 %	-7 %	18 %	1 920	-262	1 658	8.2x	6.9x	Growth: 40% / EBITDA margin: 40%	80	16	LP/Q4
QUESTBACK GROUP AS	IFRS	NOKm	98	96 %	12 %	12 %	15 %		118	268	386	3.1x	4.0x	Growth: 19% / EBITDA margin: 20%	39	27	LP/Q4
MEDIAN	**IFRS**	**NOKm**	**230**	**92 %**	**40 %**	**19 %**	**16 %**	**13 %**	**1 720**	**-33**	**1 658**	**4.3**	**5.0**	**Growth: 23% / EBITDA margin: 38%**	**59**	**35**	**LP/Q4**
AVERAGE	**IFRS**	**NOKm**	**567**	**88 %**	**64 %**	**19 %**	**12 %**	**19 %**	**2 353**	**-48**	**2 305**	**6.4**	**5.6**	**Growth: 26% / EBITDA margin: 34%**	**59**	**31**	**LP/Q4**

Source: SB1M, Company reports, Infront, Bloomberg | *Last reported/4Q

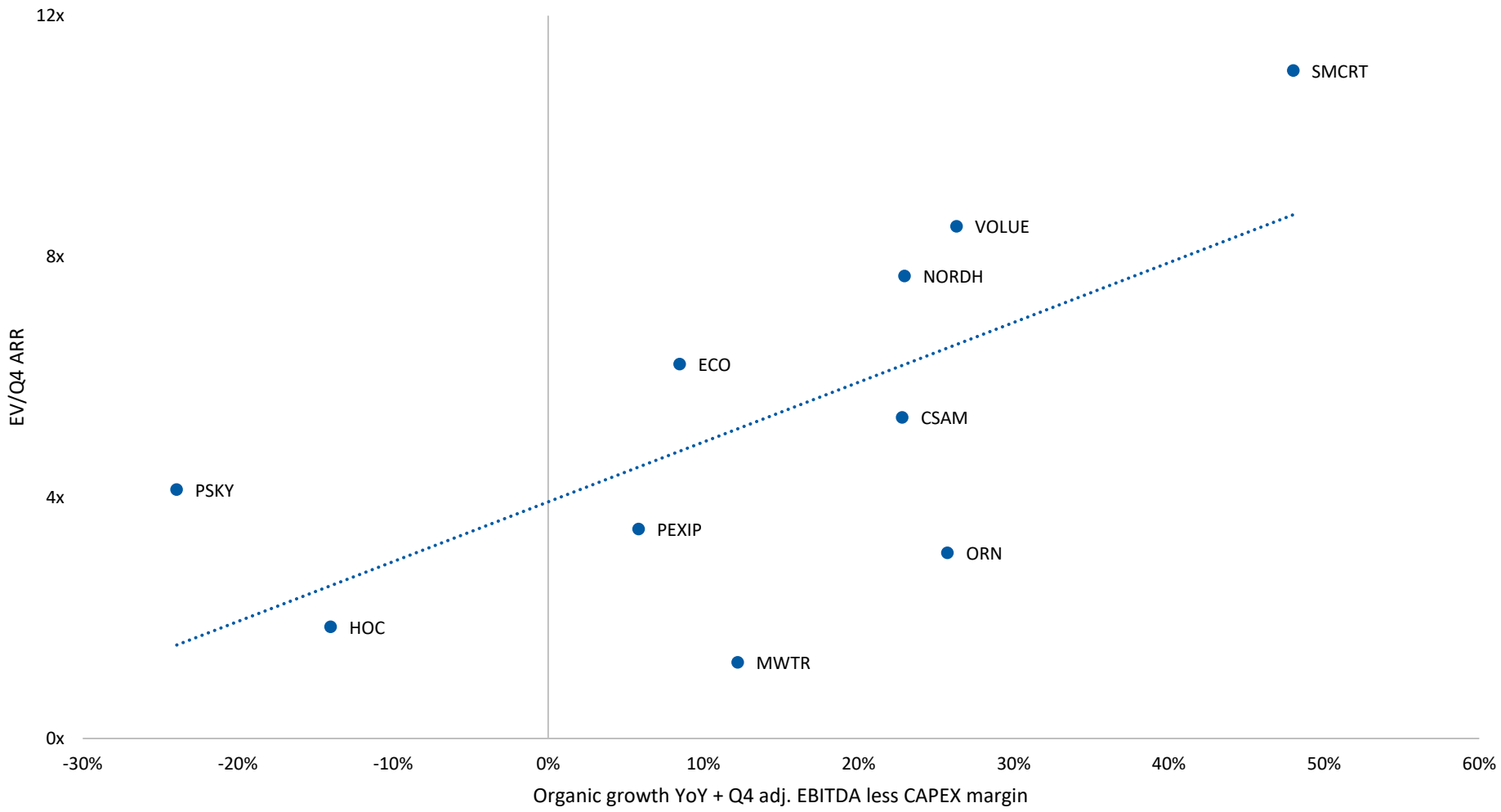
There is correlation between the "Rule of 40" and trading multiples…

From a selection of Norwegian SaaS peers (for illustrative purposes)



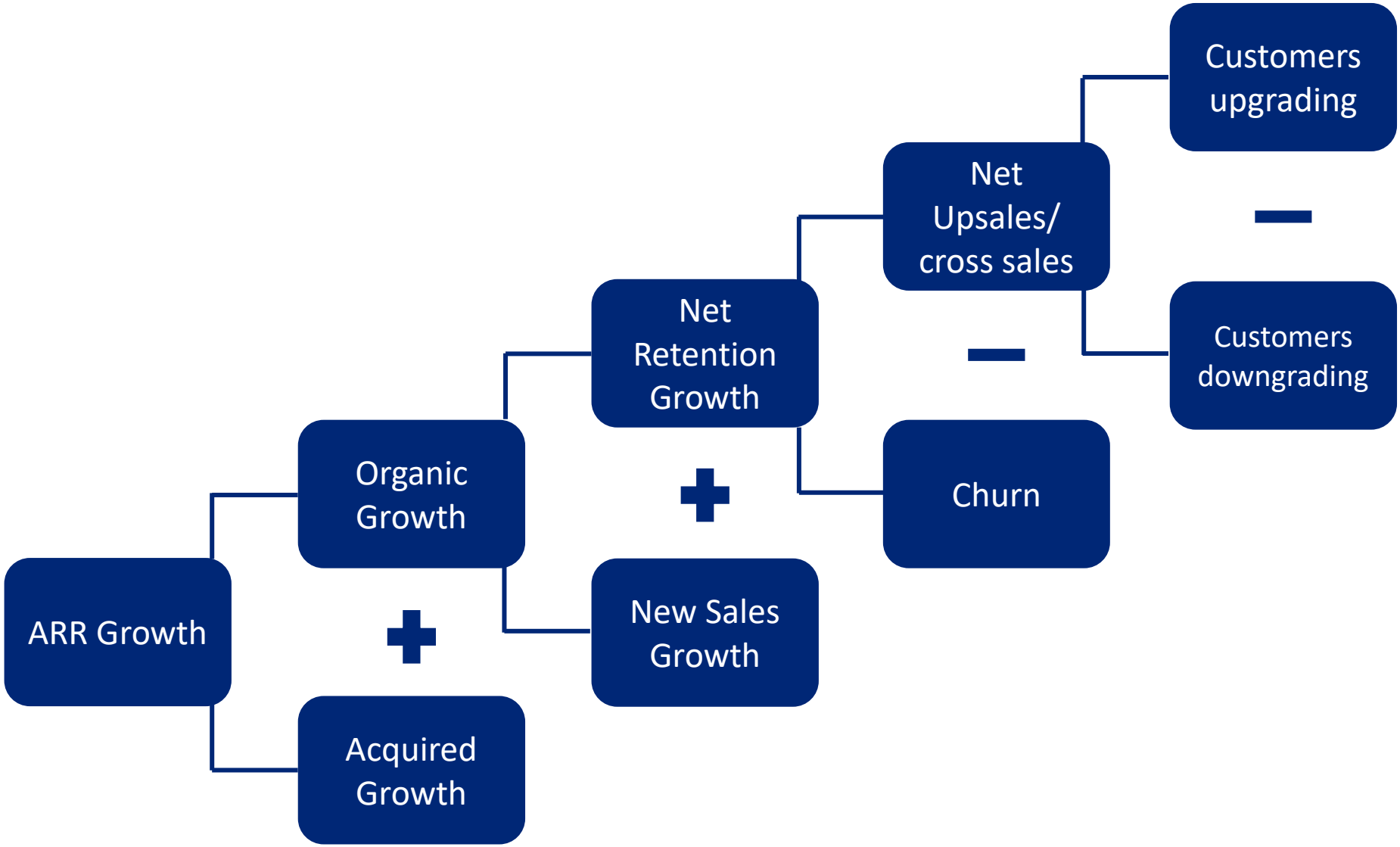
Source: SB1M, Company reports

“Rule of 40” with adj. EBITDA less CAPEX in earnings-term



Source: SB1M, Company reports

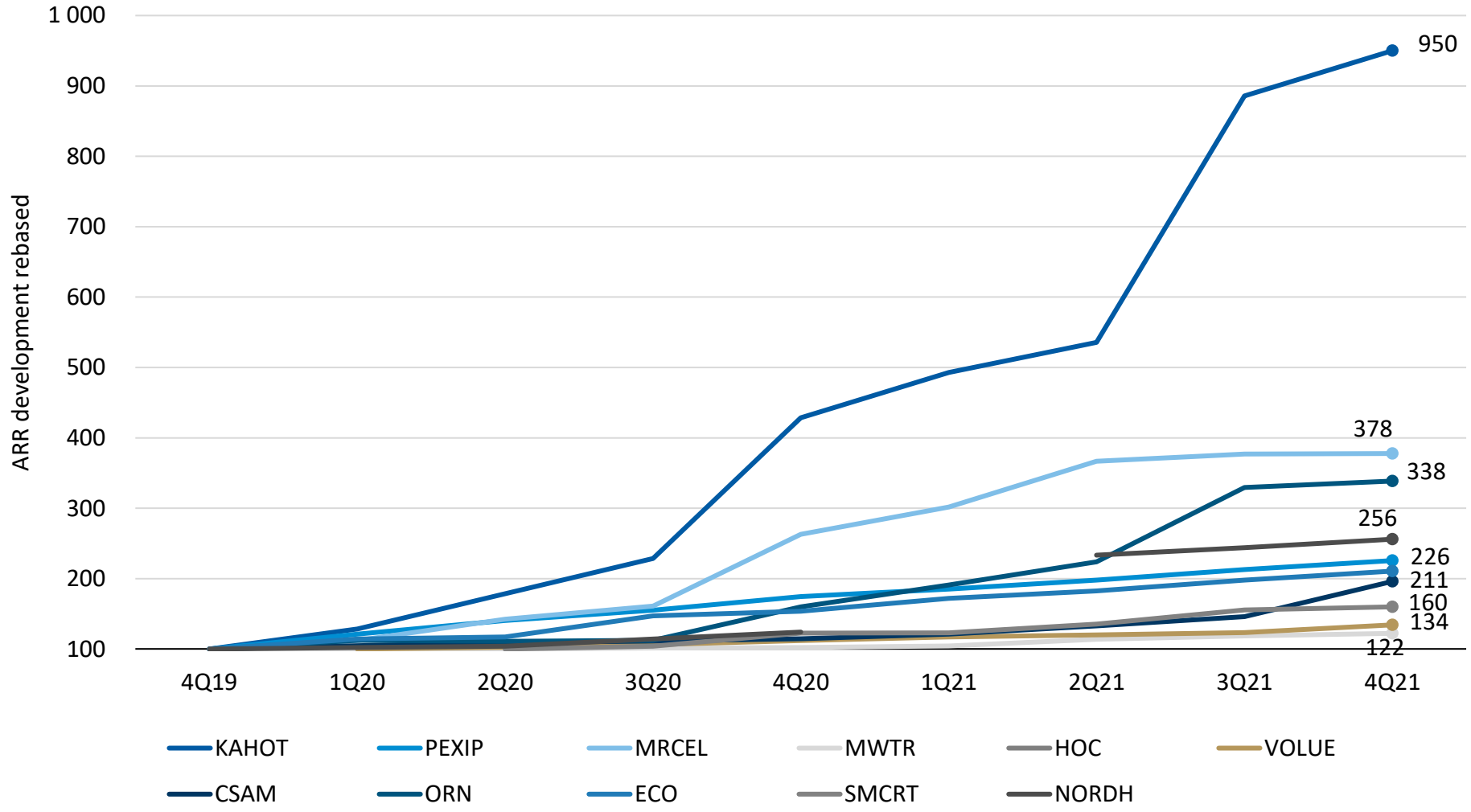
ARR growth split up for SaaS companies



Source: SB1M

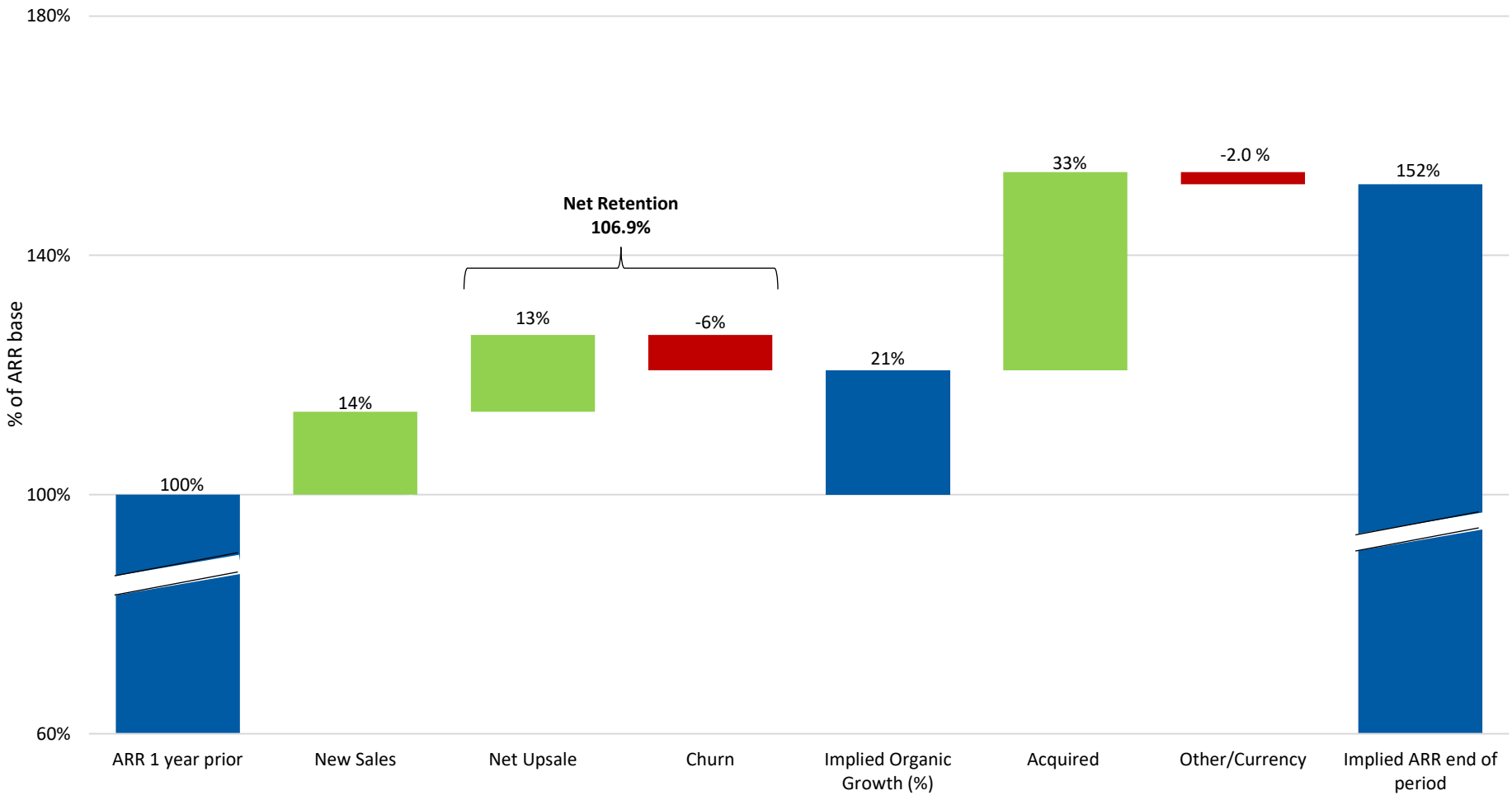
ARR development 4Q19-4Q21

Includes both organic and acquired growth



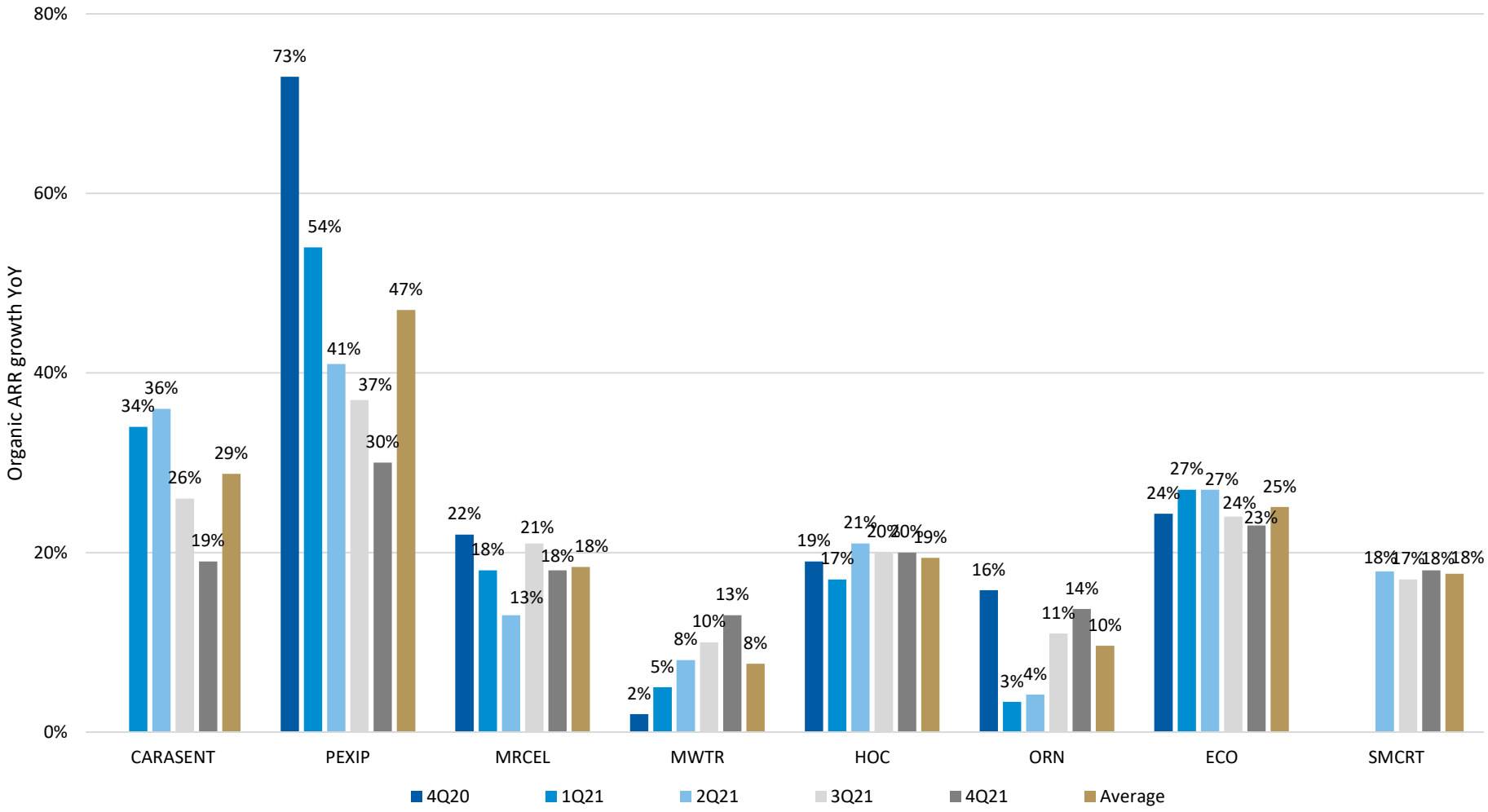
Source: SB1M, Company reports

Acquisition the main driver of median* SaaS peer ARR growth



Source: SB1M, Company reports | Companies included in the median is PEXIP, MRCEL, HOC, ORN, ECO, SMCRT (where possible) & NORDH | MRCEL and ORN is included on a YTD basis

Organic ARR or recurring revenue growth YoY for selected SaaS peers



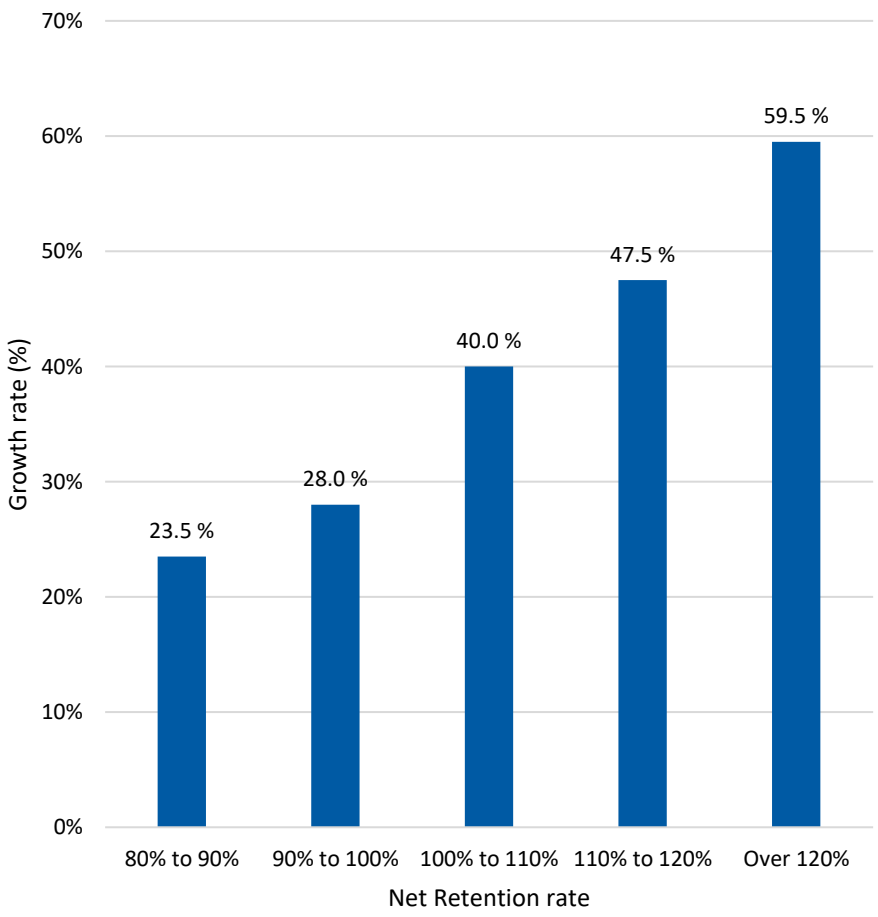
Source: SB1M, Company reports

The importance of high net retention rates

Net Retention is important to follow closely

- Net retention explains how the much existing customer sales increase compared to how much customers churn.
- One might be able to use net retention rate as a proxy for customer satisfaction as customers would not churn if they are highly satisfied with the product/service. The net retention rates thus might tell us how valuable the product/service is. “The key to success in this business begins and ends with the user experience” -Former CFO of Spotify and Netflix, so remember to track the net retention rates!
- Also a study published in Harvard Business Review found that positive experiences generate 140% more customer spending over time. Conservative estimates also highlight that acquiring a new customer cost ~5x more than retaining existing ones. Also, sales success numbers highlight the importance of existing customers as sales success rates for existing customers average 60-70% while new customers top out at 20%.
- To the right we have provided the relationship between net retention rates and growth rates obtained from a study completed by SaaS-Capital where they surveyed 700 B2B SaaS companies in 2017. They naturally find that there is correlation between net retention rates and total growth rates for the surveyed firms. One should be cautious of claiming causal relationships, but here it seems likely that high net retention rates leads to higher growth rates and not the other way around as if customers are staying, more customers would naturally want to try the product as well due to the product/service reputation
- An increase in net retention rates of 1% would on average lead to a 1 percentage point in annual growth (given from the study). With the compounding effect over time, 1% could make a large difference

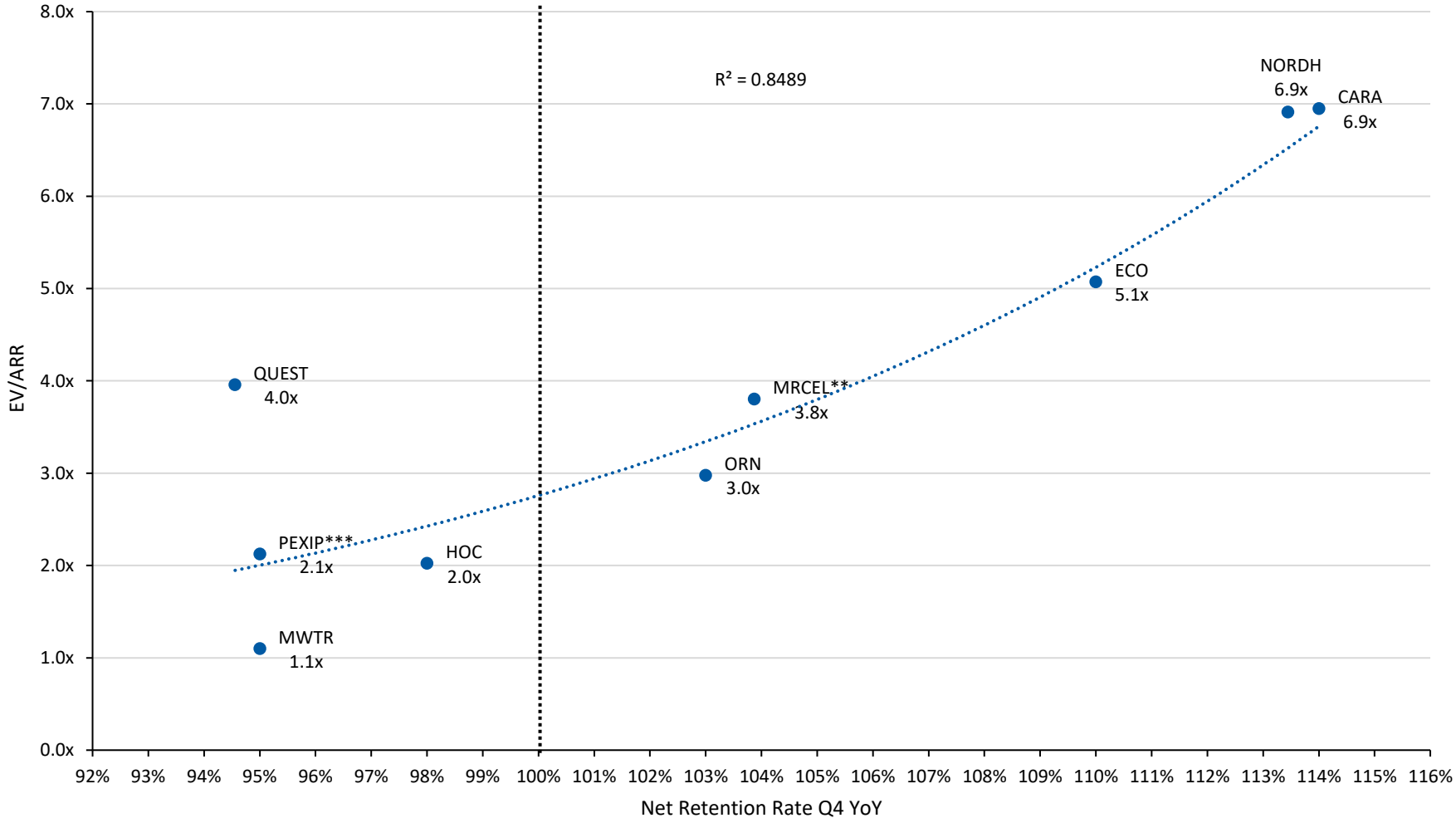
Correlation between NRR and overall growth rates



Source: SaaS-Capital, Walker & SB1M

…But stronger relationship between trading multiples and net retention rates

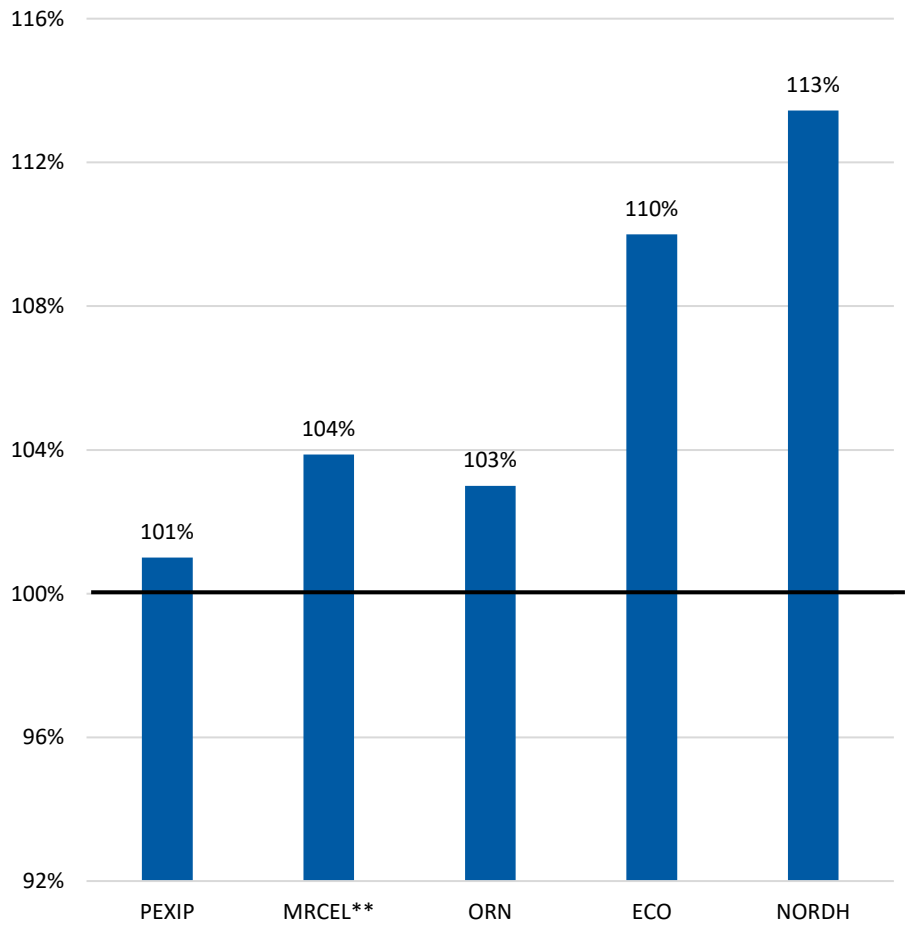
Investors seem to (and should) value high net retention SaaS platforms*



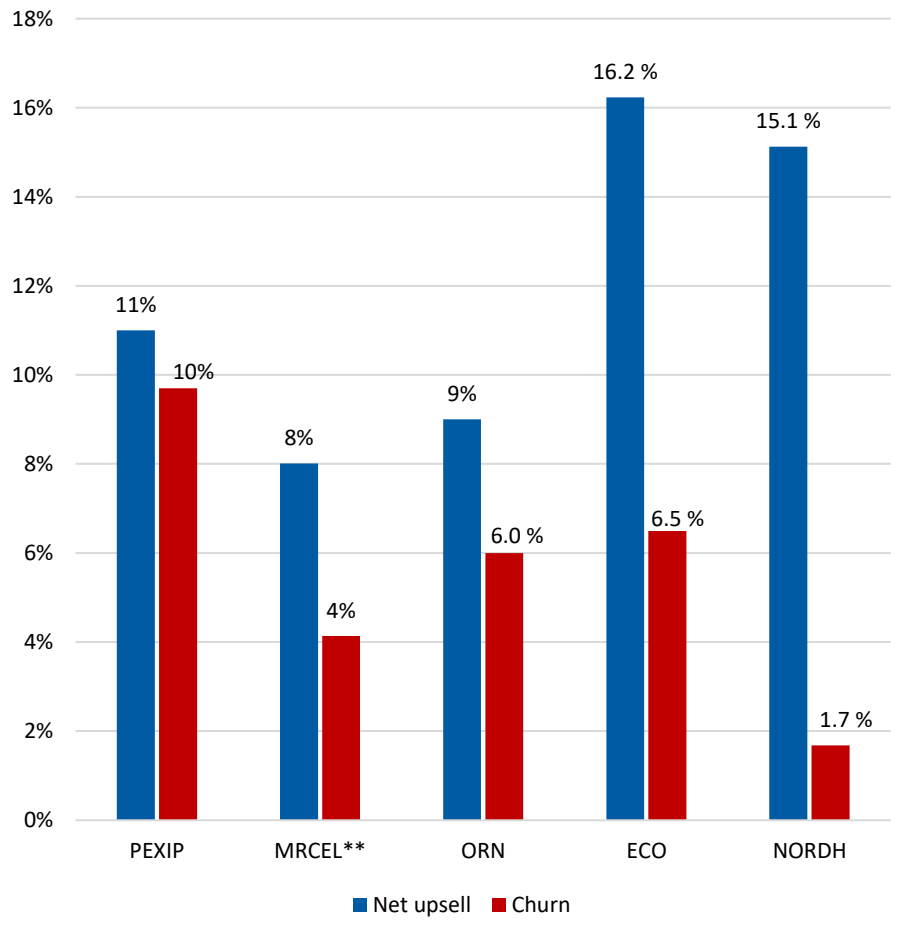
Source: SB1M, Company reports |*In addition to these 9 companies, SMCRT also provide ARR bridges but does not split organic growth further | **MRCEL only provides quarterly and H2 numbers |***PEXIP updated after 1Q22 ARR trading update

Net retention rates in the Norwegian SaaS space

Net retention rates 4Q20-4Q21



Net retention split up

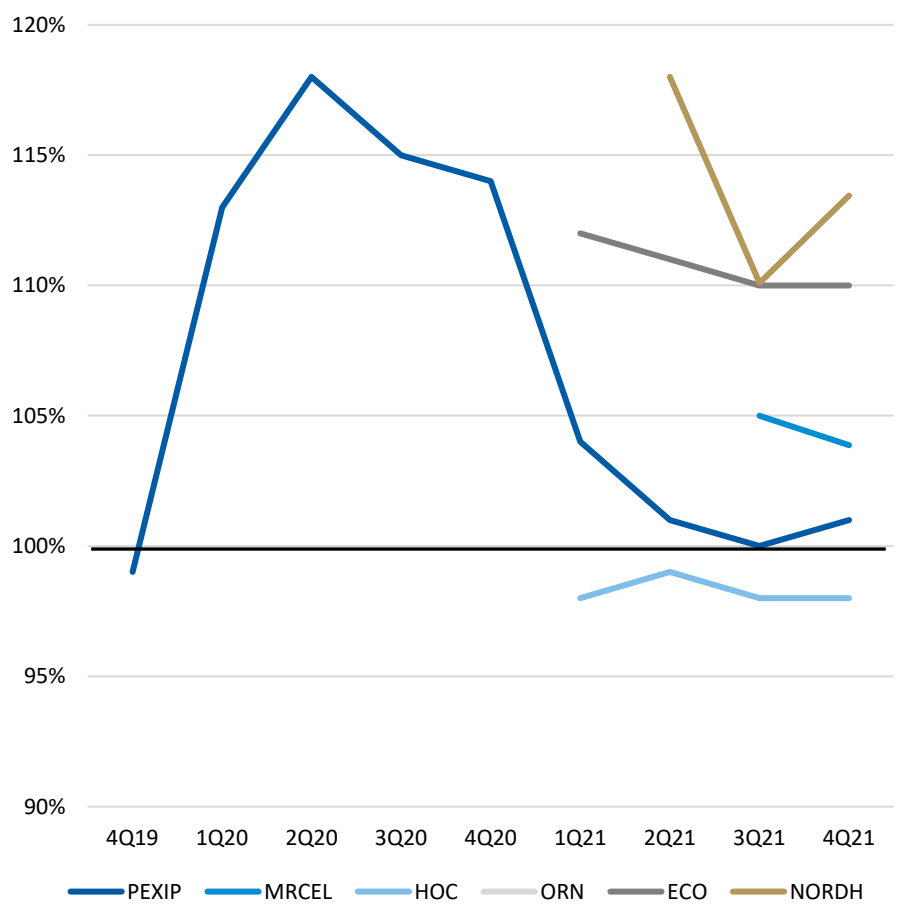


Source: SB1M, company reports |** MRCEL numbers are based on H2 2021, for comparison 1Q21-3Q21 net upsales were 15% while churn came in at 10%

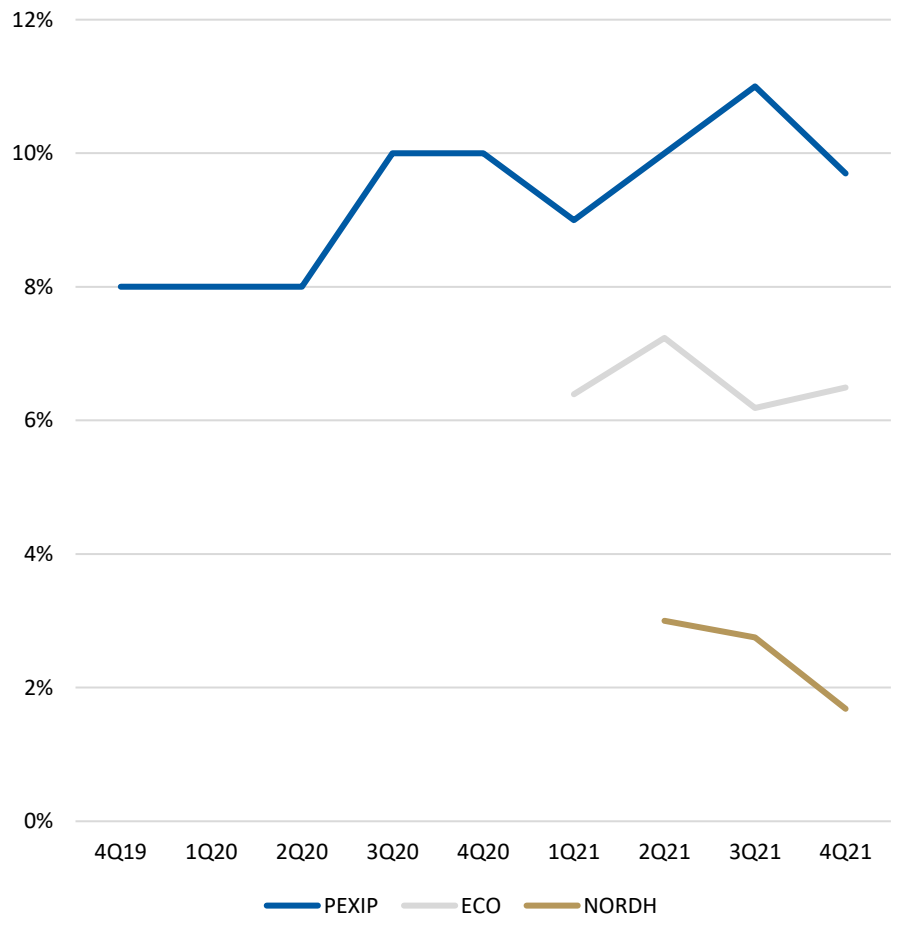
We have limited historical data on Norwegian net retention rates…

… And we cannot say much about the stickyness of NRR

Net retention rates



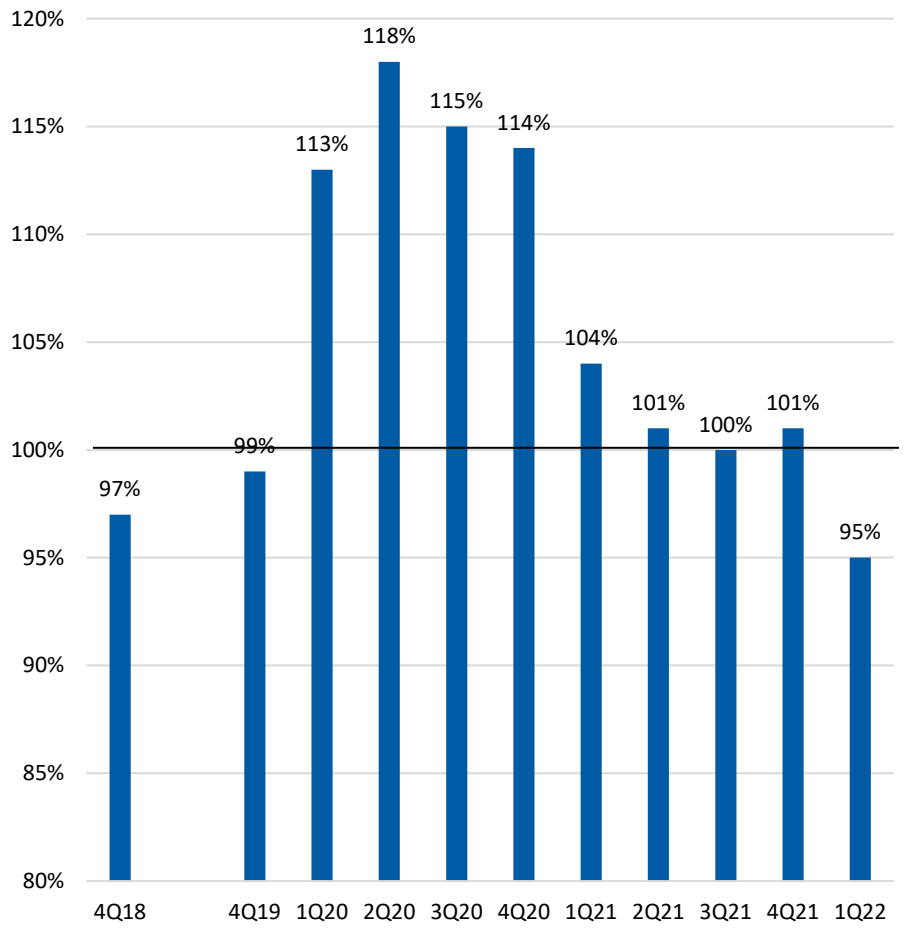
Churn



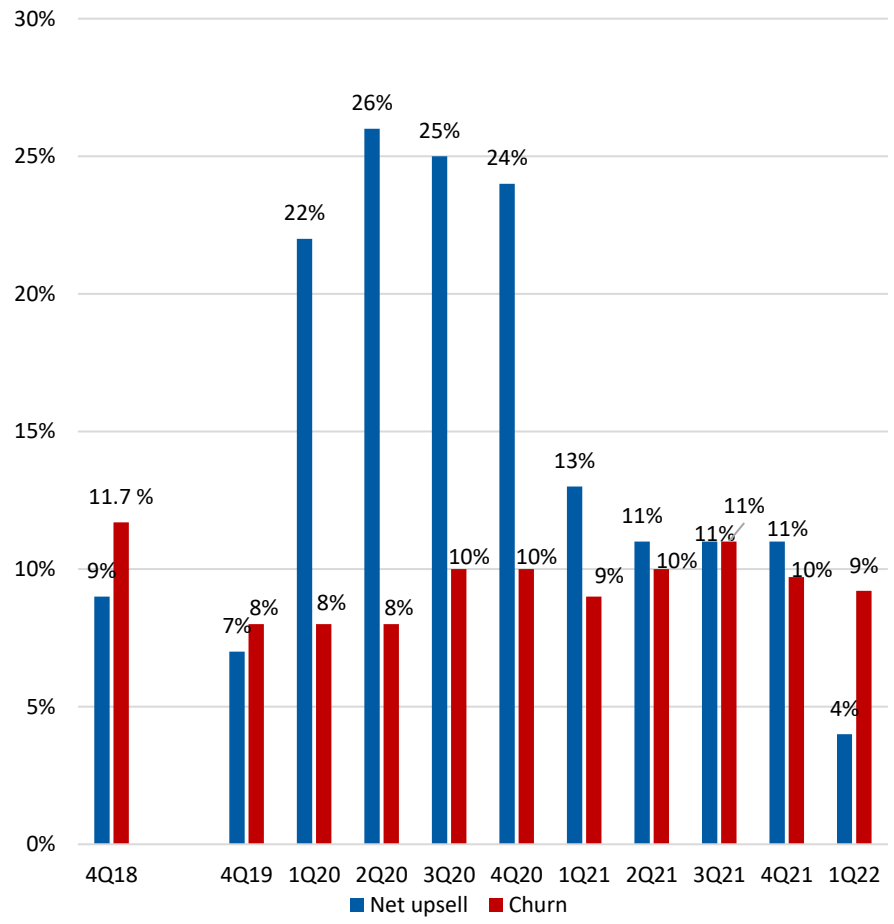
Source: SB1M, Company reports

…And we believe Pexip is a special case due to the direct impact of the pandemic…

Trailing LTM net retention rates Pexip



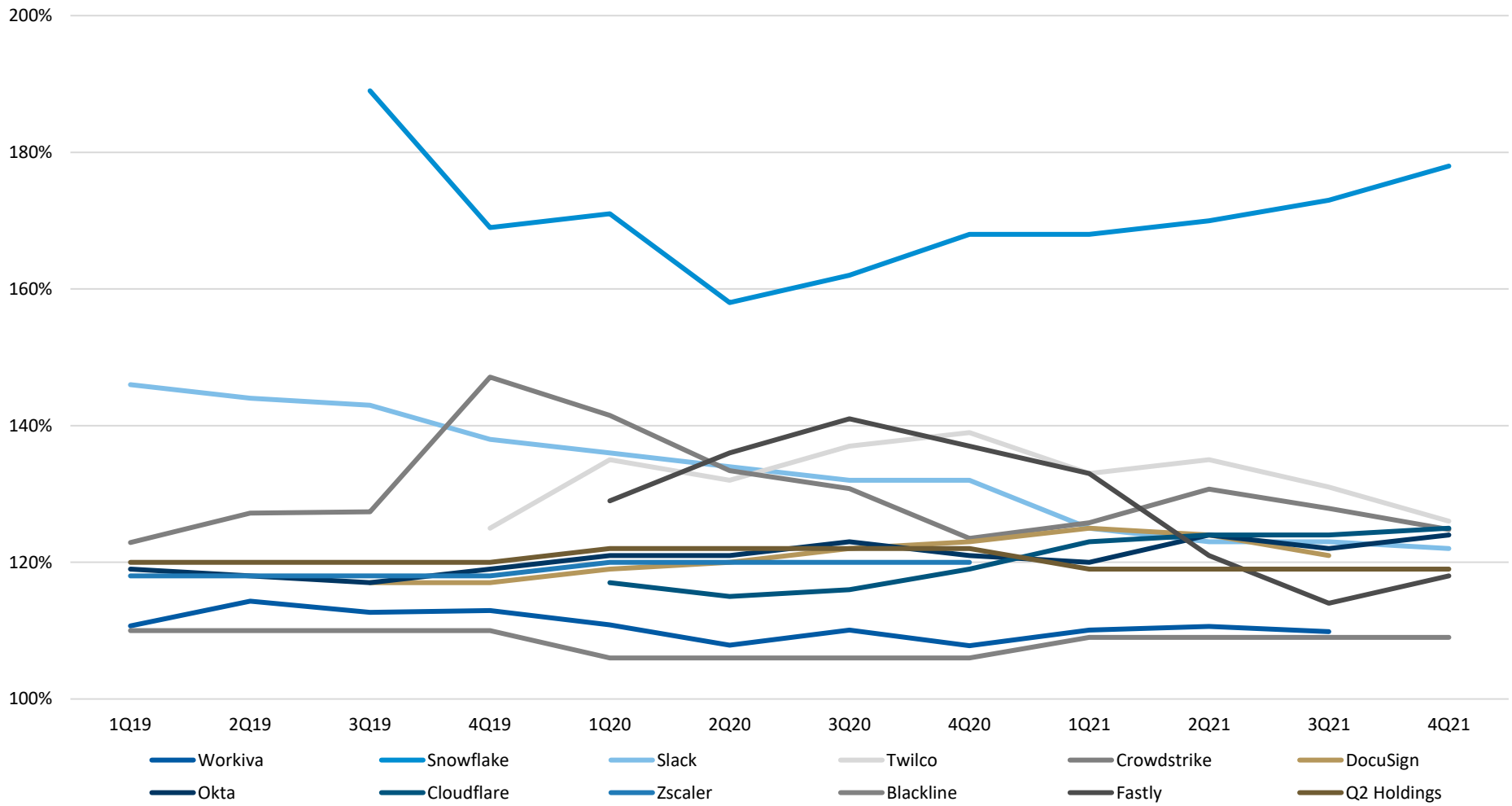
Split up in net upsales and churn



Source: SB1M, Company reports

…But looking at US companies it seems like NRR-rates are quite sticky…

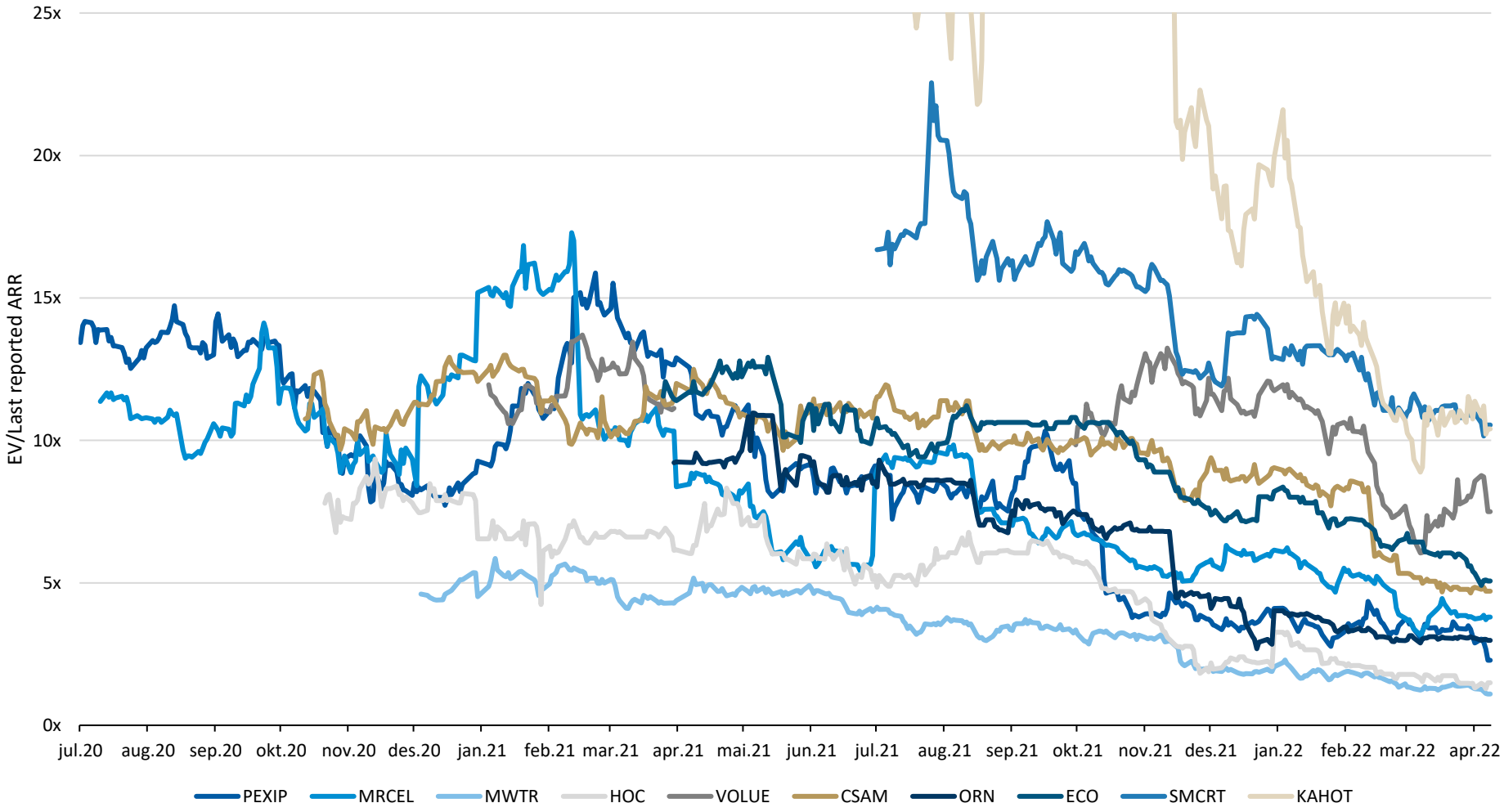
…which one should expect given the stickyness of product and service satisfaction



Source: SB1M, Company reports

EV/ARR development (1/3)

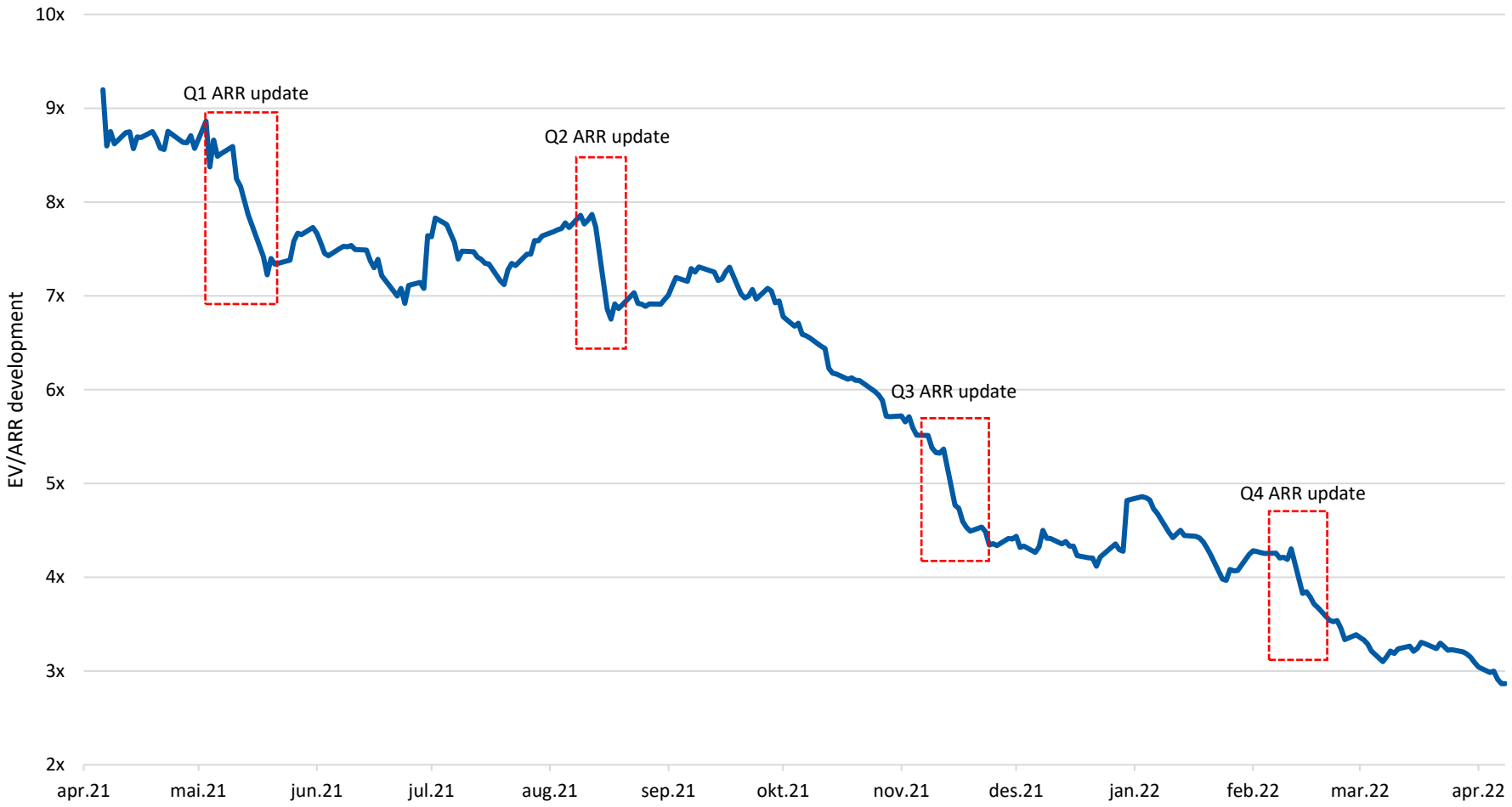
We observe multiple contraction in the Norwegian SaaS universe



Source: SB1M, Bloomberg, Company reports |*Enterprise value from Bloomberg, ARR from company reports

EV/ARR development (2/3)

We observe multiple contraction in the Norwegian SaaS universe*



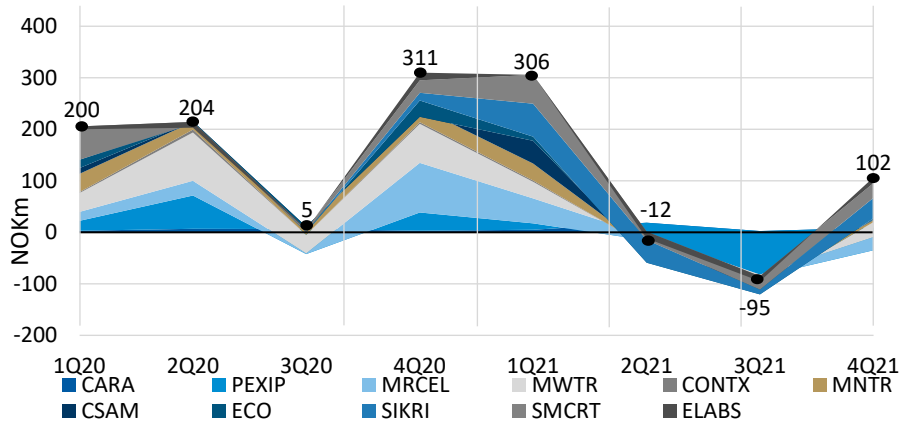
Source: SB1M, Bloomberg, Company reports | *Firms included are PEXIP, MRCEL, MWTR, HOC, CSAM, ORN & ECO

EV/ARR development (3/3)

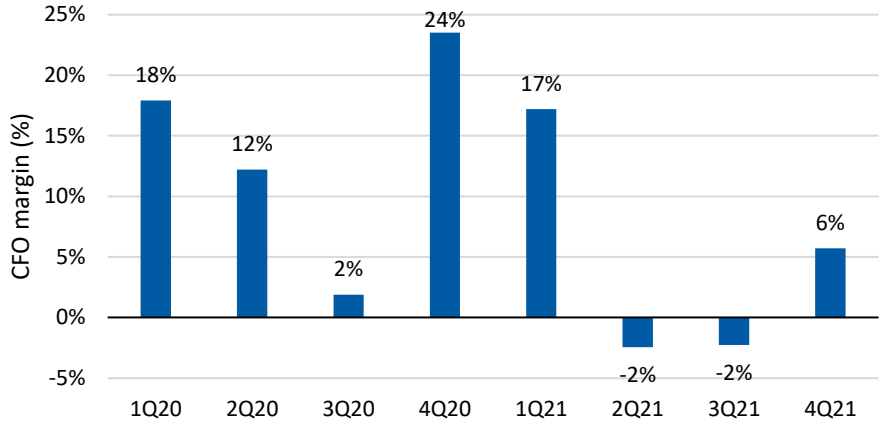
Source: SB1M, Bloomberg, Company reports | Firms included are KAHOT, PEXIP, MRCEL, MWTR, HOC, CSAM, ORN, ECO, SMCRT & NORDH

Cash flow development (1/4)

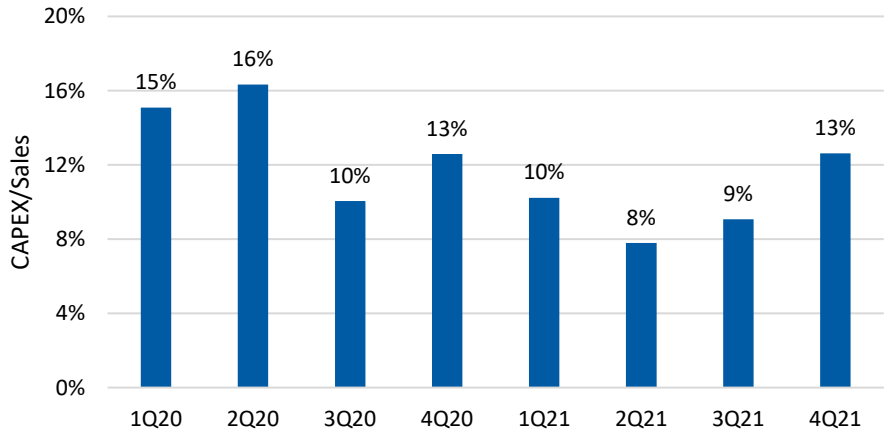
Sum CFO has increased in Q4 in part due to WC…



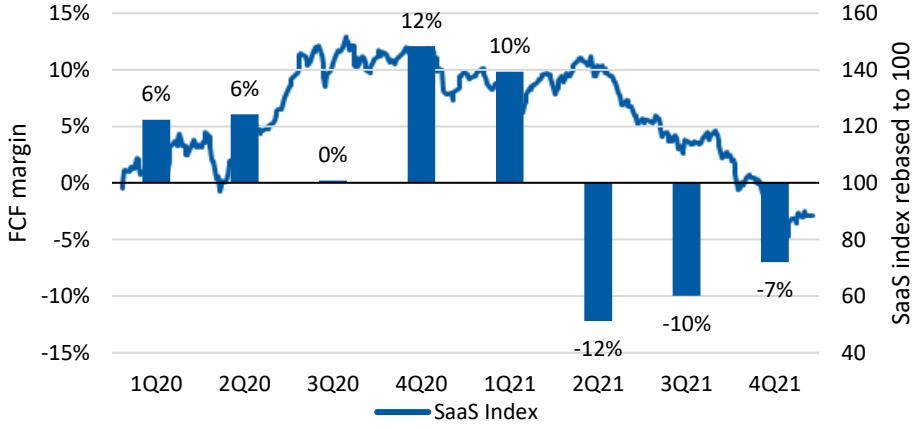
…which is also seen in the median CFO margins*…



..but with higher CAPEX/Sales medians..



..one still observes negative median FCF-margins



Source: SB1M, Company reports, Bloomberg |*Companies included in the medians are CARA, PEXIP, MRCEL, MWTR, CONTX, MNTR, CSAM, ECO, SIKRI, SMCRT & ELABS

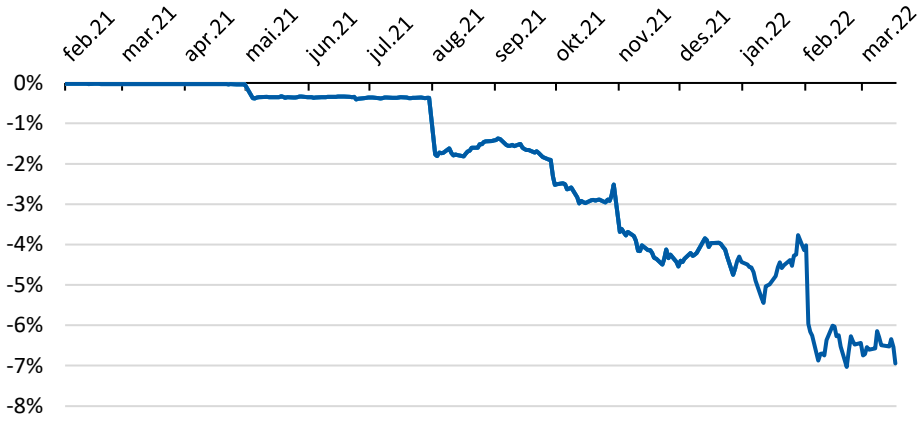
Cash Flow Development (2/4)

Investigating FCF-yields for the companies with negative FCFs in all periods (LTM 4Q20 – 3Q21)

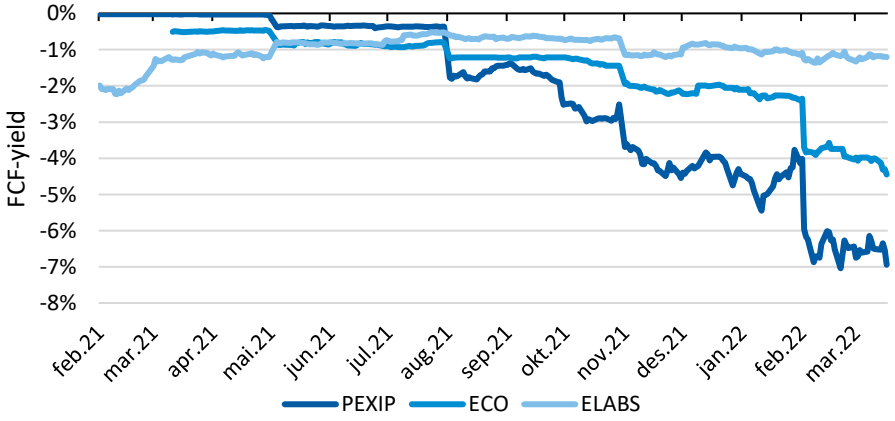
Explanation

- There are three companies with both cash flow data going back to 1Q20 & negative LTM free cash flows last 4 quarters; PEXIP, ECO & ELABS
- Remember, when FCFs are negative, both a lower FCF and a lower Mcap will lead to a lower FCF-yield. This is exemplified with Pexip to the right
- This in contrast to if FCFs are positive, as then a lower Mcap will all else equal lead to a higher FCF-yield

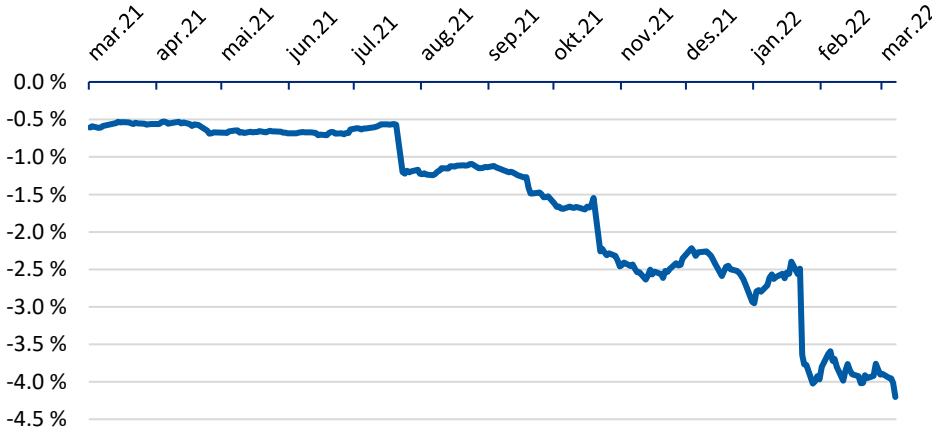
FCF-yield development for Pexip



FCF-yield development



Avg. FCF-yield development of PEXIP, ECO & ELABS



Source: SB1M, Company reports, Bloomberg

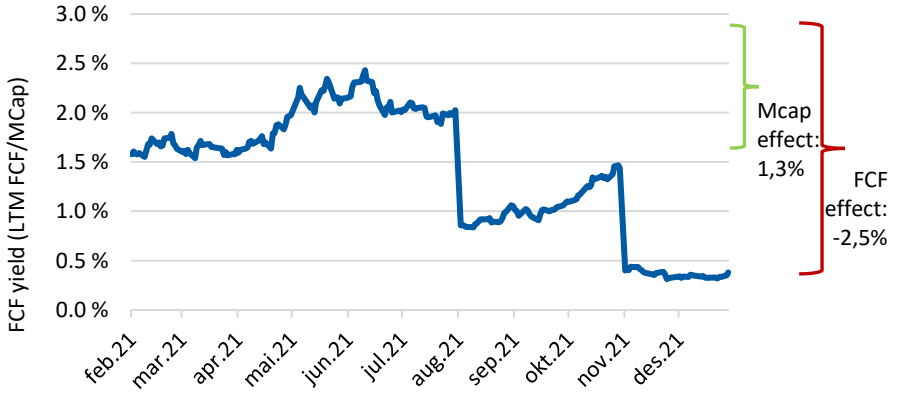
Cash flow development (3/4)

Investigating FCF-yields for the companies with positive FCFs in all periods (LTM 4Q20 – 4Q21)

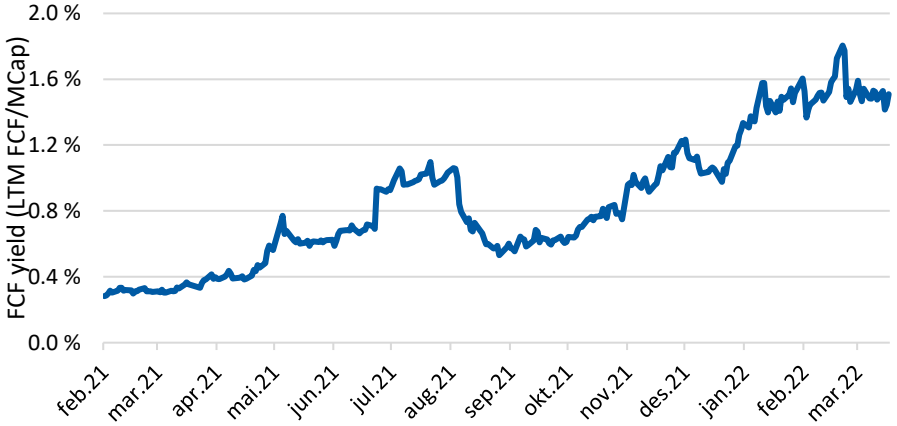
Explanation

- There are 3 of the total 19 SaaS peers that provide data going back to 1Q20 & have positive LTM FCFs last 5 quarters; KAHOT, MNTR & SMCRT
- Overall, most of our SaaS peers have seen both a negative Mcap and FCF development. When all FCFs are positive, these effects point in opposite directions. To the right we have provided an example with MRCEL where the falling FCF effect is stronger than the falling Mcap effect.
- Below we provide an example of a firm (KAHOT) with falling Mcap and increasing FCFs, leading to a 2x positive effect on FCF-yield - which has not been seen that often lately

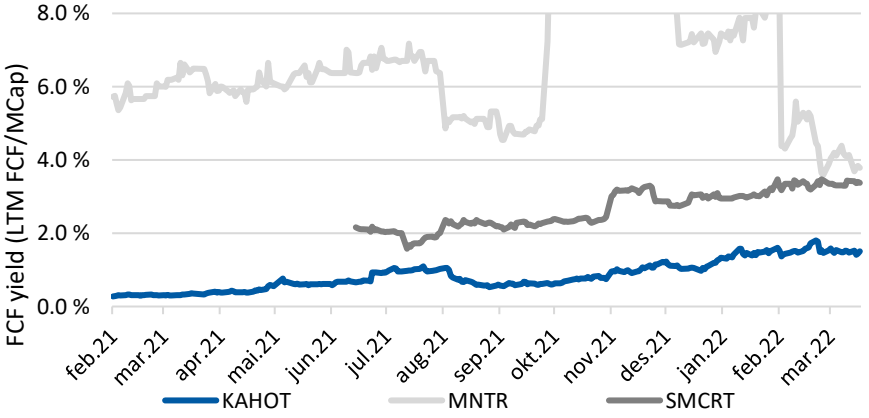
MRCEL with negative FCF-yield dev. due to FCF effect*



KAHOT with falling Mcap and increasing FCFs -> yield↑



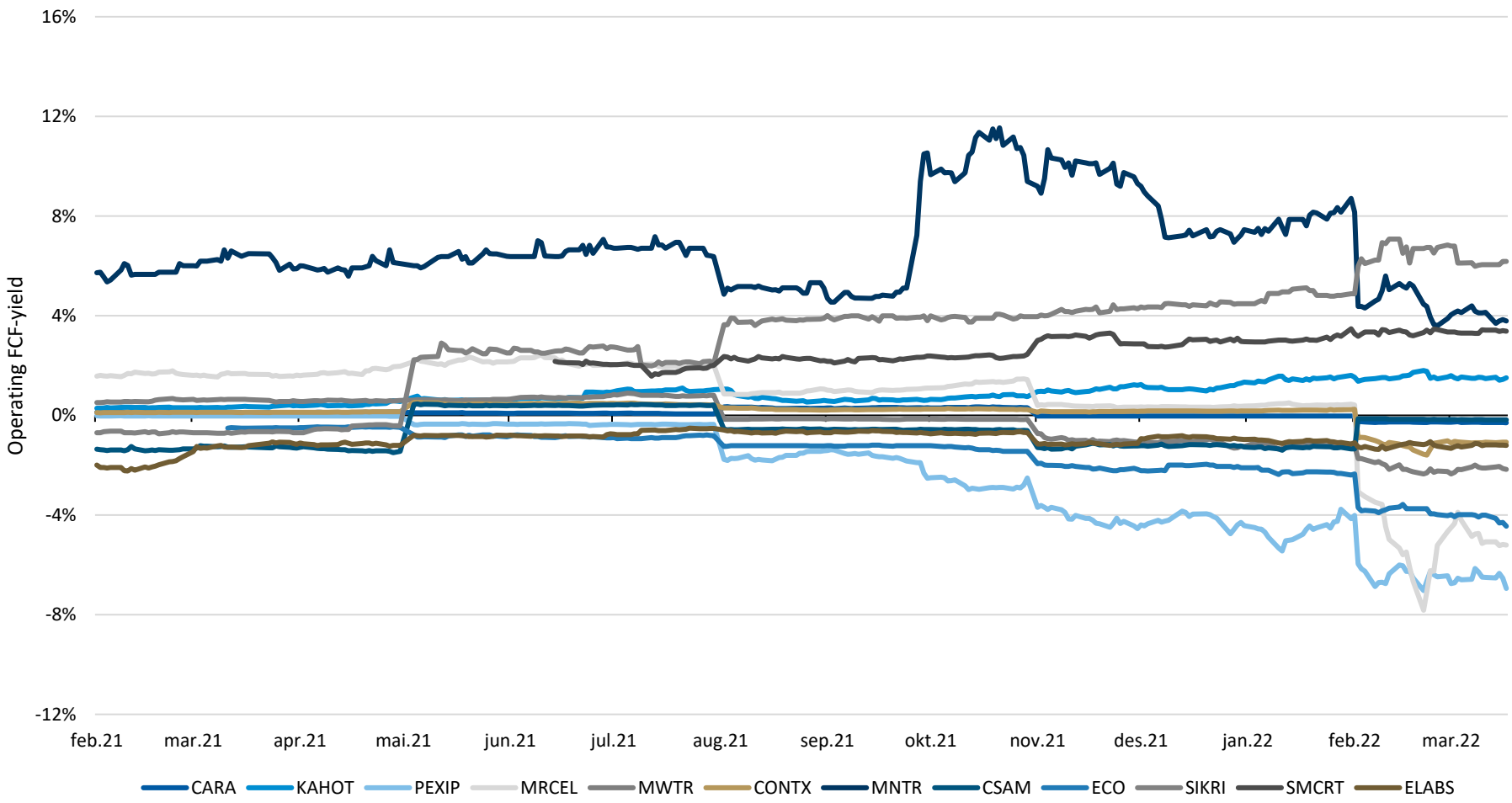
FCF-yield development for the selected SaaS peers



Source: SB1M, Company reports, Bloomberg | *MRCEL with negative LTM FCF in 1Q22, and thus not updated

Cash flow development (4/4)

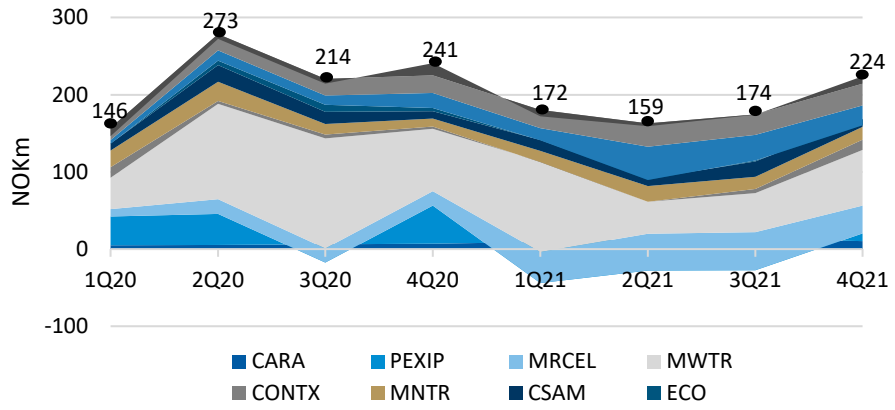
Operating Free Cash Flow Yields ((LTM CFO - Capex ex M&A)/Mcap) for our Norwegian SaaS peers*



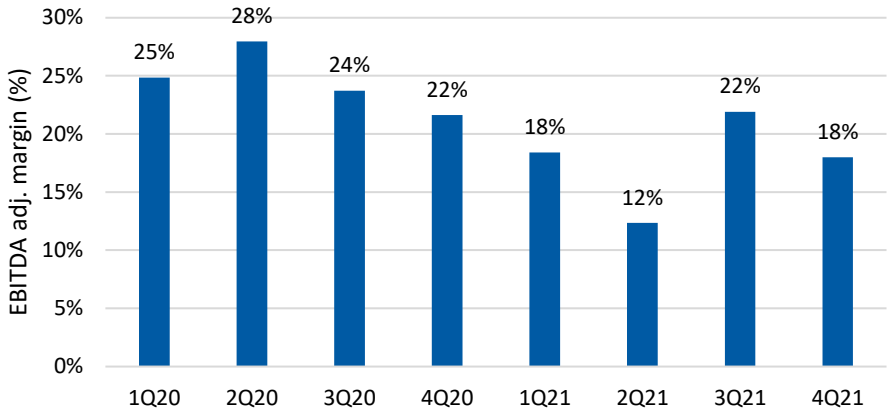
Source: SB1M, Company reports, Bloomberg |*For instance Sikri yields operating FCF yield of >6%, however this is before one includes leasing and interest rate payments

Op. FCF* development

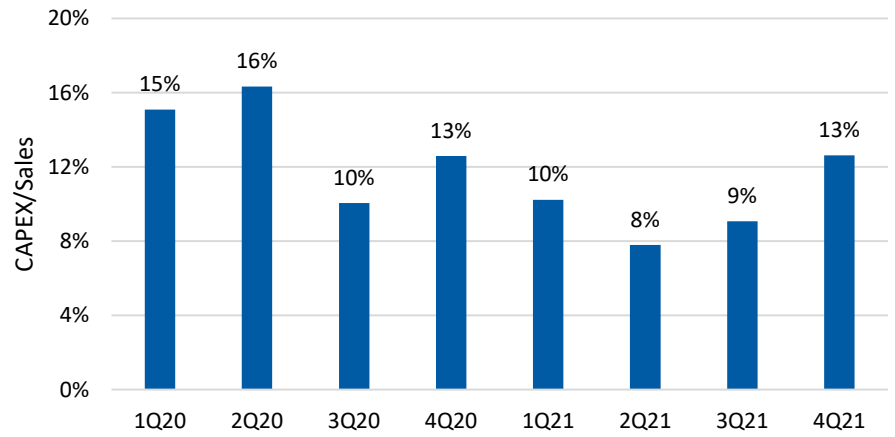
Sum EBITDA adj. much higher than CFO in 2- &3Q21



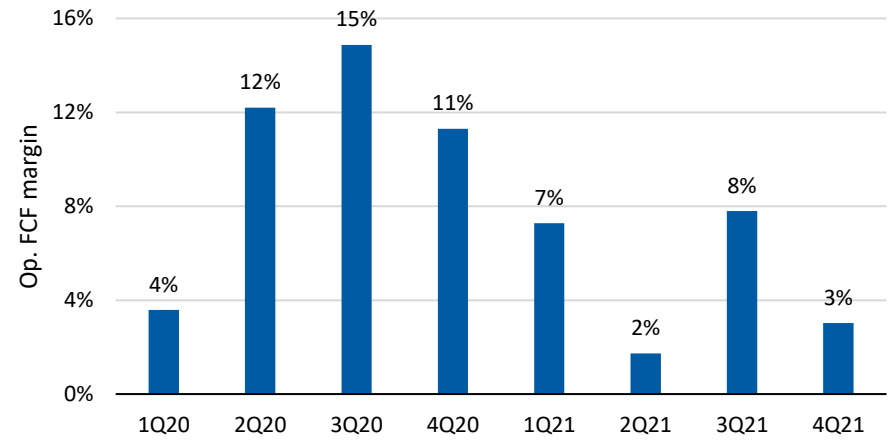
...Which is also found from the median** margin



..combined with fairly steady CAPEX/Sales medians..



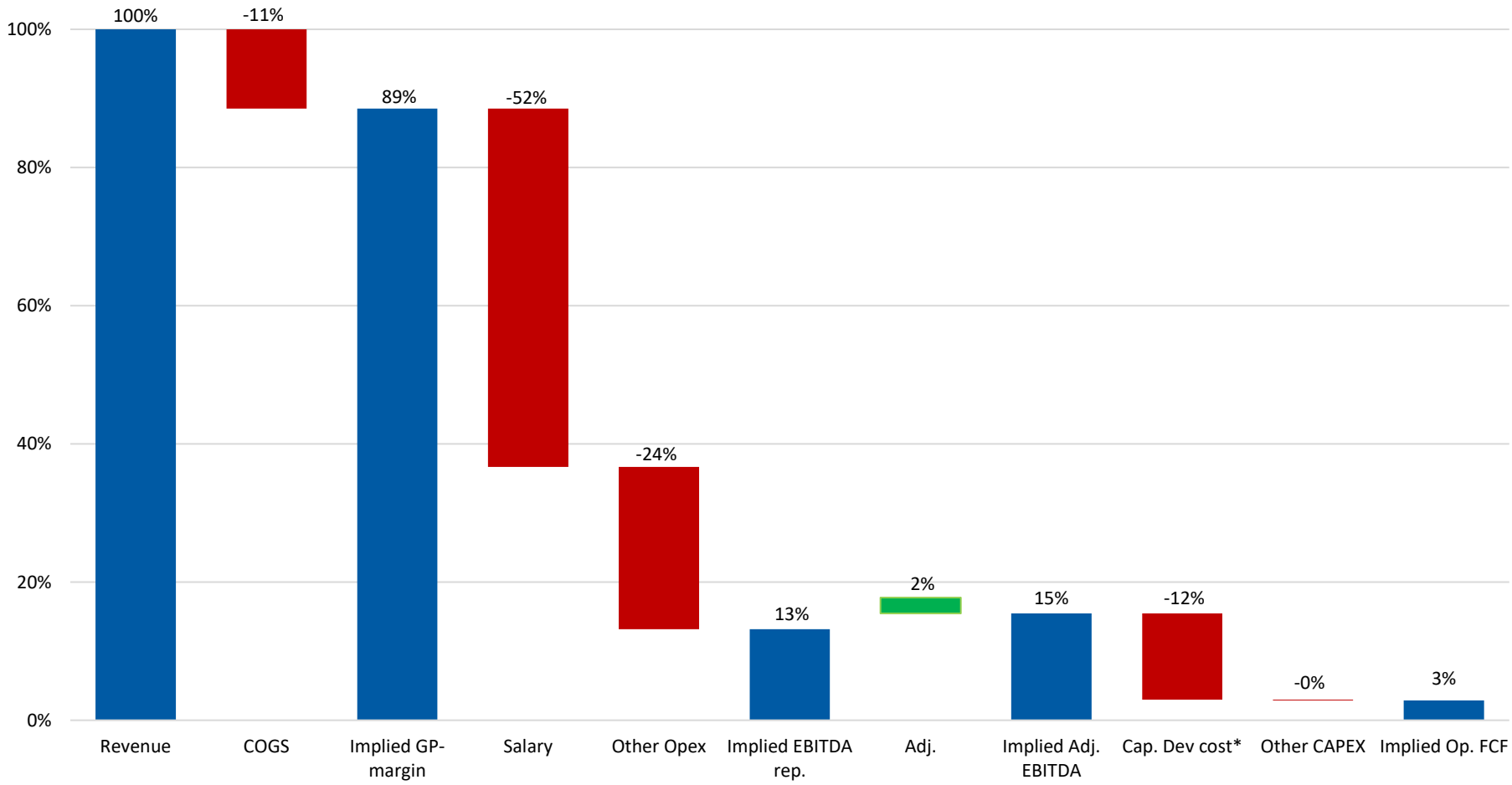
...yields a higher Op. FCF margin than FCF margin



Source: SB1M, Company reports | *EBITDA adj. – CAPEX | **Companies included in the medians are CARA, PEXIP, MRCEL, MWTR, CONTX, MNTR, CSAM, ECO, SIKRI, SMCRT & ELABS

P&L break down - Salary the largest cost component for SaaS companies

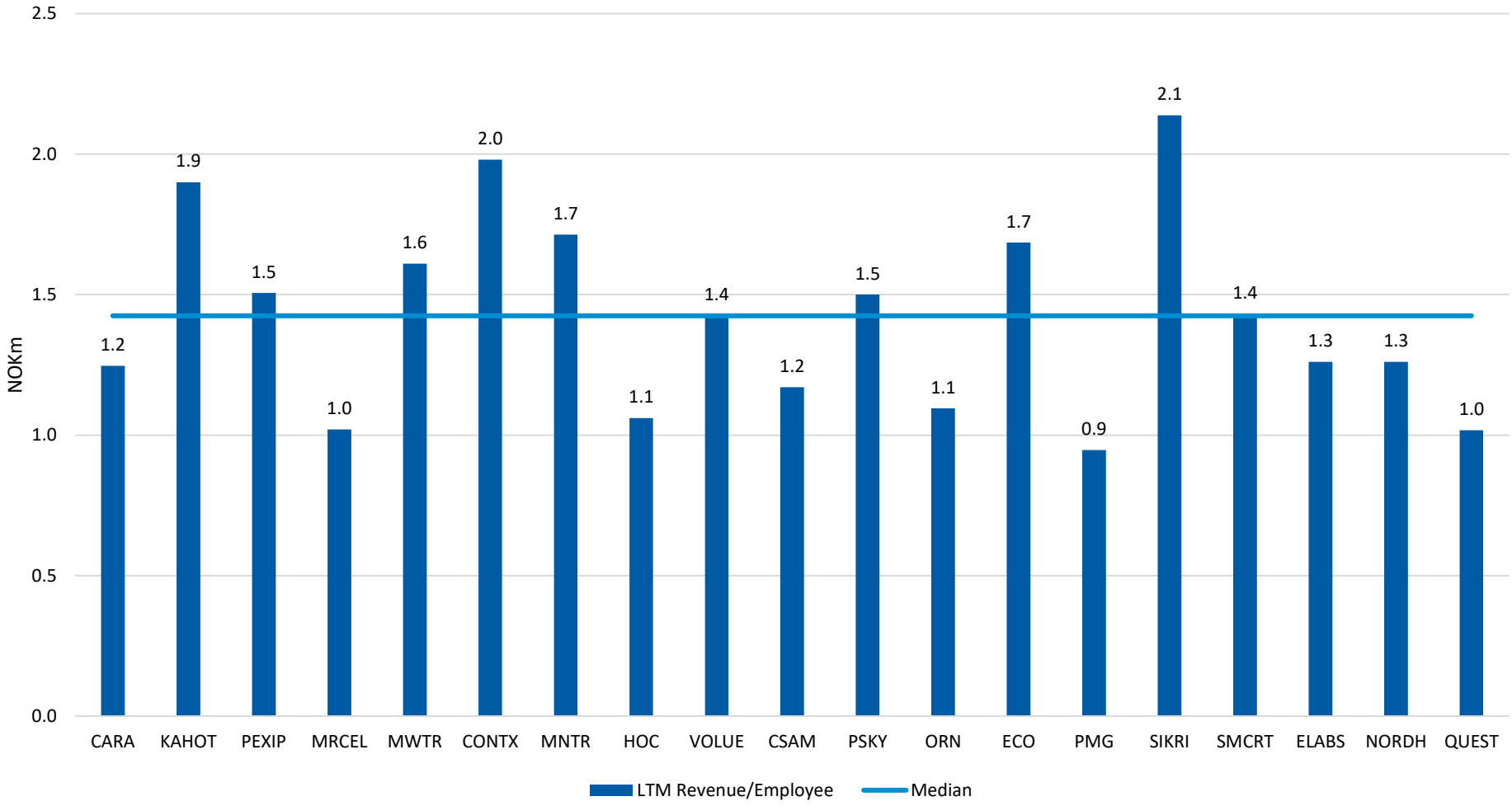
Based on Q4 medians of our Norwegian SaaS peers



Source: SB1M, Company reports | With implied we have calculated the for instance the EBITDA rep. median from the cost medians. Thus, these implied medians differ from the actual medians seen in the next slides. | *Notice that some firms do not split capitalized development costs and other CAPEX

LTM revenue per employee

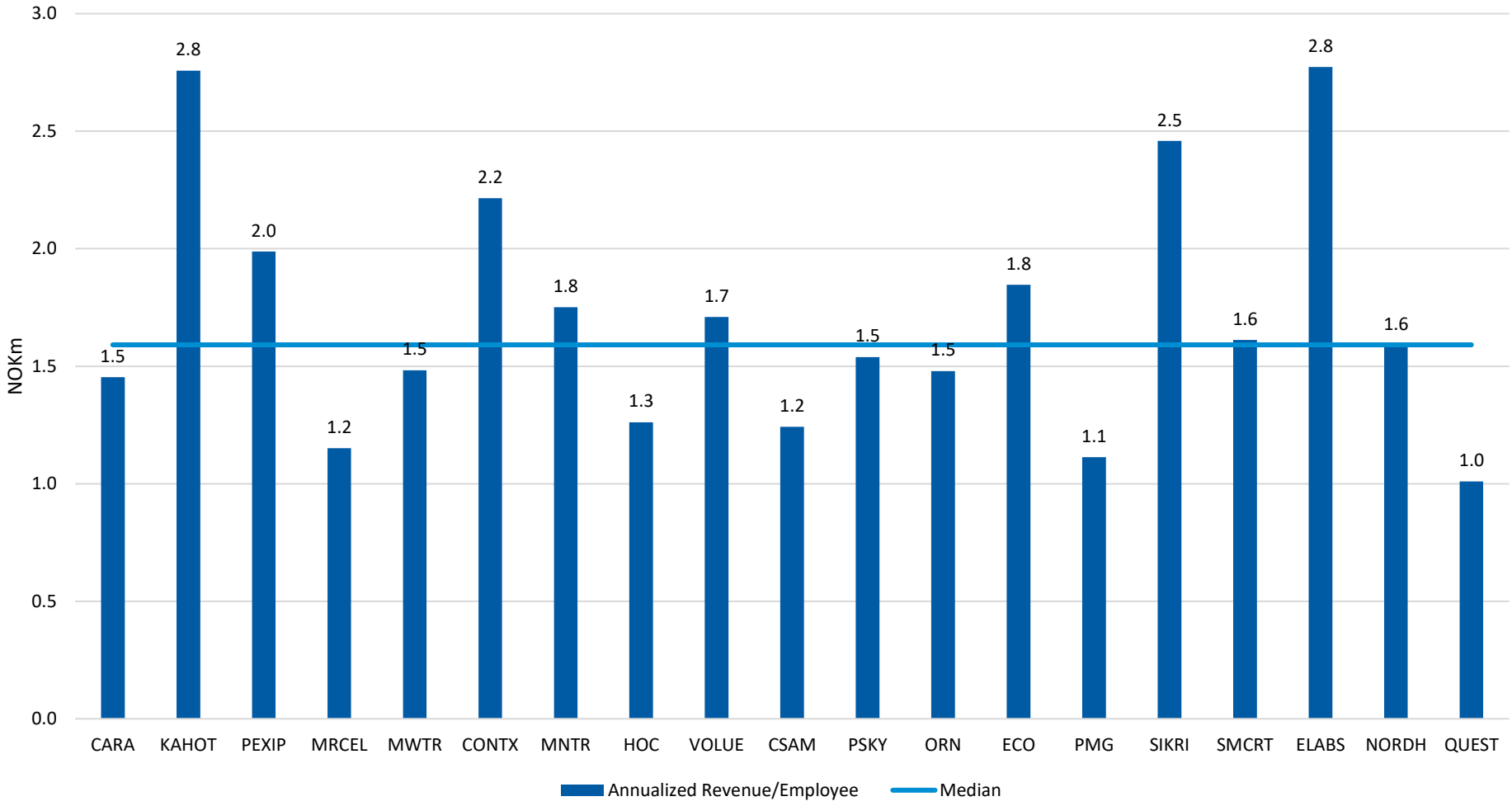
Based on Q4 reports of our Norwegian SaaS peers



Source: SB1M, Company reports

Annualized revenue per employee

Based on Q4 reports of our Norwegian SaaS peers



Source: SB1M, Company reports

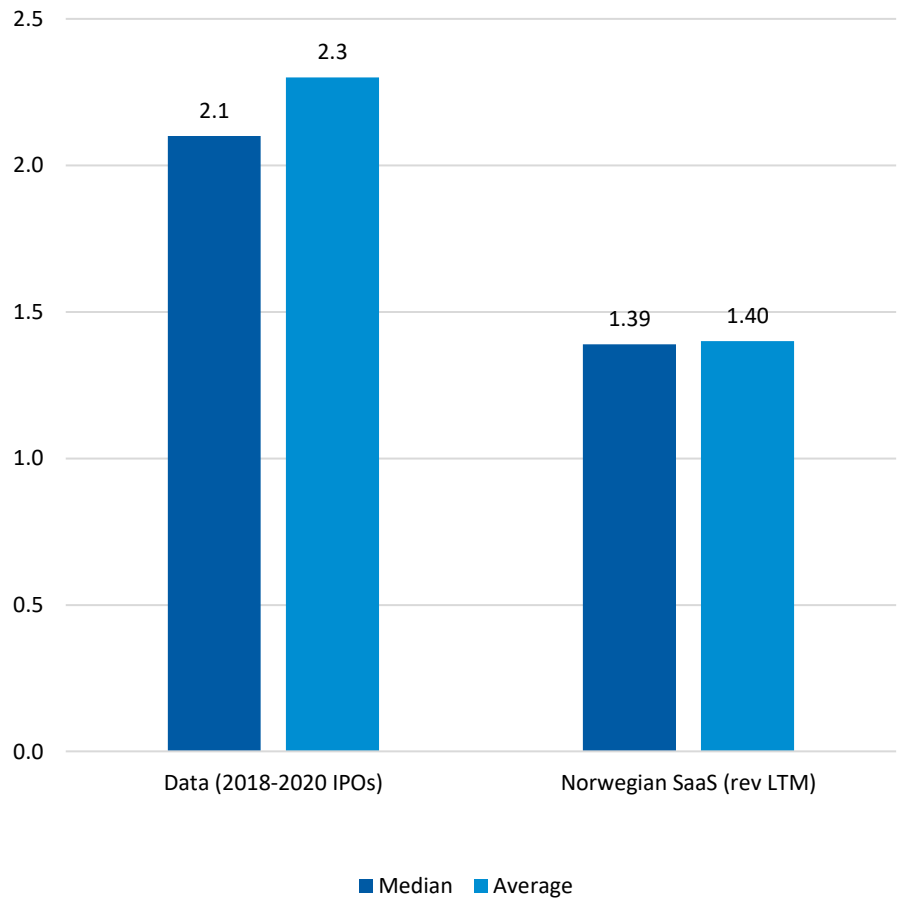
Norwegian SaaS companies with lower revenues per employee

SaaS revenue per employee data

The data take a look at the employee count and revenue for 77 publicly traded SaaS companies to determine revenue per employee. The data is summarized below and show median of NOK2.2m. For newer companies that IPOs after 2018, the median was NOK2.1m.

All IPO's	Revenue/employee (USDk)	USDNOK	Revenue/employee (NOKm)
10 highest	556	8.5	4.7
Average	294	8.5	2.5
Median	***264***	***8.5***	***2.2***
10 lowest	164	8.5	1.4
2018-2020 IPOs			
Average	265	8.5	2.3
Median	***244***	***8.5***	***2.1***

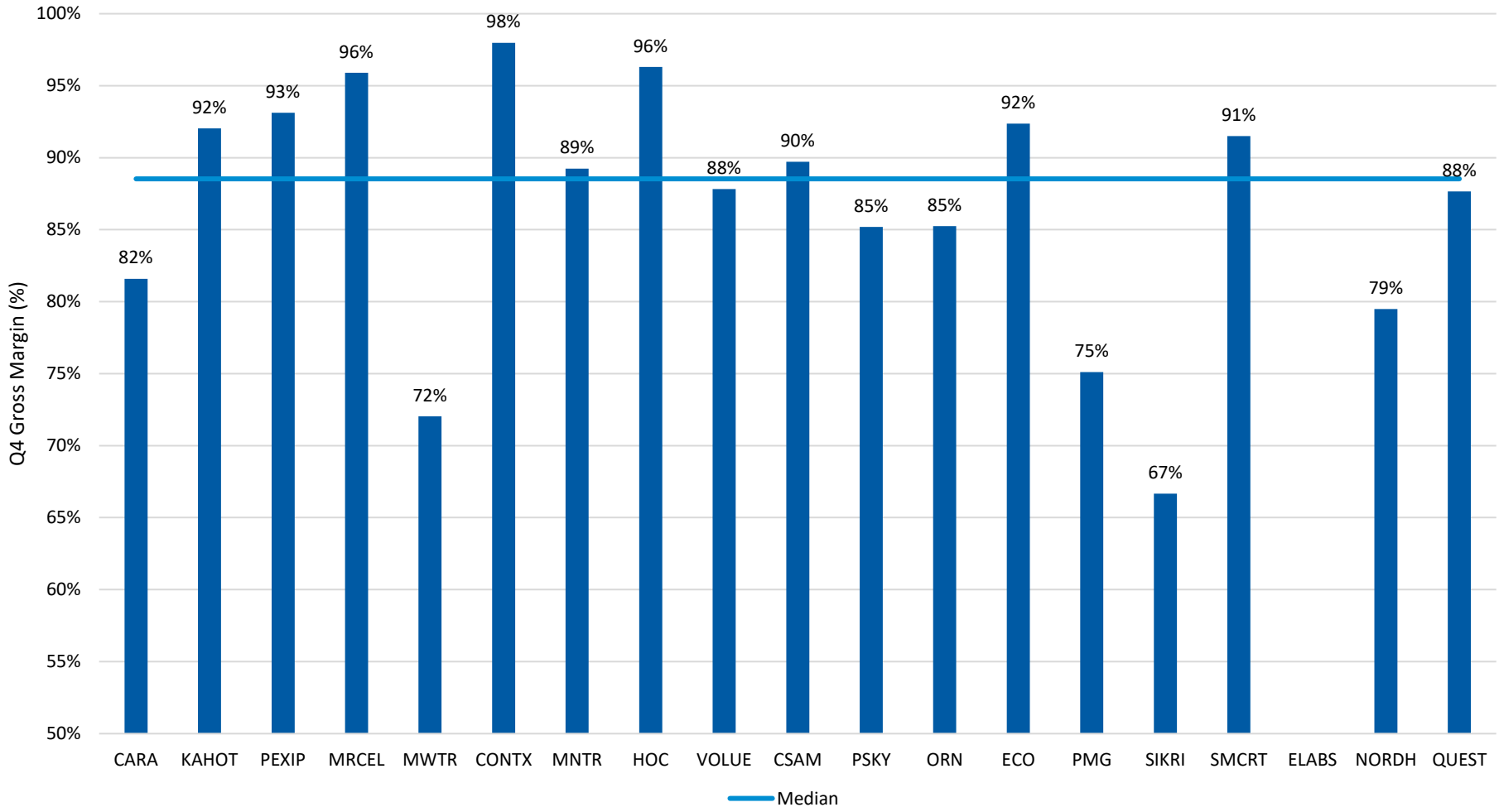
Comparison data vs Norwegian SaaS peers



Source: SB1M, https://blossomstreetventures.medium.com/saas-revenue-per-employee-data-5ce87bd59ce0

SaaS companies enjoy high gross margins

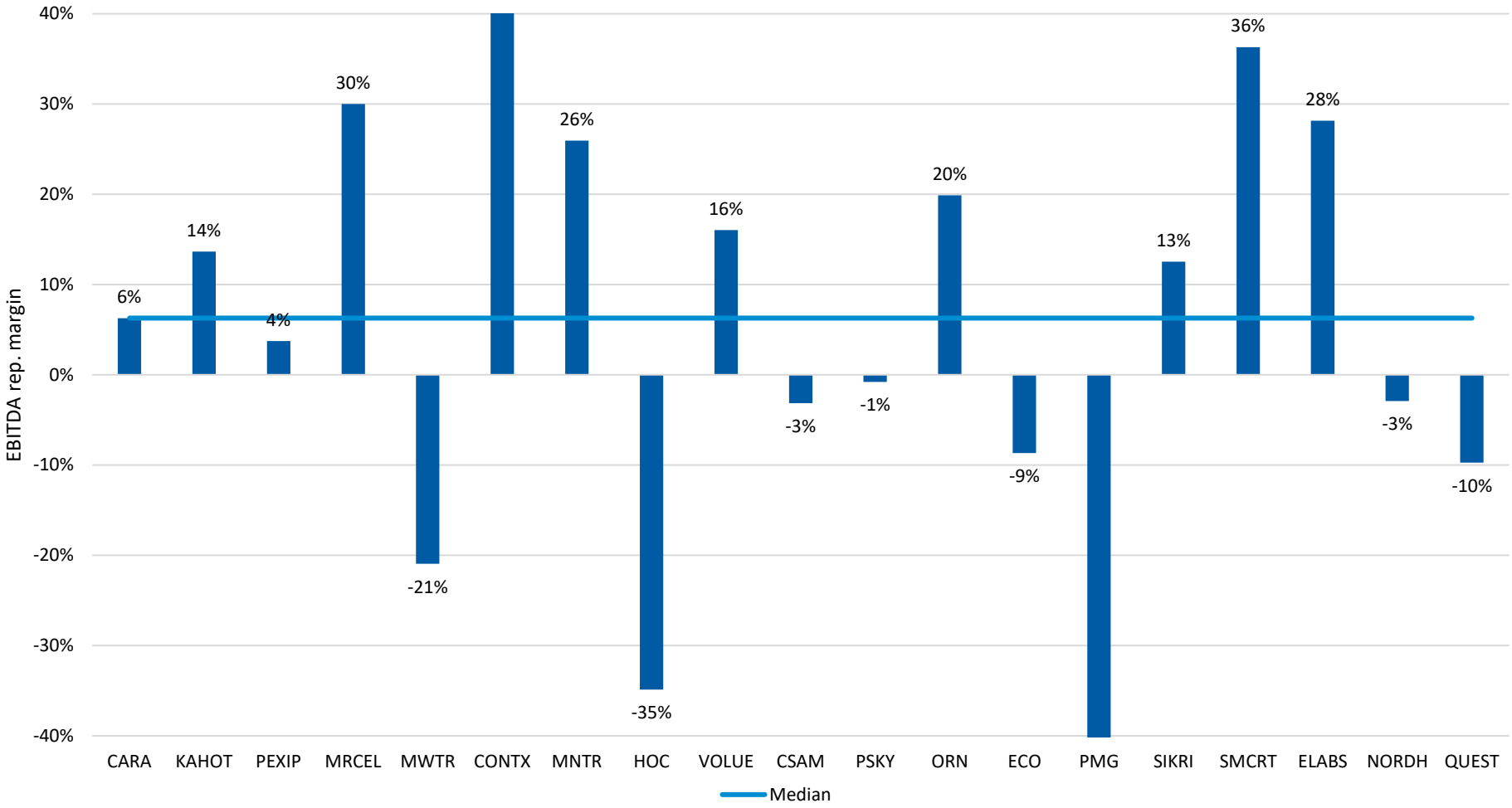
COGS include network, delivery costs and services personnel (maintenance, training, etc.)



Source: SB1M, Company reports | *ELABS does not report COGS

EBITDA rep. margins in the Norwegian SaaS universe

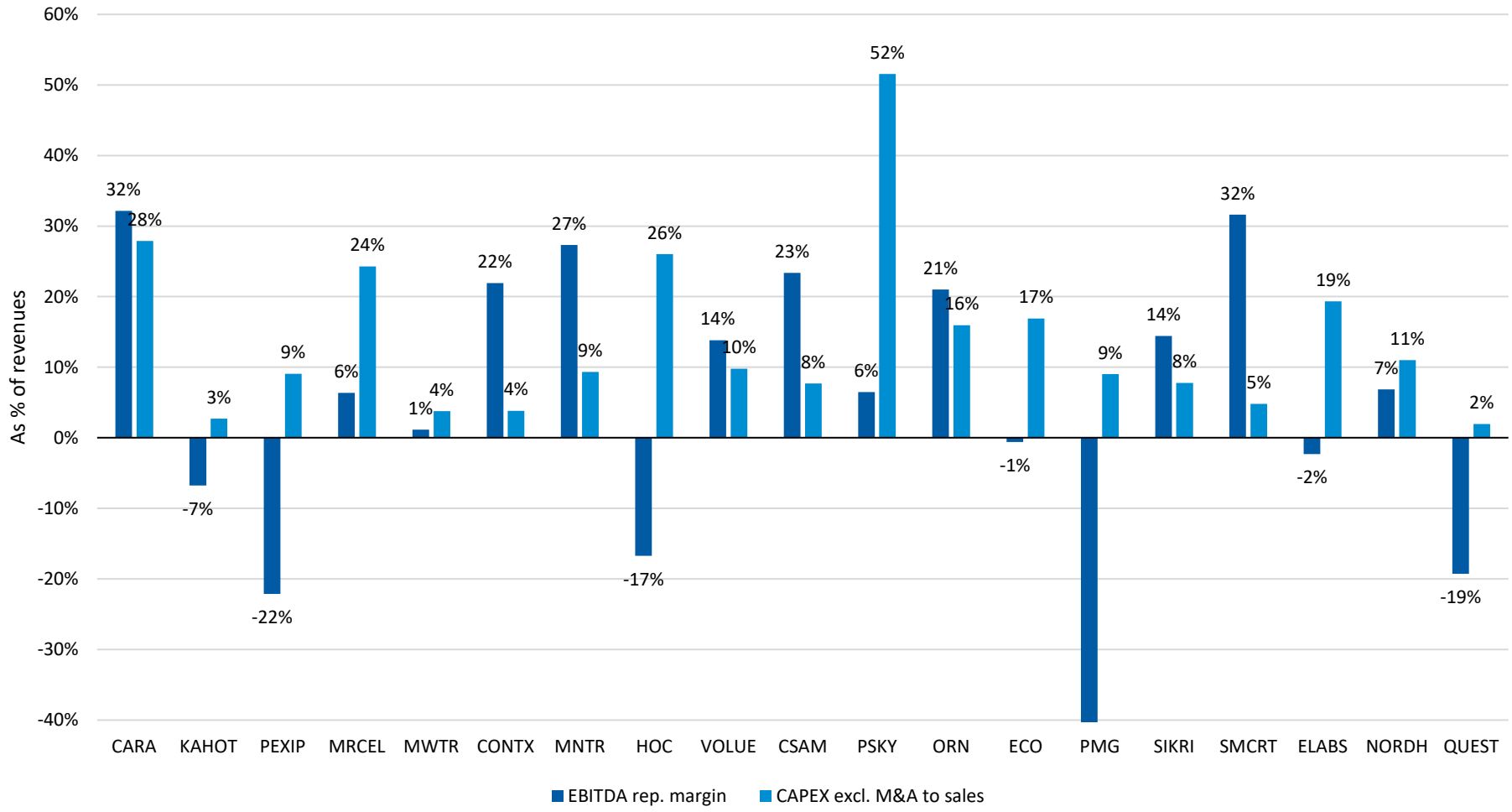
Based on Q4 reports of our Norwegian SaaS peers



Source: SB1M, Company reports

EBITDA rep. margin vs CAPEX to sales

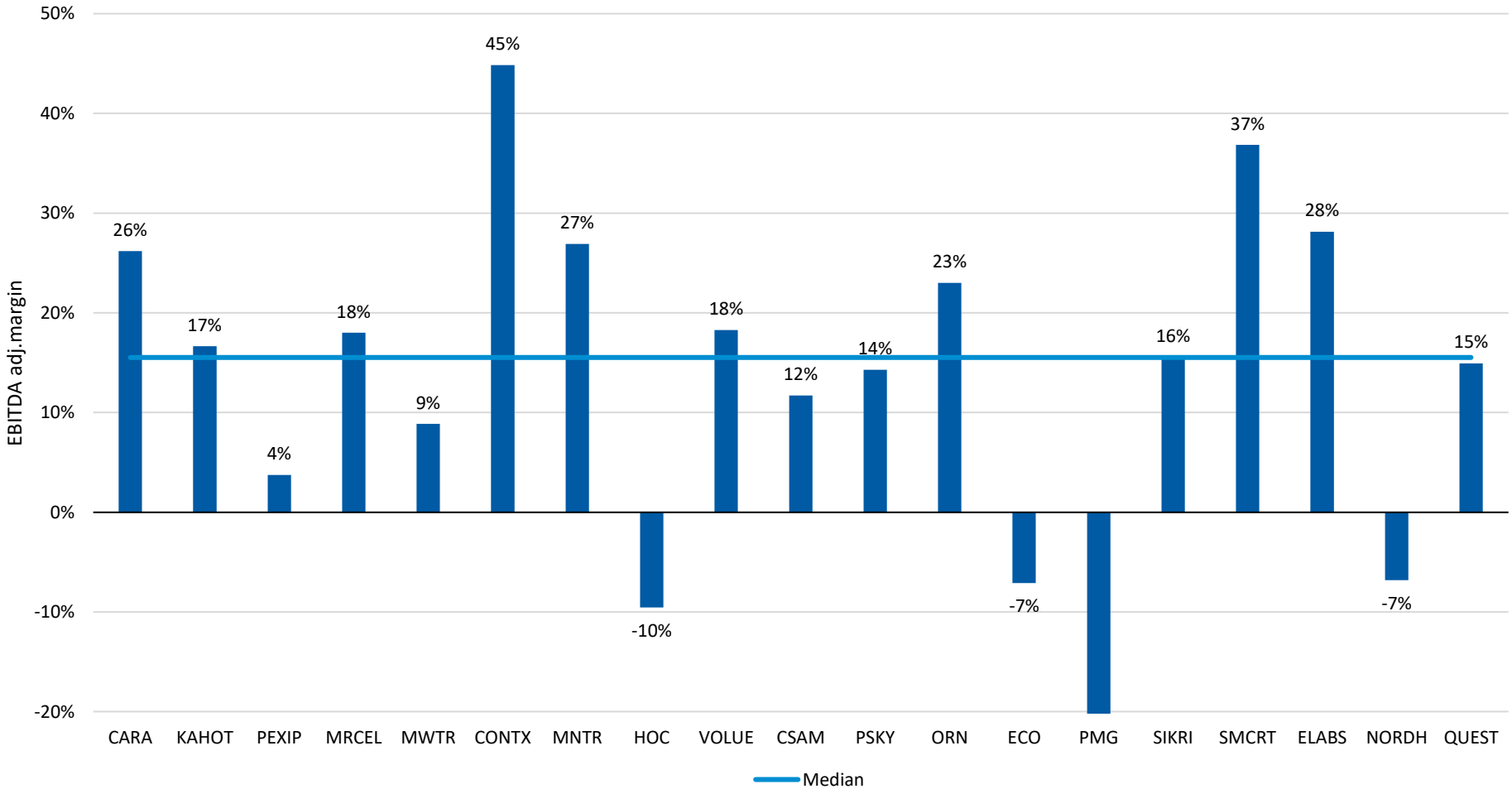
Based on Q4 reports of our Norwegian SaaS peers



Source: SB1M, Company reports

EBITDA adj. margins in the Norwegian SaaS universe

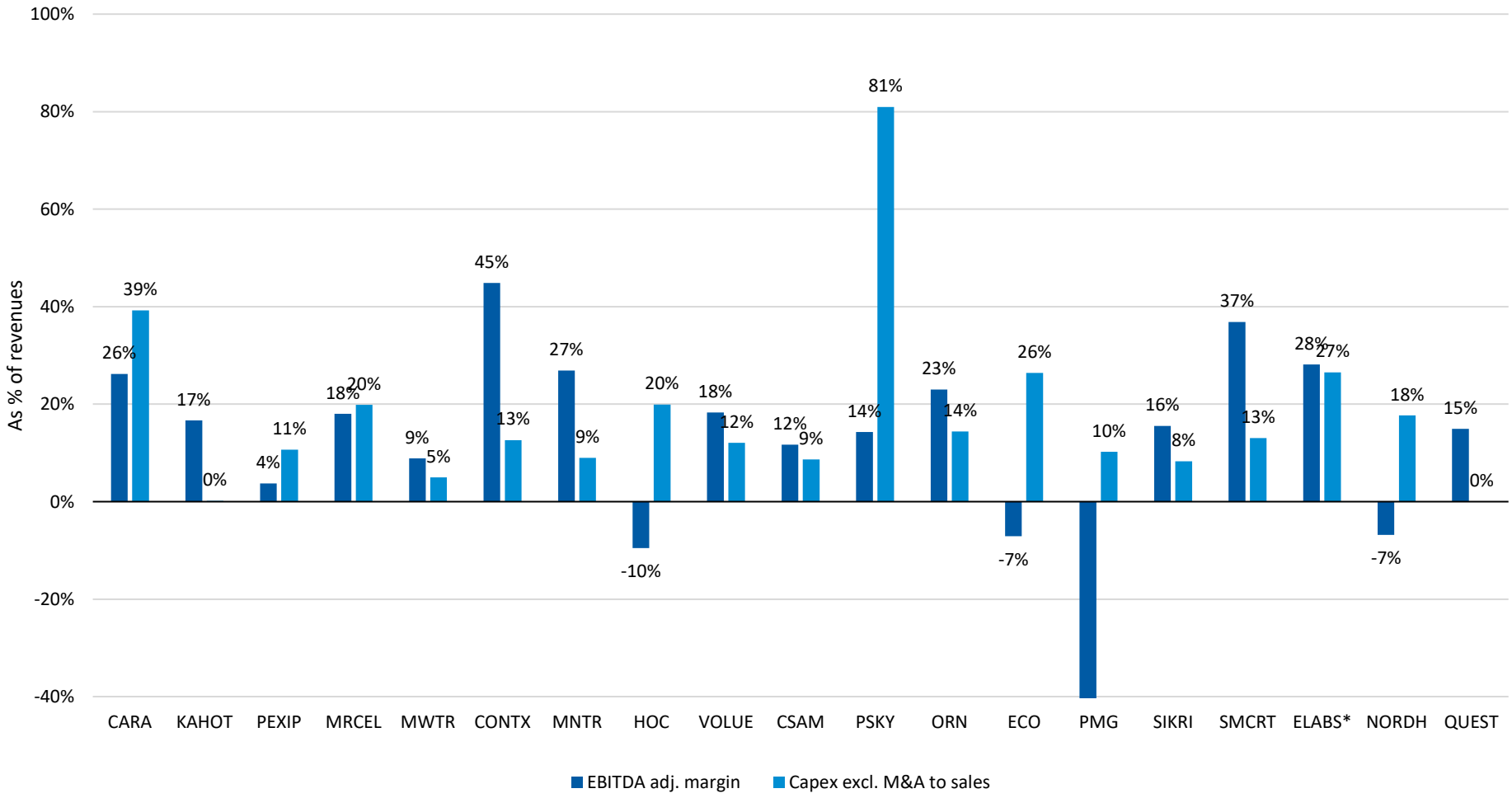
Based on Q4 reports of our Norwegian SaaS peers



Source: SB1M, Company reports

EBITDA adj. margin vs CAPEX to sales

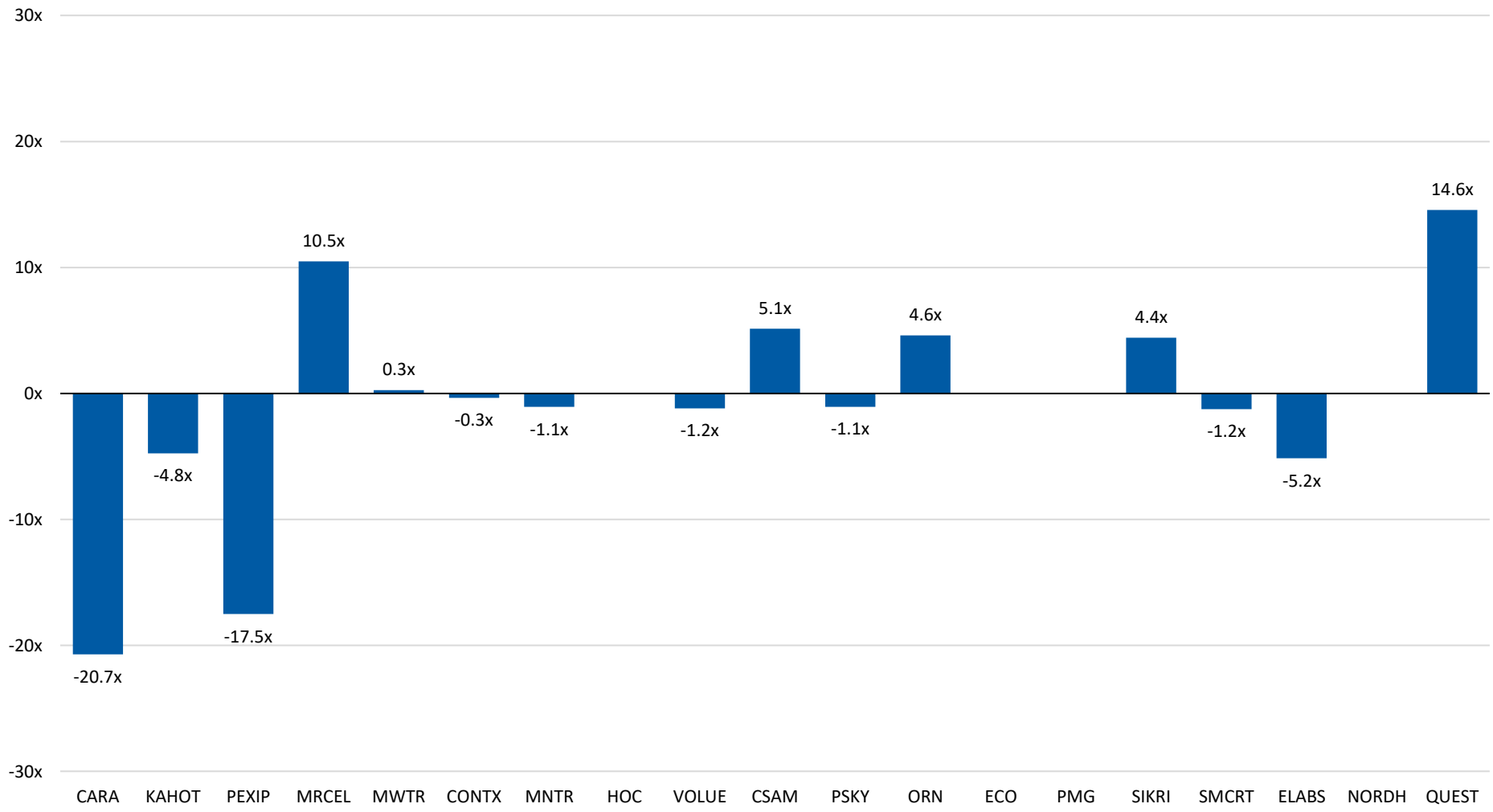
Based on Q4 reports of our Norwegian SaaS peers



Source: SB1M, Company reports

Overall, most SaaS companies are net cash (negative NIBD/EBITDA adj.)

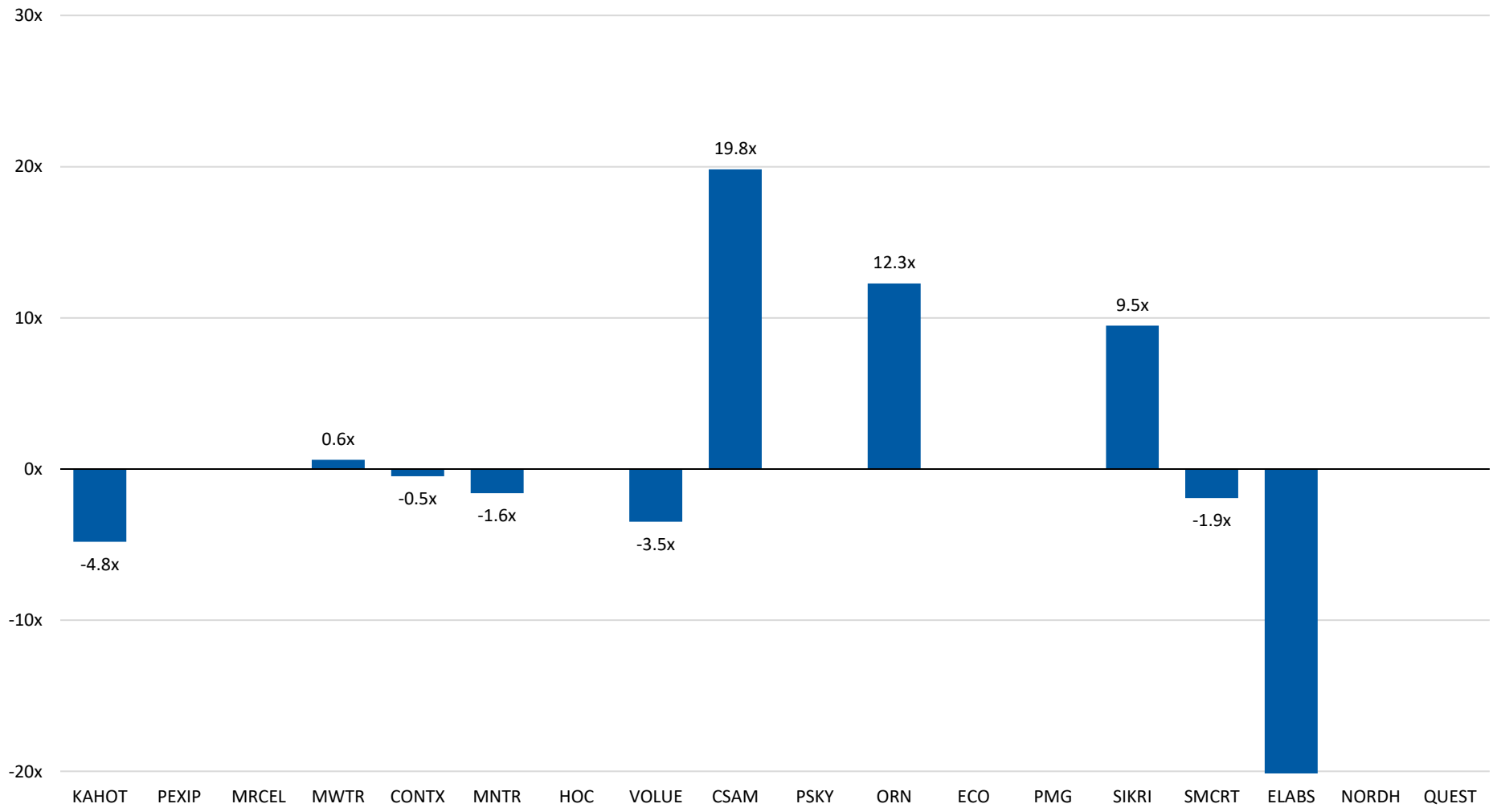
Calculated as last rep. NIBD/4Q annualized EBITDA adj. (companies with negative EBITDA excl.)



Source: SB1M, Company reports

NIBD/OpFCF overview

Calculated as last rep. NIBD/annualized EBITDA adj – CAPEX (companies with negative OpFCF excluded)



Source: SB1M, Company reports | PEXIP, MRCEL, HOC, PSKY, ECO, PMG, ELABS & NORDH excluded due to negative OpFCF

Norwegian Peers (based on consensus)

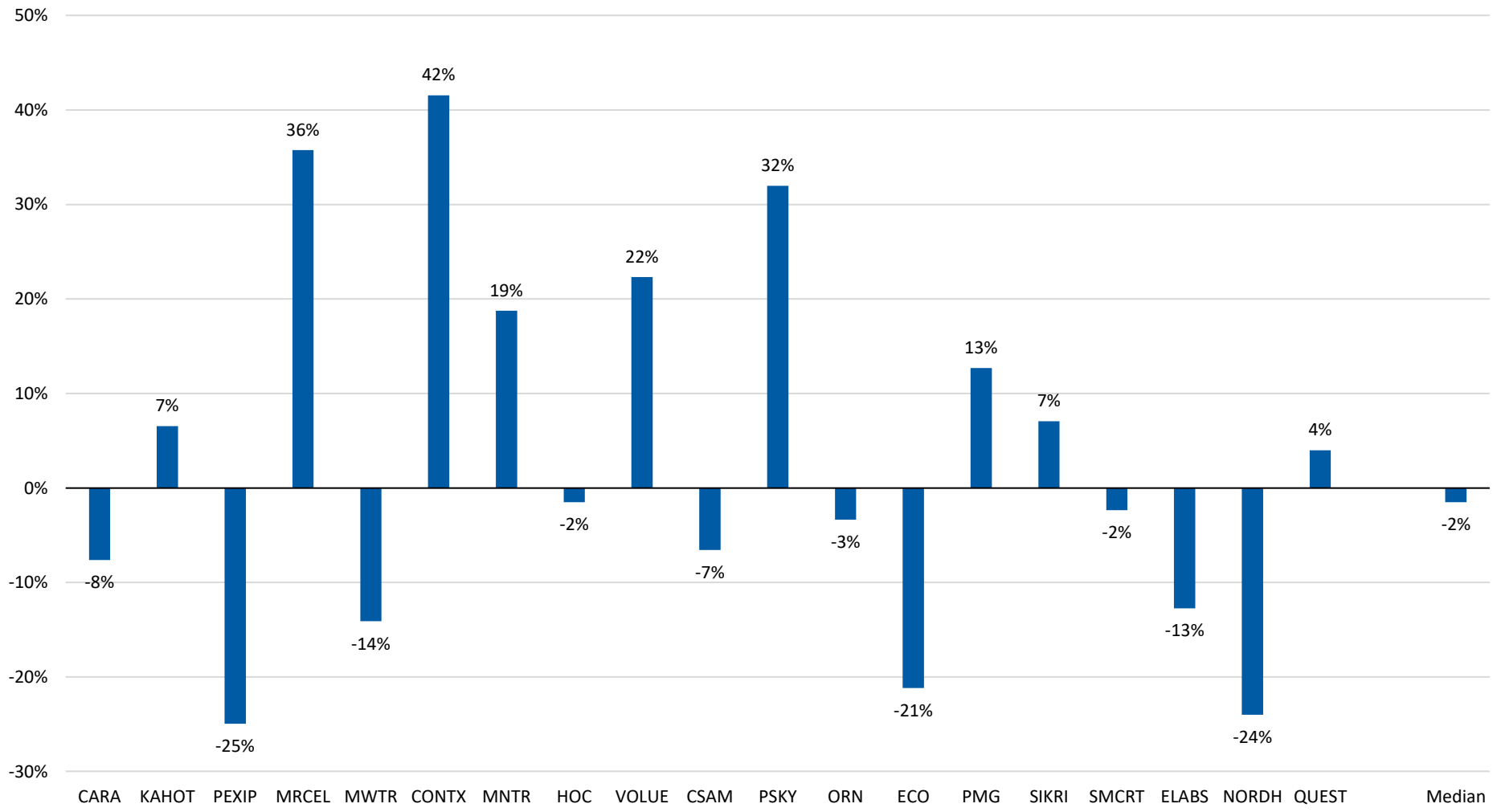
Norwegian SaaS peer group

Based on Bloomberg consensus

	Share price performance			EV/EBITDA			Hist.	EV/EBIT			Hist.	P/E			Hist.	FCF yield (%	Hist.	Div yield (%)			EV/Sales			Hist.
	1m	3m	6m	2021	2022	2023	5Y avg.	2021	2022	2023	5Y avg.	2021	2022	2023	5Y avg.	T12m	5Y avg.	2021	2022	2023	2021	2022	2023	5Y avg.
CARASENT ASA	-8 %	-37 %	-48 %	21.8x	15.6x	10.5x	36.8x	41.2x	27.0x	16.0x	57.7x	66.1x	71.0x	n.a.	96.0x	- 4.85	- 5.25	n.a.	n.a.	n.a.	7.5x	4.8x	3.9x	11.7x
KAHOOT! ASA	7 %	-44 %	-59 %	61.7x	30.7x	16.7x	368.3x	139.6x	40.0x	20.8x	256.0x	118.8x	50.0x	26.2x	586.6x	1.77	0.85	-	-	-	14.0x	7.9x	5.7x	32.7x
PEXIP HOLDING ASA	-25 %	-32 %	-60 %	n.a.	n.a.	n.a.	10947x	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	- 7.27	- 3.22	-	-	n.a.	2.5x	1.9x	1.5x	6.6x
MERCELL HOLDING AS	36 %	-54 %	-57 %	34.0x	13.7x	9.9x	24.9x	n.a.	392.7x	31.0x	98.8x	n.a.	n.a.	n.a.	608.7x	3.16	- 0.03	n.a.	n.a.	n.a.	4.3x	3.5x	3.0x	6.6x
MELTWATER HOLDING NV	-14 %	-44 %	-66 %	37.9x	16.4x	10.0x	31.8x	n.a.	n.a.	30.4x	92.2x	n.a.	n.a.	30.5x	91.4x	1.39	1.81	n.a.	n.a.	n.a.	1.2x	1.1x	0.9x	3.1x
CONTEXTVISION AB	42 %	-34 %	-51 %	325.4x	13.9x	12.1x	38.7x	n.a.	15.3x	13.1x	80.0x	n.a.	19.9x	16.8x	74.8x	1.77	1.48	n.a.	3.66	4.57	8.6x	7.8x	7.2x	8.1x
MINTRA HOLDING AS	19 %	3 %	-31 %	8.5x	7.1x	6.3x	9.0x	17.2x	11.9x	10.4x	12.3x	31.7x	19.0x	19.0x	25.1x	7.68	3.52	n.a.	n.a.	n.a.	2.3x	2.1x	1.9x	3.1x
HOUSE OF CONTROL GROUP AS	-2 %	-31 %	-65 %	n.a.	19.3x	16.8x	107.6x	n.a.	n.a.	n.a.	1168.0x	n.a.	n.a.	n.a.	63.6x	- 6.91	- 1.59	n.a.	n.a.	-	1.8x	1.4x	1.2x	4.1x
VOLUE ASA	22 %	-29 %	-21 %	33.4x	23.9x	16.9x	27.5x	73.1x	41.0x	25.8x	40.5x	58.1x	50.4x	37.9x	52.8x	n.a.	n.a.	n.a.	n.a.	n.a.	5.6x	4.6x	3.9x	6.3x
CSAM HEALTH GROUP AS	-7 %	-33 %	-31 %	21.9x	15.5x	10.2x	17.5x	n.a.	n.a.	76.2x	168.0x	n.a.	74.0x	21.8x	45.7x	1.22	0.69	n.a.	n.a.	n.a.	4.2x	3.2x	2.1x	4.2x
PATIENTSKY GROUP AS	32 %	-13 %	-10 %	34.3x	22.2x	11.8x	20.6x	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	492.5x	n.a.	n.a.	n.a.	n.a.	n.a.	3.6x	3.2x	2.6x	3.6x
ORN SOFTWARE AS	-3 %	-33 %	-60 %	22.2x	9.0x	7.4x	17.6x	n.a.	n.a.	36.4x	227.7x	n.a.	6.8x	5.1x	45.0x	n.a.	n.a.	n.a.	n.a.	n.a.	3.4x	2.4x	2.2x	4.1x
ECOONLINE HOLDING AS	-21 %	-33 %	-46 %	n.a.	n.a.	50.9x	849.6x	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	- 4.64	- 3.65	n.a.	n.a.	n.a.	5.2x	4.1x	3.4x	6.8x
PLAY MAGNUS AS	13 %	-12 %	-33 %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	137.0x	- 10.03	- 9.54	n.a.	n.a.	n.a.	3.1x	2.1x	1.6x	5.2x
SIKRI HOLDING AS	7 %	-13 %	-27 %	23.0x	12.0x	9.6x	11.9x	620.0x	46.1x	25.3x	38.5x	28.3x	20.2x	14.5x	18.7x	n.a.	n.a.	n.a.	n.a.	n.a.	3.8x	2.7x	2.4x	2.8x
SMARTCRAFT ASA	-2 %	-18 %	-22 %	36.1x	21.4x	17.8x	26.3x	42.6x	27.7x	22.3x	33.2x	44.9x	35.1x	28.5x	42.8x	n.a.	n.a.	n.a.	n.a.	n.a.	10.4x	8.5x	7.3x	10.2x
ELLIPTIC LABORATORIES ASA	-13 %	-18 %	-5 %	348.3x	207.8x	20.5x	172.4x	n.a.	n.a.	25.5x	1135.4x	n.a.	293.6x	34.3x	286.7x	n.a.	n.a.	n.a.	n.a.	n.a.	32.3x	22.2x	8.6x	23.6x
NORDHEALTH AS - A	-24 %	-38 %	-46 %	n.a.	n.a.	15.8x	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	78.6x	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	3.5x	2.5x	7.0x
QUESTBACK GROUP AS	4 %	-14 %	-26 %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Median	**-2 %**	**-32 %**	**-46 %**	**34.0x**	**16.0x**	**11.9x**	**29.6x**	**57.9x**	**33.8x**	**25.4x**	**92.2x**	**51.5x**	**42.6x**	**26.2x**	**74.8x**	**1.2**	**- 0.0**	**-**	**-**	**-**	**4.2x**	**3.3x**	**2.6x**	**6.4x**

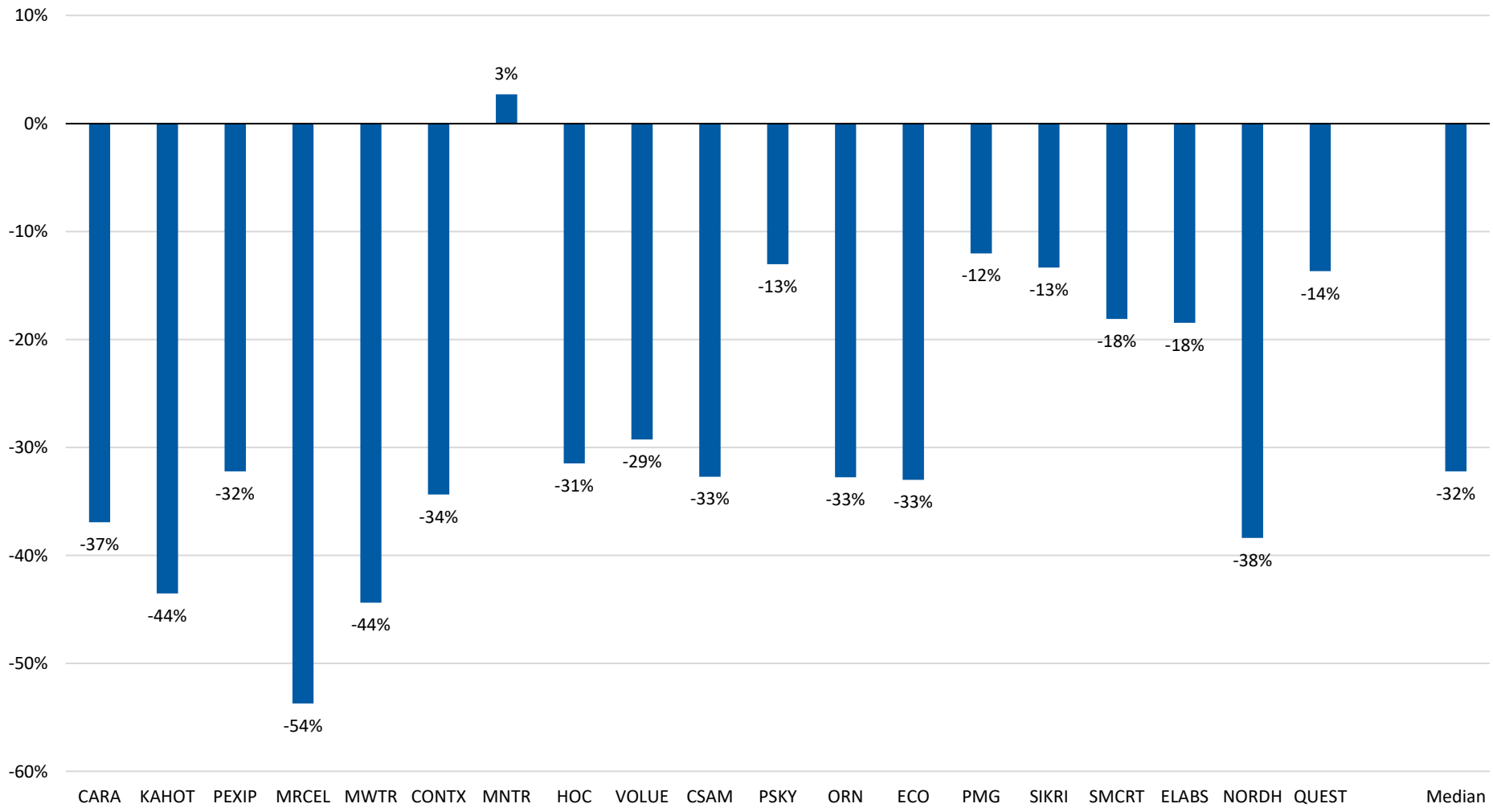
Source: SB1M, Bloomberg

Norwegian SaaS peers - 1 month share price performance



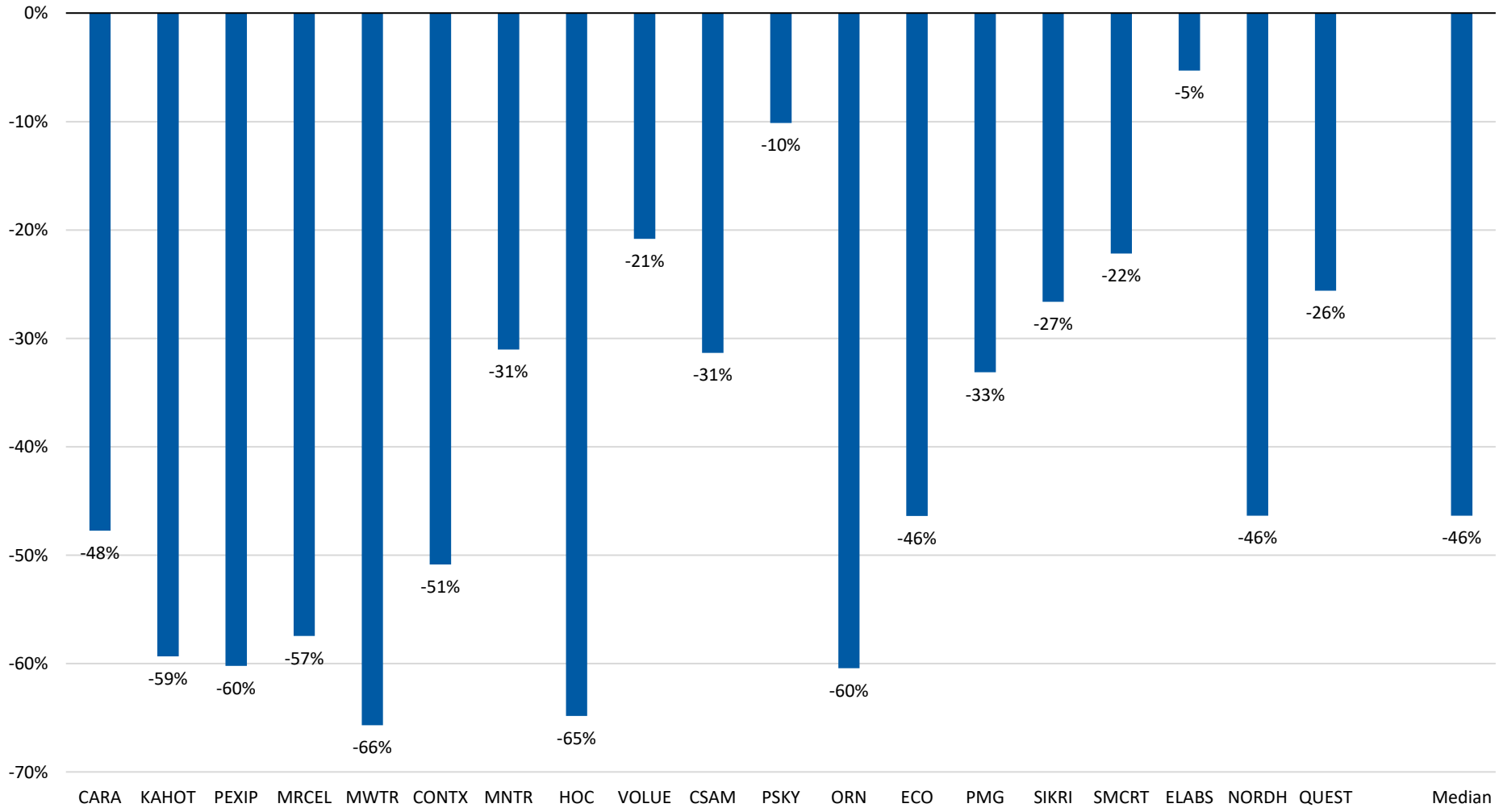
Source: SB1M, Bloomberg

Norwegian SaaS peers - 3 month share price performance



Source: SB1M, Bloomberg

Norwegian SaaS peers - 6 month share price performance



Source: SB1M, Bloomberg

Norwegian SaaS KPIs

Based on Bloomberg consensus

	USD			Sales Growth		Gross margin			EBIT margin		
	MCAP	NIBD	EV	2022	2023	2021	2022	2023	2021	2022	2023
CARASENT ASA	213	-98	115	55 %	22 %	82 %	83 %	81 %	18 %	18 %	25 %
KAHOOT! ASA	1 395	-105	1290	77 %	38 %	89 %	91 %	92 %	10 %	20 %	28 %
PEXIP HOLDING ASA	304	-77	228	28 %	30 %	89 %	90 %	90 %	n.a	n.a	n.a
MERCELL HOLDING AS	171	171	342	22 %	15 %	96 %	96 %	96 %	n.a	1 %	10 %
MELTWATER HOLDING NV	481	9	490	12 %	15 %	75 %	76 %	78 %	n.a	n.a	3 %
CONTEXTVISION AB	90	-2	88	11 %	7 %	n.a.	n.a.	n.a.	n.a	51 %	55 %
MINTRA HOLDING AS	80	-20	61	7 %	8 %	88 %	88 %	88 %	13 %	18 %	19 %
HOUSE OF CONTROL GROUP AS	51	-15	36	29 %	19 %	99 %	n.a.	n.a.	n.a	n.a	n.a
VOLUE ASA	671	-31	641	21 %	17 %	83 %	84 %	84 %	8 %	11 %	15 %
CSAM HEALTH GROUP AS	135	24	159	33 %	49 %	n.a.	90 %	89 %	n.a	n.a	3 %
PATIENTSKY GROUP AS	73	-26	86	12 %	21 %	84 %	85 %	85 %	n.a	n.a	n.a
ORN SOFTWARE AS	43	31	74	40 %	11 %	92 %	92 %	92 %	n.a	n.a	6 %
ECOONLINE HOLDING AS	251	-2	249	26 %	23 %	94 %	93 %	93 %	n.a	n.a	n.a
PLAY MAGNUS AS	87	-18	69	50 %	27 %	80 %	83 %	84 %	n.a	n.a	n.a
SIKRI HOLDING AS	195	52	253	41 %	13 %	66 %	66 %	67 %	1 %	6 %	9 %
SMARTCRAFT ASA	335	-16	319	23 %	17 %	92 %	91 %	91 %	24 %	31 %	33 %
ELLIPTIC LABORATORIES ASA	242	-23	219	45 %	159 %	n.a.	100 %	100 %	n.a	n.a	34 %
NORDHEALTH AS - A	207	n.a.	122	n.a	38 %	n.a.	n.a.	n.a.	n.a	n.a	n.a
QUESTBACK GROUP AS	13	31	44	n.a	n.a	n.a.	n.a.	n.a.	n.a	n.a	n.a
Median	**195**	**-15.5**	**159**	**28 %**	**20 %**	**88 %**	**90 %**	**89 %**	**12 %**	**18 %**	**17 %**

Source: SB1M, Bloomberg

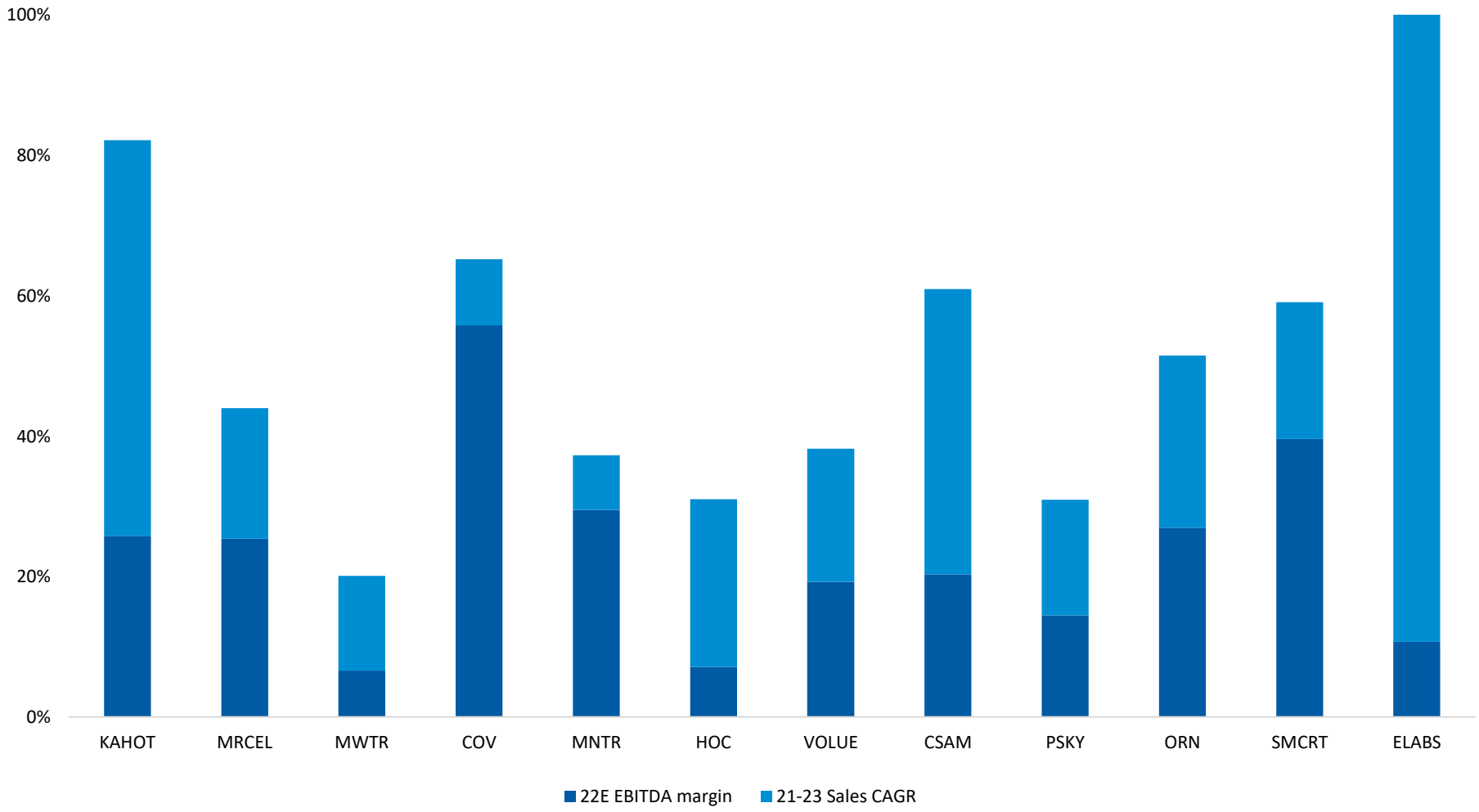
Norwegian SaaS KPIs

Based on Bloomberg consensus

	EBITDA margin			EBITDA-CAPEX margin			2022 EBIT margin		21-23 sales CAGR		20-22 CAGR + 2021 EBIT margin	
	2021	2022	2023	2021	2022	2023	2022	EV/S	2022	EV/S	2022	EV/S
CARASENT ASA	34 %	31 %	37 %	n.a	30 %	37 %	18 %	4.8x	38 %	5x	55 %	5x
KAHOOT! ASA	23 %	26 %	34 %	21 %	24 %	33 %	20 %	7.9x	56 %	8x	76 %	8x
PEXIP HOLDING ASA	n.a	n.a	n.a	n.a	n.a	n.a	n.a	1.9x	29 %	2x	n.a	2x
MERCELL HOLDING AS	13 %	25 %	31 %	-3 %	13 %	19 %	1 %	3.5x	19 %	3x	19 %	3x
MELTWATER HOLDING NV	3 %	7 %	9 %	2 %	4 %	7 %	n.a	1.1x	13 %	1x	n.a	1x
CONTEXTVISION AB	3 %	56 %	60 %	1 %	51 %	56 %	51 %	7.8x	9 %	8x	60 %	8x
MINTRA HOLDING AS	27 %	29 %	31 %	19 %	21 %	22 %	18 %	2.1x	8 %	2x	25 %	2x
HOUSE OF CONTROL GROUP AS	n.a	7 %	7 %	n.a	-9 %	-8 %	n.a	1.4x	24 %	1x	n.a	1x
VOLUE ASA	17 %	19 %	23 %	4 %	7 %	12 %	11 %	4.6x	19 %	5x	30 %	5x
CSAM HEALTH GROUP AS	19 %	20 %	21 %	18 %	20 %	20 %	n.a	3.2x	41 %	3x	n.a	3x
PATIENTSKY GROUP AS	10 %	14 %	22 %	-44 %	-41 %	-25 %	n.a	3.2x	16 %	3x	n.a	3x
ORN SOFTWARE AS	15 %	27 %	30 %	6 %	11 %	16 %	n.a	2.4x	25 %	2x	n.a	2x
ECOONLINE HOLDING AS	n.a	n.a	7 %	n.a	n.a	-9 %	n.a	4.1x	24 %	4x	n.a	4x
PLAY MAGNUS AS	n.a	n.a	n.a	n.a	n.a	n.a	n.a	2.1x	38 %	2x	n.a	2x
SIKRI HOLDING AS	16 %	22 %	24 %	9 %	15 %	17 %	6 %	2.7x	26 %	3x	32 %	3x
SMARTCRAFT ASA	29 %	40 %	41 %	25 %	39 %	41 %	31 %	8.5x	20 %	8x	50 %	8x
ELLIPTIC LABORATORIES ASA	9 %	11 %	42 %	-23 %	-16 %	27 %	n.a	22.2x	94 %	22x	n.a	22x
NORDHEALTH AS - A	n.a	n.a	16 %	n.a	n.a	n.a	n.a	3.5x	n.a	3x	n.a	3x
QUESTBACK GROUP AS	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a.	n.a	n.a.	n.a	n.a.
Median	**16 %**	**24 %**	**27 %**	**5 %**	**14 %**	**19 %**	**18 %**	**3.3x**	**24 %**	**3.3x**	**41 %**	**3.3x**

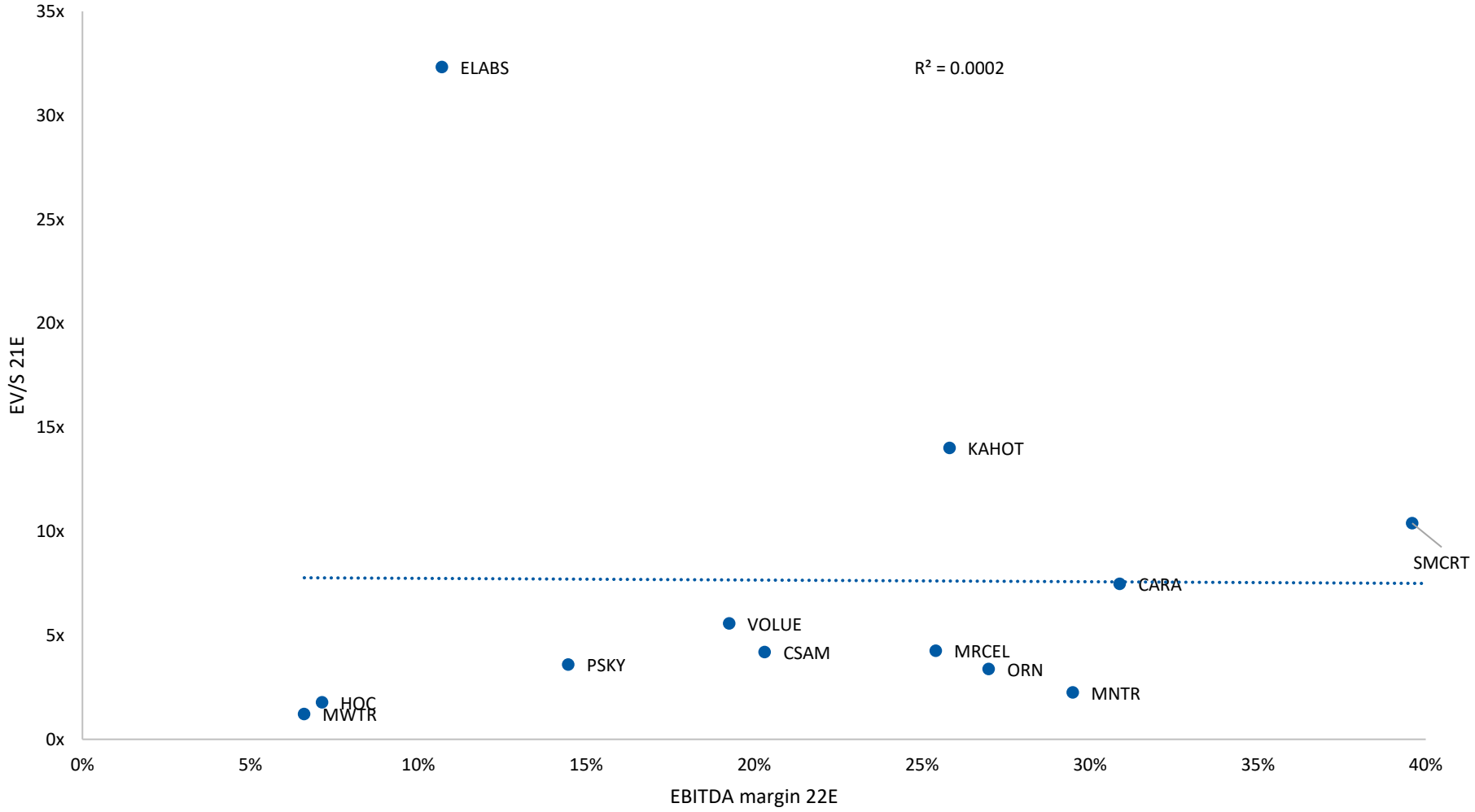
Source: SB1M, Bloomberg

Multiples is only relevant when compared to growth, margins and risk



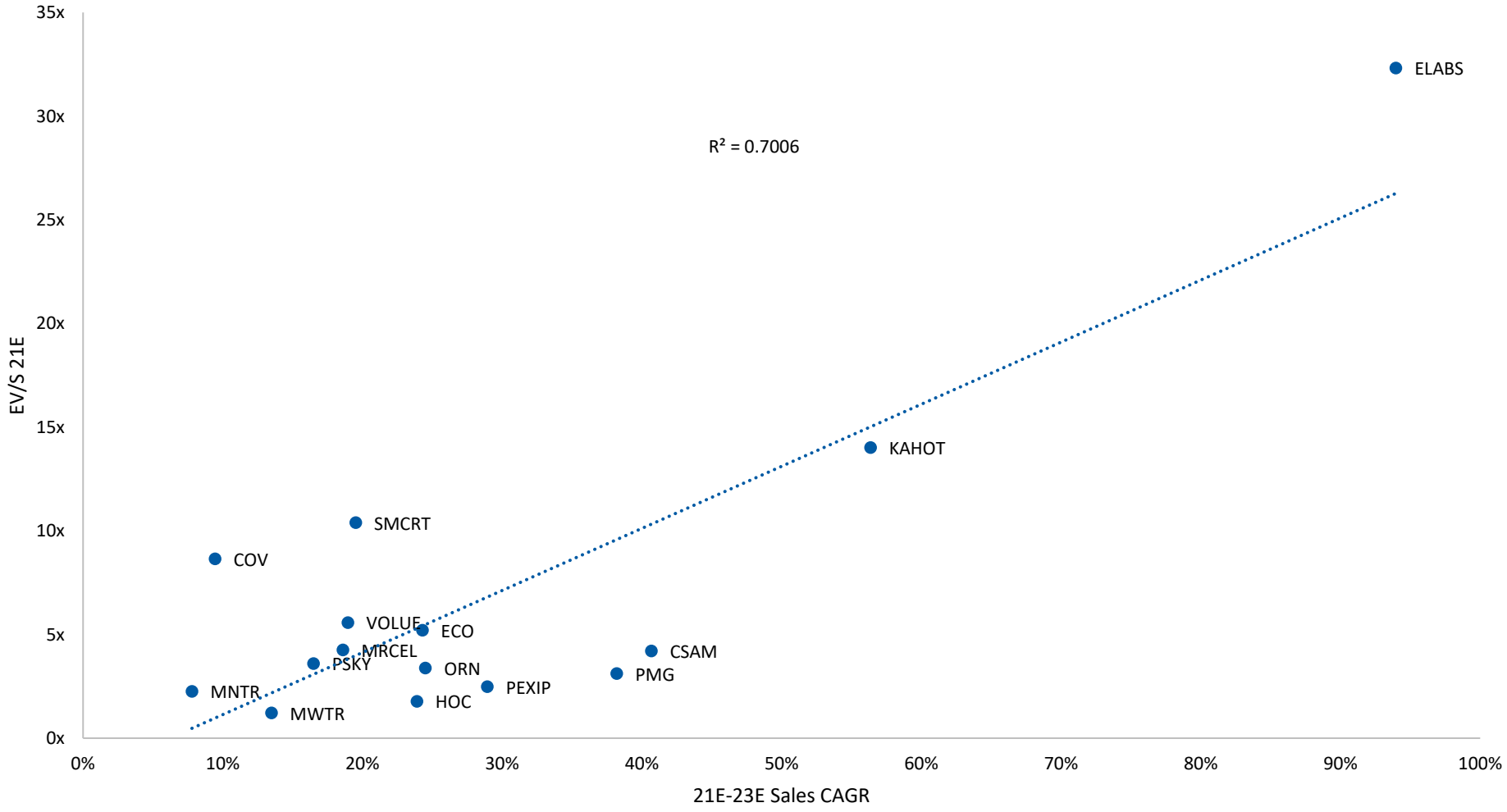
Source: SB1M, Bloomberg

Norwegian SaaS visualized through 2022 EBITDA margins and 2021 EV/Sales



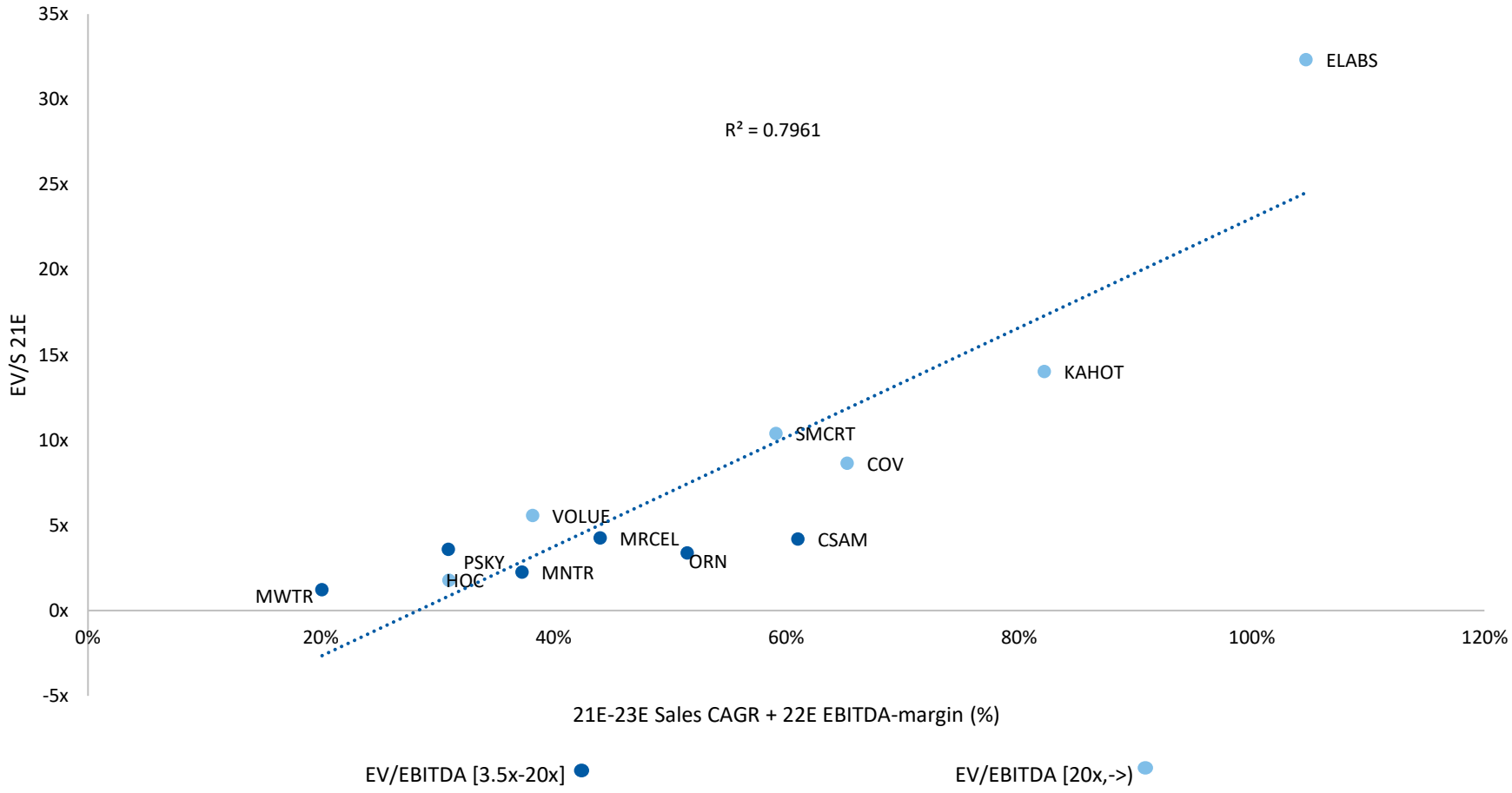
Source: SB1M, Bloomberg

Norwegian SaaS visualized through 2021-2023 sales CAGR and 2021 EV/Sales



Source: SB1M, Bloomberg

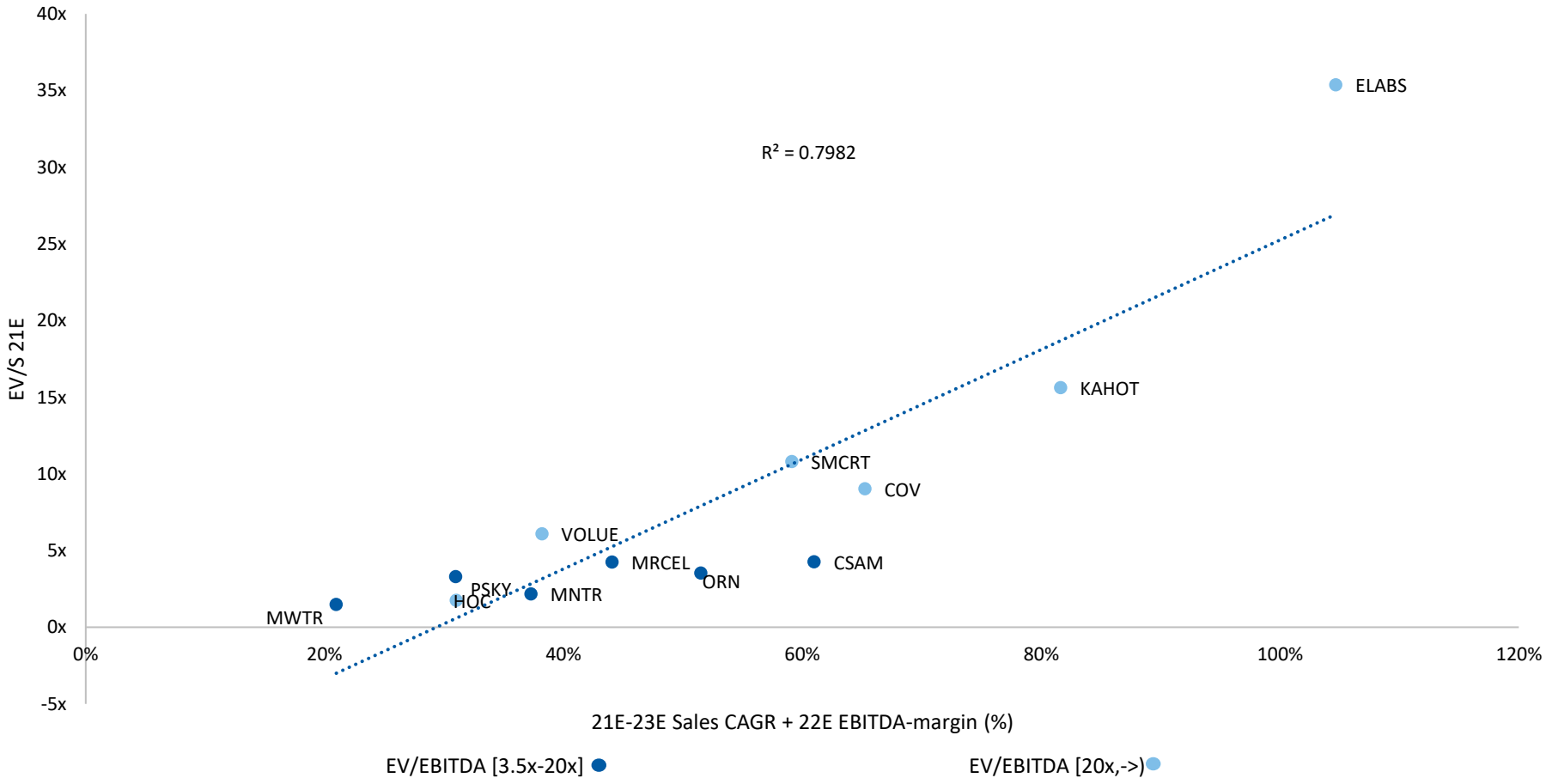
Norwegian SaaS visualized through Rule of 40 and 2021 EV/Sales (1/4)



Source: SB1M, Bloomberg, Tech Sector Insight

Norwegian SaaS visualized through Rule of 40 and 2021 EV/Sales (2/4)

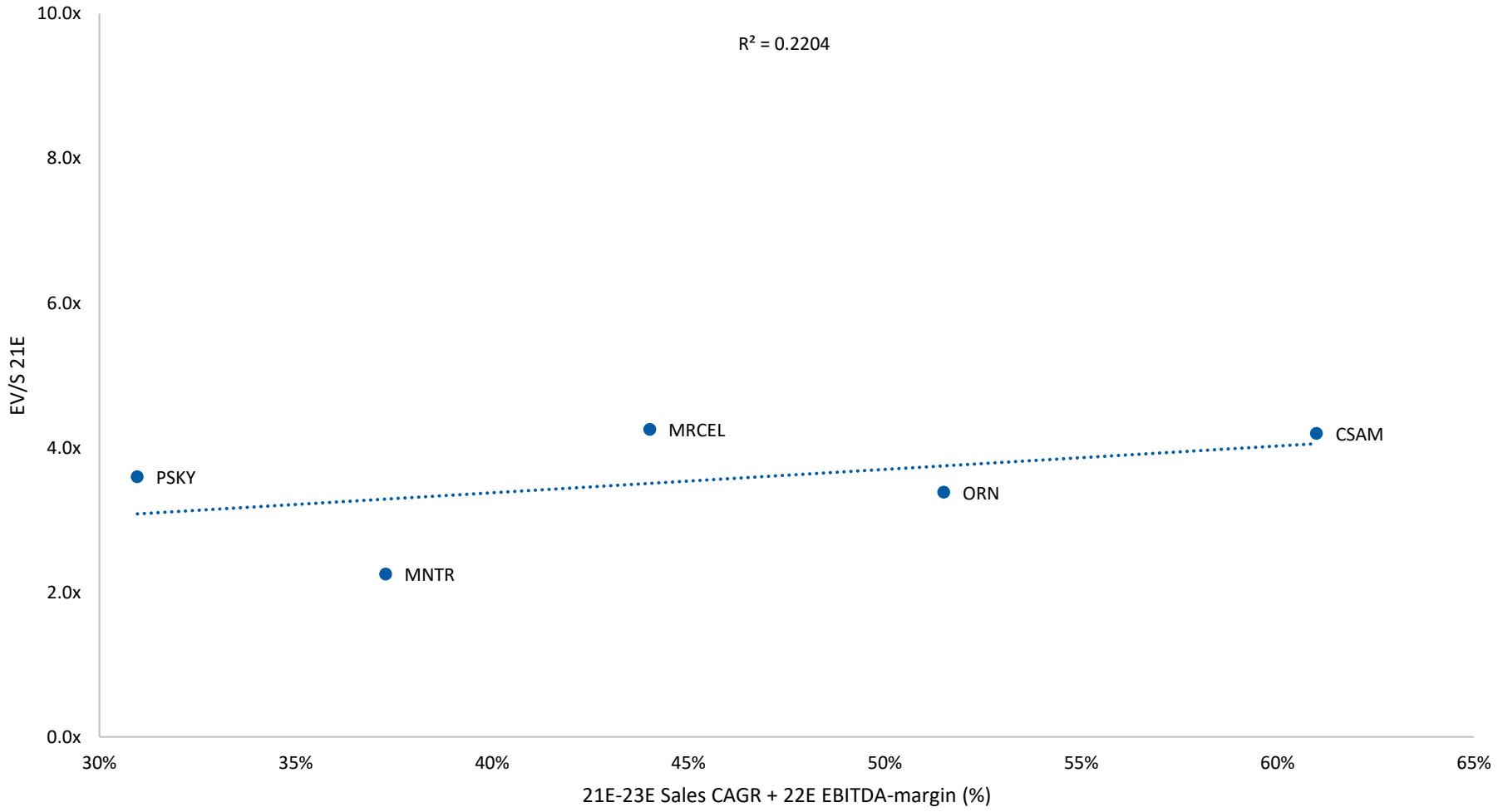
We find an even better fit for companies at the same stage in the growth/profitability trade-off



Source: SB1M, Bloomberg, Tech Sector Insight

Norwegian SaaS visualized through Rule of 40 and 2021 EV/Sales (3/4)

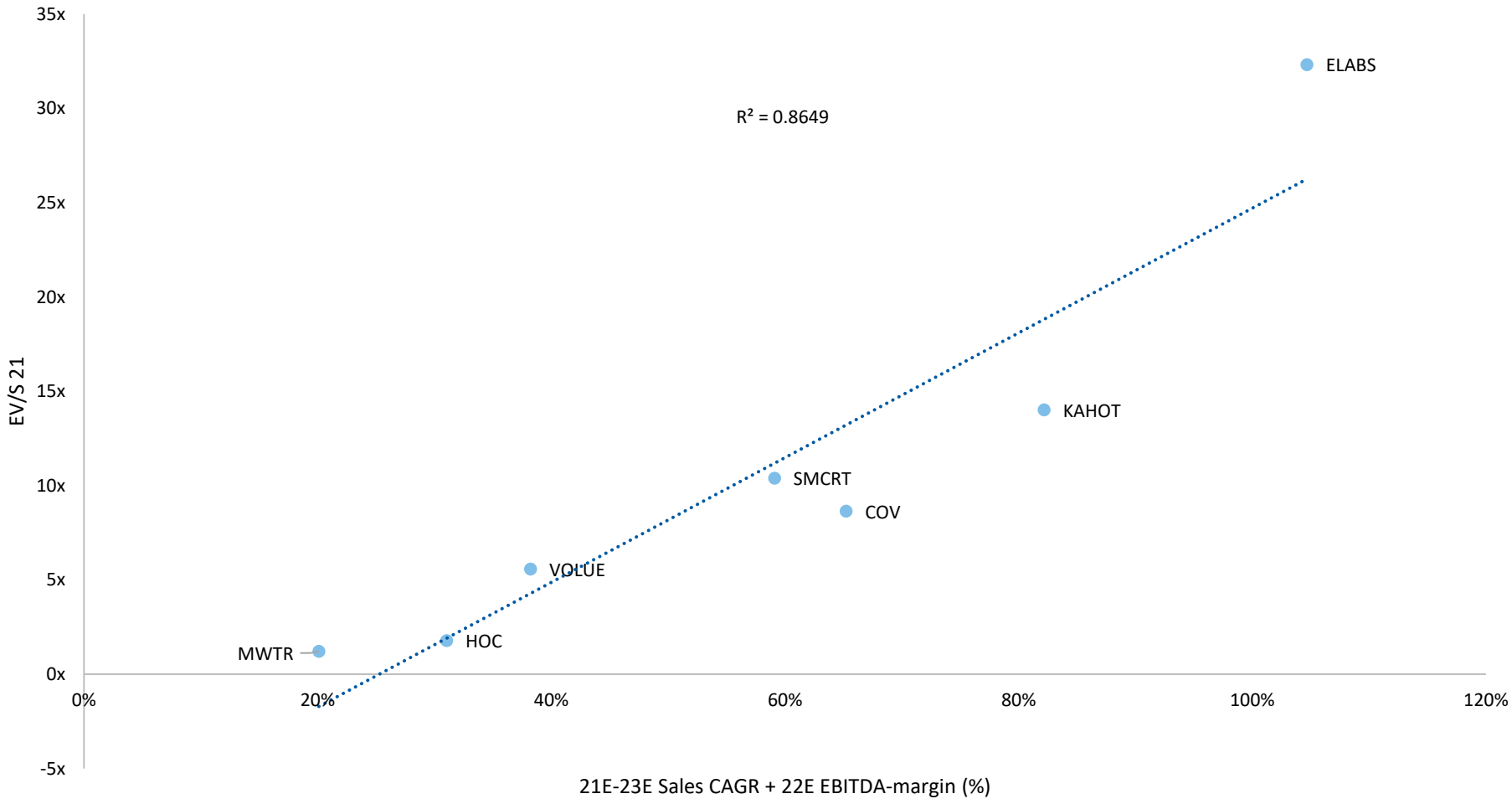
EV/EBITDA [3.5x-20x]



Source: SB1M, Bloomberg, Tech Sector Insight

Norwegian SaaS visualized through Rule of 40 and 2021 EV/Sales (4/4)

EV/EBITDA [20x, ->)



Source: SB1M, Bloomberg, Tech Sector Insight

Nordic excl. Norwegian peers (based on consensus)

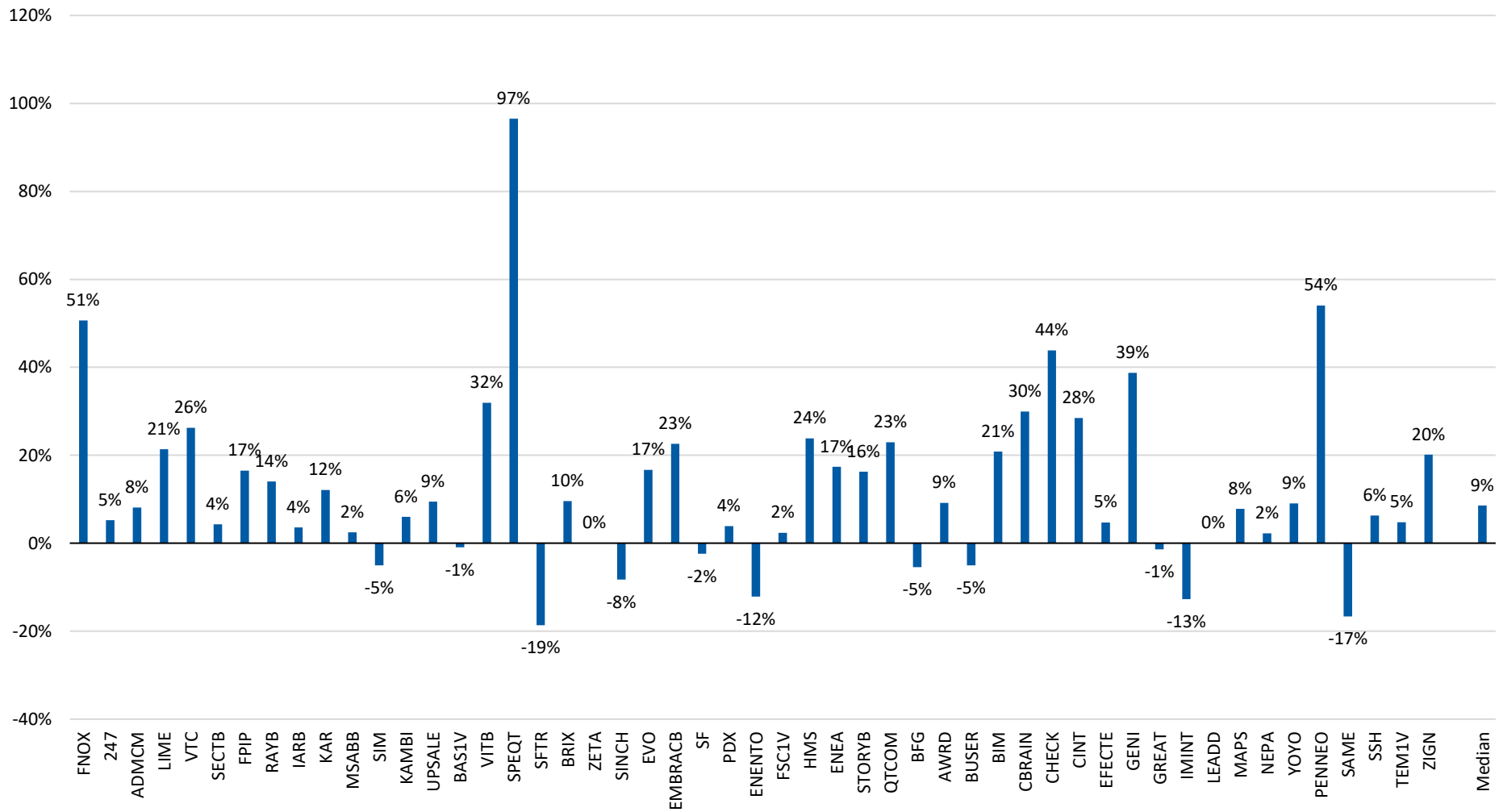
Nordic SaaS peers (excl. Norway)

Based on Bloomberg consensus

	Share price performance			EV/EBITDA			Hist.	EV/EBIT			Hist.	P/E			Hist.	FCF yield (%	Hist.	Div yield (%)			EV/Sales			Hist.
	1m	3m	6m	2021	2022	2023	5Y avg.	2021	2022	2023	5Y avg.	2021	2022	2023	5Y avg.	T12m	5Y avg.	2021	2022	2023	2021	2022	2023	5Y avg.
FORTNOX AB	51 %	4 %	10 %	83.4x	62.3x	43.7x	41.2x	105.2x	78.9x	52.5x	49.4x	132.7x	100.8x	66.8x	63.4x	0.90	1.80	0.15	0.18	0.27	36.5x	27.2x	20.3x	16.9x
24SEVENOFFICE GROUP AB	5 %	-21 %	-29 %	n.a.	n.a.	n.a.	70.1x	n.a.	n.a.	n.a.	117.2x	n.a.	n.a.	n.a.	115.7x	n.a.	- 0.32	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	9.0x
ADMICOM OYJ	8 %	-17 %	-31 %	24.8x	20.7x	18.2x	29.2x	27.3x	22.2x	19.1x	29.7x	36.5x	29.2x	25.0x	37.3x	3.62	2.16	1.63	2.22	2.57	11.9x	9.7x	8.5x	13.2x
LIME TECHNOLOGIES AB	21 %	-6 %	-12 %	30.1x	26.7x	22.7x	27.1x	50.2x	43.0x	34.2x	39.4x	51.7x	43.2x	35.0x	46.1x	3.19	2.86	0.79	0.87	1.01	10.1x	8.5x	7.3x	8.5x
VITEC GROUP PLC/THE	26 %	-2 %	-9 %	11.2x	9.1x	8.2x	8.9x	16.6x	14.0x	12.0x	12.5x	19.9x	15.8x	13.8x	15.4x	7.15	7.20	2.43	2.81	3.12	2.0x	1.7x	1.6x	1.5x
SECTRA AB-B SHS	4 %	-18 %	-13 %	70.9x	59.9x	52.4x	38.5x	89.1x	70.3x	62.5x	47.8x	116.6x	93.0x	81.1x	61.8x	0.97	1.22	0.66	0.36	0.73	17.6x	14.1x	12.3x	9.0x
FORMPIPE SOFTWARE AB	17 %	-9 %	26 %	15.4x	16.4x	13.8x	11.8x	31.7x	29.0x	22.5x	23.0x	57.4x	38.8x	29.6x	30.6x	n.a.	n.a.	1.89	2.02	2.16	4.3x	3.9x	3.6x	2.9x
RAYSEARCH LABORATORIES AB	14 %	-5 %	-15 %	10.6x	7.4x	6.6x	12.6x	n.a.	1064.7x	81.9x	35.3x	n.a.	n.a.	n.a.	62.3x	n.a.	n.a.	0.62	n.a.	0.41	3.4x	2.9x	2.6x	5.0x
IAR SYSTEMS GROUP AB	4 %	8 %	34 %	13.9x	11.7x	9.6x	14.3x	26.0x	20.6x	15.5x	18.9x	37.5x	28.6x	21.3x	25.6x	6.96	5.06	n.a.	1.22	1.65	4.8x	4.3x	3.8x	5.5x
KARNOV GROUP AB	12 %	0 %	18 %	19.4x	13.7x	11.7x	16.6x	29.9x	16.9x	14.3x	33.2x	24.6x	20.0x	17.2x	22.3x	4.80	5.06	1.71	2.19	2.32	8.2x	3.8x	3.2x	7.2x
MICRO SYSTEMATION AB-B	2 %	56 %	33 %	21.0x	12.7x	10.9x	14.1x	27.6x	15.3x	12.8x	15.7x	38.5x	21.3x	17.7x	20.9x	0.89	3.70	2.43	2.95	3.47	3.4x	2.7x	2.4x	2.5x
SIMCORP A/S	-5 %	-31 %	-34 %	18.6x	17.5x	15.8x	24.8x	20.6x	19.1x	17.0x	26.9x	26.3x	24.3x	21.5x	32.8x	3.46	2.64	1.64	1.72	1.89	5.4x	4.8x	4.5x	7.3x
KAMBI GROUP PLC	6 %	-11 %	7 %	7.5x	8.4x	6.7x	14.0x	10.4x	13.9x	10.0x	23.9x	14.2x	19.2x	13.8x	32.0x	10.54	4.61	-	n.a.	n.a.	3.6x	3.4x	2.9x	4.8x
UPSALES TECHNOLOGY AB	9 %	-28 %	-32 %	45.4x	33.3x	20.6x	38.9x	71.3x	44.9x	26.6x	56.7x	100.0x	62.4x	36.9x	83.2x	2.79	2.53	3.45	1.90	2.07	9.6x	7.3x	5.6x	9.1x
BASWARE OYJ	-1 %	-31 %	-37 %	15.5x	14.6x	11.8x	56.4x	51.5x	41.5x	24.0x	249.4x	n.a.	313.6x	52.5x	403.2x	3.78	- 1.59	-	n.a.	-	2.3x	2.2x	2.0x	3.2x
VITEC SOFTWARE GROUP AB-B SH	32 %	1 %	3 %	31.3x	27.7x	24.5x	16.5x	61.4x	54.2x	46.5x	33.4x	58.0x	45.4x	40.6x	34.0x	2.79	5.69	0.37	0.48	0.58	11.6x	9.7x	8.9x	5.5x
SPEQTA AB	97 %	67 %	97 %	2.6x	n.a.	n.a.	7.8x	5.9x	n.a.	n.a.	34.9x	n.a.	n.a.	n.a.	48.7x	- 0.14	2.93	n.a.	n.a.	n.a.	0.9x	n.a.	n.a.	1.7x
SAFETURE AB	-19 %	-29 %	-39 %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	6.6x	n.a.	n.a.	6.7x
BRIOX AB	10 %	-13 %	-21 %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	28.2x	16.9x	11.3x	33.7x
ZETADISPLAY AB	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	8.0x	n.a.	n.a.	n.a.	12.0x	n.a.	n.a.	n.a.	19.9x	n.a.	5.57	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	1.2x
SINCH AB	-8 %	-36 %	-58 %	47.7x	19.3x	15.5x	26.3x	64.6x	50.8x	29.3x	37.6x	44.0x	36.1x	28.1x	40.8x	- 0.27	1.69	-	-	-	4.0x	2.3x	2.0x	2.9x
EVOLUTION AB	17 %	-11 %	-17 %	29.8x	22.1x	17.5x	23.7x	33.4x	24.6x	19.4x	27.8x	36.6x	27.4x	22.3x	30.0x	2.58	2.56	1.38	1.84	2.21	20.6x	15.5x	12.4x	13.1x
EMBRACER GROUP AB	23 %	-9 %	7 %	21.3x	13.1x	6.2x	10.9x	449.1x	17.8x	16.1x	73.1x	30.9x	37.0x	13.6x	27.1x	5.06	3.88	-	-	-	9.0x	5.0x	2.2x	4.5x
STILLFRONT GROUP AB	-2 %	-42 %	-43 %	7.6x	6.0x	5.5x	10.1x	8.7x	8.6x	7.6x	14.0x	9.4x	8.0x	7.2x	18.2x	15.39	5.67	n.a.	n.a.	n.a.	2.9x	2.3x	2.1x	3.9x
PARADOX INTERACTIVE AB	4 %	7 %	43 %	22.8x	16.5x	13.4x	16.8x	61.4x	27.4x	22.6x	25.0x	60.8x	35.1x	29.1x	32.5x	n.a.	4.30	0.53	0.53	1.15	13.5x	10.3x	8.3x	10.2x
ENENTO GROUP OYJ	-12 %	-22 %	-29 %	12.2x	11.5x	10.6x	16.0x	19.5x	18.0x	15.9x	22.5x	19.9x	19.7x	17.1x	23.2x	7.12	5.30	4.07	4.31	4.58	4.5x	4.2x	4.0x	6.1x
WITHSECURE OYJ	2 %	-1 %	0 %	22.7x	21.1x	16.9x	18.8x	35.7x	32.7x	23.9x	32.2x	41.3x	40.9x	27.6x	43.5x	n.a.	2.89	0.91	1.01	1.39	3.4x	3.2x	2.9x	2.4x
HMS NETWORKS AB	24 %	-15 %	5 %	40.5x	33.3x	30.6x	24.3x	48.4x	39.6x	35.9x	29.7x	61.7x	51.6x	46.6x	38.8x	n.a.	n.a.	0.51	0.71	0.80	11.1x	9.0x	8.4x	5.9x
ENEA AB	17 %	-23 %	-4 %	13.7x	11.6x	10.8x	11.2x	21.5x	18.2x	15.6x	14.7x	18.9x	18.4x	15.8x	16.8x	n.a.	n.a.	n.a.	1.14	1.50	5.1x	4.5x	4.1x	3.4x
STORYTEL AB	16 %	-41 %	-50 %	n.a.	n.a.	52.4x	2335.4x	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	1.8x	1.5x	1.2x	3.4x
QT GROUP OYJ	23 %	1 %	-17 %	93.6x	60.9x	41.4x	68.2x	106.5x	66.6x	44.2x	441.0x	133.1x	83.0x	55.6x	280.9x	n.a.	n.a.	-	0.07	0.10	25.5x	18.3x	13.5x	9.1x
BYGGFAKTA GROUP NORDIC HOLDC	-5 %	-29 %	n.a.	n.a.	15.8x	13.6x	18.9x	n.a.	48.4x	32.9x	46.9x	n.a.	17.5x	15.3x	26.9x	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	5.6x	5.0x	6.8x
AWARDIT AB	9 %	-19 %	26 %	27.0x	15.3x	13.5x	16.6x	42.5x	23.0x	19.4x	23.4x	73.3x	34.1x	27.6x	34.9x	2.34	2.53	0.57	n.a.	n.a.	3.9x	2.3x	2.1x	2.4x
BAMBUSER AB	-5 %	-41 %	-51 %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	- 4.85	- 83.16	n.a.	n.a.	n.a.	9.9x	4.8x	3.4x	9.0x
BIMOBJECT AB	21 %	-28 %	-36 %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	- 13.30	- 5.87	n.a.	n.a.	n.a.	2.8x	2.6x	2.2x	4.0x
CBRAIN A/S	30 %	4 %	-27 %	95.9x	61.5x	45.9x	90.1x	157.8x	85.1x	61.9x	159.9x	196.0x	107.7x	78.0x	213.1x	0.62	1.25	0.12	0.10	0.18	31.9x	23.9x	18.7x	28.8x
CHECKIN.COM GROUP AB	44 %	-16 %	-37 %	n.a.	n.a.	46.6x	2451.0x	n.a.	n.a.	146.6x	n.a.	n.a.	n.a.	187.3x	n.a.	- 0.00	- 0.00	n.a.	n.a.	n.a.	28.1x	14.8x	7.6x	18.1x
CINT GROUP AB	28 %	-30 %	-8 %	74.5x	34.5x	21.1x	45.5x	79.9x	95.2x	35.7x	81.5x	61.6x	53.4x	30.8x	73.4x	n.a.	n.a.	-	-	-	14.1x	6.3x	5.1x	8.5x
EFECTE OYJ	5 %	-11 %	-13 %	n.a.	n.a.	n.a.	94.8x	n.a.	n.a.	n.a.	534.4x	n.a.	406.7x	110.9x	1207.1x	27.77	0.70	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	3.0x
GENERIC SWEDEN AB	39 %	-17 %	-32 %	31.0x	28.6x	24.0x	18.0x	32.3x	n.a.	n.a.	18.7x	43.2x	39.9x	34.1x	26.1x	2.59	1.78	n.a.	1.90	2.38	6.5x	5.5x	4.8x	3.4x
GREATER THAN AB	-1 %	-9 %	2 %	n.a.	n.a.	n.a.	1053.4x	n.a.	n.a.	n.a.	151.6x	n.a.	n.a.	n.a.	185.2x	- 1.97	- 3.44	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	20.4x
IMINT IMAGE INTELLIGENCE AB	-13 %	-41 %	-43 %	7.4x	n.a.	n.a.	6.7x	13.4x	n.a.	n.a.	54.9x	16.0x	n.a.	n.a.	111.3x	9.65	7.73	n.a.	n.a.	n.a.	3.1x	n.a.	n.a.	2.8x
LEADDESK OYJ	0 %	-42 %	-46 %	18.3x	17.8x	12.6x	27.3x	43.4x	462.7x	40.8x	55.4x	62.8x	64.5x	28.2x	57.3x	- 1.31	- 2.19	n.a.	n.a.	n.a.	2.7x	2.4x	2.0x	4.1x
MAPSPEOPLE A/S	8 %	-7 %	-24 %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
NEPA AB	2 %	-17 %	-2 %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	3.74	4.53	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
ORDERYOYO A/S	9 %	-18 %	-59 %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
PENNEO A/S	54 %	32 %	-35 %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	13.2x	9.1x	6.7x	7.8x
SAMESYSTEM A/S	-17 %	-28 %	-29 %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
SSH COMMUNICATIONS SECURITY	6 %	-17 %	14 %	132.7x	22.6x	13.1x	39.3x	n.a.	70.5x	25.6x	564.1x	n.a.	n.a.	25.3x	101.9x	n.a.	n.a.	n.a.	n.a.	n.a.	7.6x	4.9x	4.0x	4.0x
TECNOTREE OYJ	5 %	-19 %	-4 %	12.9x	10.7x	9.0x	9.4x	13.9x	11.5x	9.5x	11.5x	18.8x	16.1x	12.5x	14.1x	1.36	3.38	n.a.	n.a.	n.a.	5.3x	4.5x	3.9x	2.3x
ZIGNSEC AB	20 %	-38 %	-59 %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	- 12.57	- 4.85	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Median	**9 %**	**-17 %**	**-17 %**	**22.0x**	**17.5x**	**13.8x**	**18.9x**	**34.6x**	**30.8x**	**23.9x**	**33.4x**	**42.2x**	**36.5x**	**27.9x**	**37.3x**	**2.7**	**2.6**	**0.62**	**1.08**	**1.27**	**6.5x**	**4.8x**	**4.0x**	**5.5x**

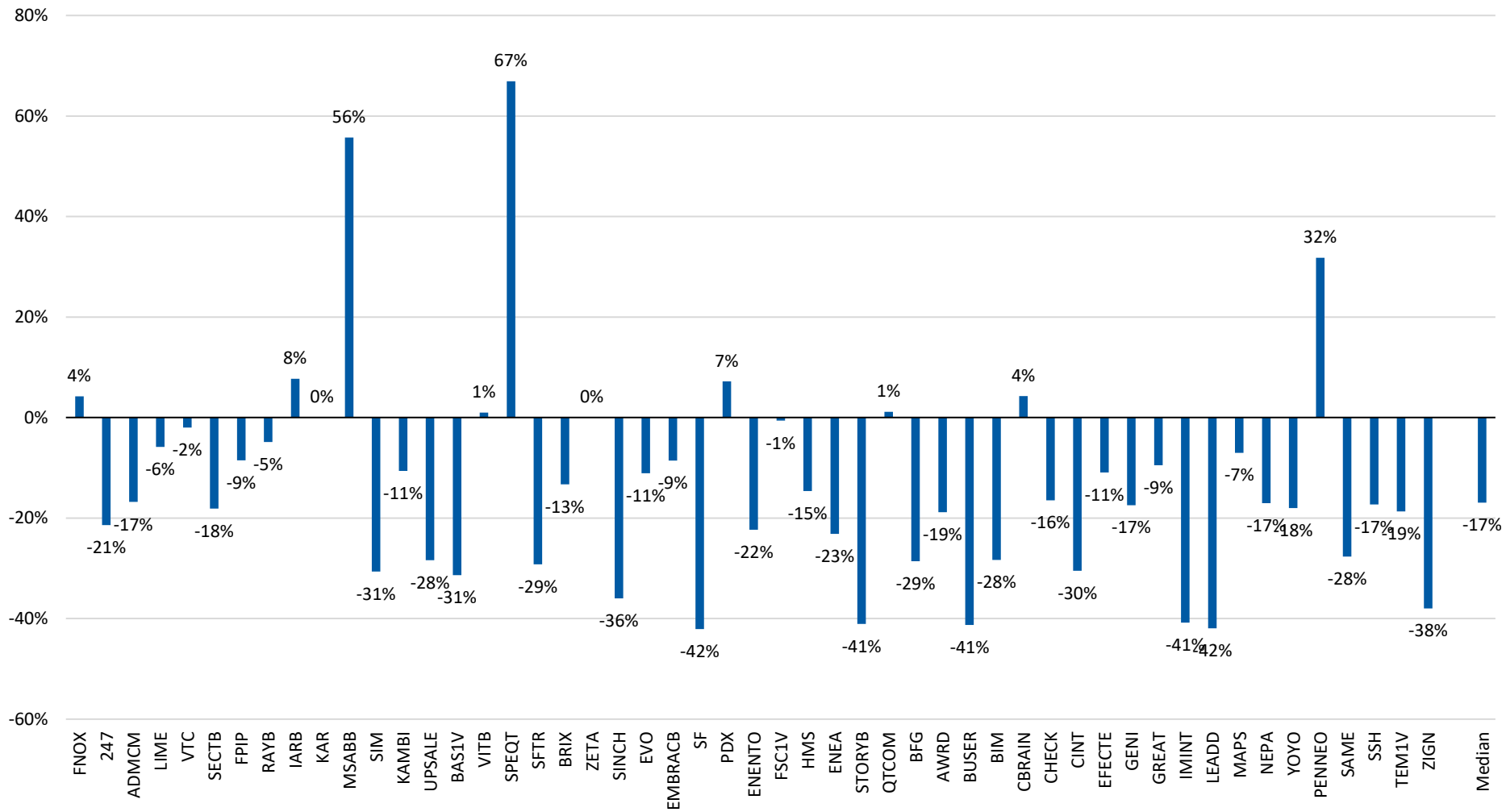
Source: SB1M, Bloomberg

Nordic SaaS peers (excl. Norway) - 1 month share price performance



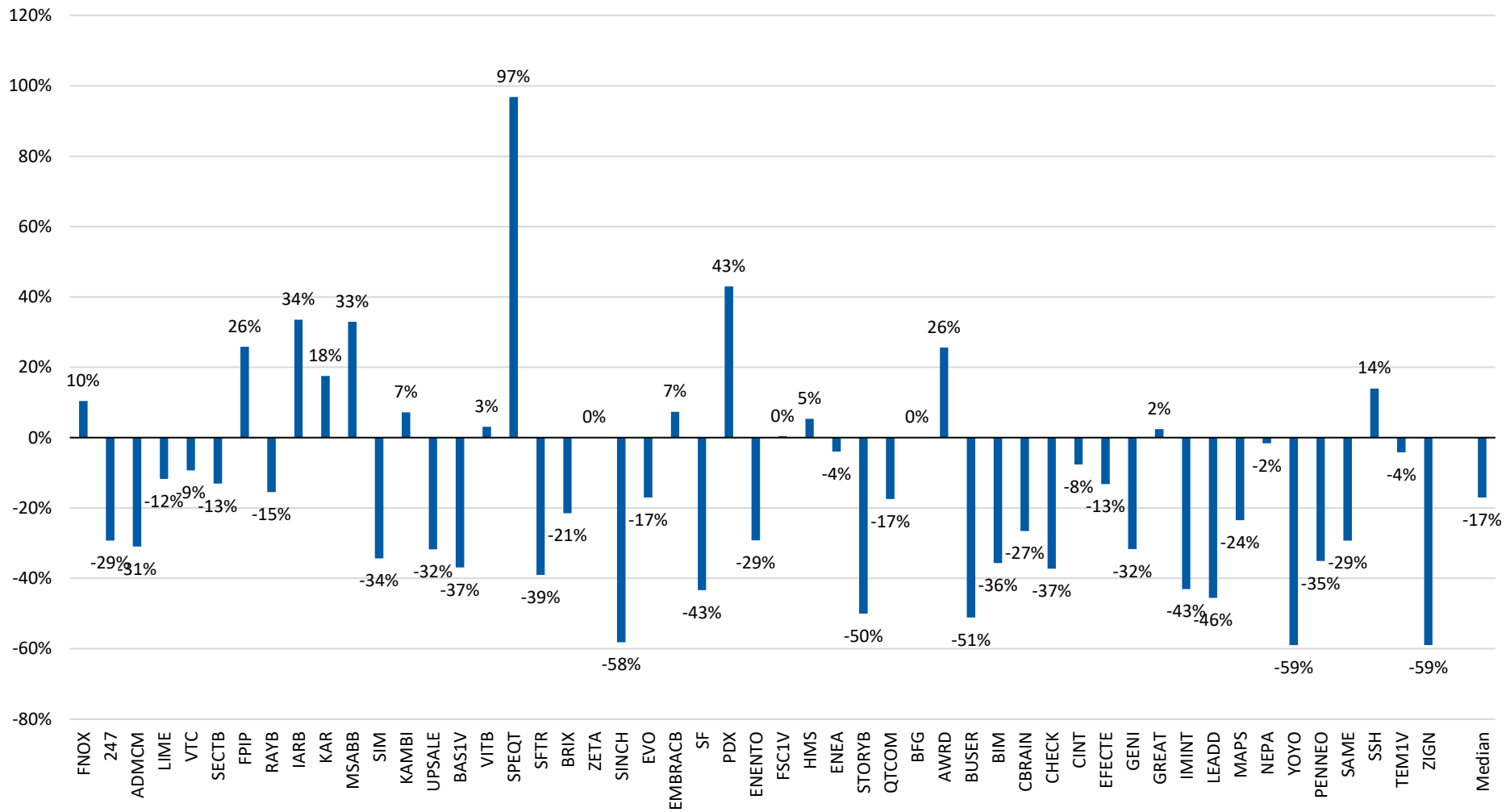
Source: Bloomberg , SB1M

Nordic SaaS peers (excl. Norway) - 3 month share price performance



Source: Bloomberg , SB1M

Nordic SaaS peers (excl. Norway) - 6 month share price performance



Source: Bloomberg , SB1M

Nordic (excl. Norway) SaaS KPIs

Based on Bloomberg consensus

	USD			Sales Growth		Gross margin			EBIT margin		
	MCAP	NIBD	EV	2022	2023	2021	2022	2023	2021	2022	2023
FORTNOX AB	3 598	13	3611	34 %	34 %	90 %	90 %	90 %	35 %	34 %	39 %
24SEVENOFFICE GROUP AB	87	-44	45	n.a.	n.a.	n.a.	n.a.	n.a.	n.a	n.a	n.a
ADMICOM OYJ	340	-21	319	23 %	14 %	79 %	94 %	94 %	43 %	44 %	45 %
LIME TECHNOLOGIES AB	409	22	431	19 %	16 %	n.a.	n.a.	n.a.	20 %	20 %	21 %
VITEC GROUP PLC/THE	808	197	1005	15 %	6 %	43 %	n.a.	n.a.	12 %	12 %	13 %
SECTRA AB-B SHS	3 107	-45	3069	24 %	15 %	86 %	86 %	86 %	20 %	20 %	20 %
FORMPIPE SOFTWARE AB	212	1	212	9 %	10 %	90 %	88 %	89 %	14 %	14 %	16 %
RAYSEARCH LABORATORIES AB	177	51	228	17 %	13 %	92 %	92 %	91 %	n.a	0 %	3 %
IAR SYSTEMS GROUP AB	185	-6	179	11 %	13 %	97 %	97 %	97 %	18 %	21 %	24 %
KARNOV GROUP AB	721	40	761	114 %	21 %	n.a.	n.a.	n.a.	28 %	23 %	22 %
MICRO SYSTEMATION AB-B	117	-6	111	25 %	12 %	n.a.	91 %	91 %	12 %	18 %	19 %
SIMCORP A/S	2 867	-8	2859	12 %	8 %	60 %	59 %	60 %	26 %	25 %	26 %
KAMBI GROUP PLC	697	-62	635	6 %	17 %	100 %	100 %	100 %	35 %	25 %	29 %
UPSALES TECHNOLOGY AB	102	-7	95	32 %	30 %	n.a.	n.a.	n.a.	14 %	16 %	21 %
BASWARE OYJ	325	60	386	6 %	9 %	1 %	29 %	30 %	4 %	5 %	8 %
VITEC SOFTWARE GROUP AB-B SH	1 877	71	1947	20 %	9 %	n.a.	100 %	100 %	19 %	18 %	19 %
SPEQTA AB	48	-33	15	n.a	n.a	54 %	n.a.	n.a.	15 %	n.a	n.a
SAFETURE AB	21	0	19	n.a	n.a	n.a.	n.a.	n.a.	n.a	n.a	n.a
BRIOX AB	20	-3	18	67 %	50 %	100 %	100 %	100 %	n.a	n.a	n.a
ZETADISPLAY AB	n.a.	27	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a	n.a	n.a
SINCH AB	5 570	1180	6750	73 %	16 %	25 %	32 %	32 %	6 %	5 %	7 %
EVOLUTION AB	23 977	-141	23836	32 %	25 %	80 %	82 %	82 %	61 %	63 %	64 %
EMBRACER GROUP AB	9 902	-1471	8432	82 %	123 %	59 %	71 %	67 %	2 %	28 %	14 %
STILLFRONT GROUP AB	1 353	312	1668	25 %	8 %	77 %	77 %	77 %	33 %	27 %	28 %
PARADOX INTERACTIVE AB	2 121	-48	2073	31 %	24 %	42 %	54 %	52 %	22 %	38 %	37 %
ENENTO GROUP OYJ	643	161	804	5 %	6 %	n.a.	n.a.	n.a.	23 %	24 %	25 %
WITHSECURE OYJ	901	-28	873	7 %	8 %	79 %	78 %	78 %	10 %	10 %	12 %
HMS NETWORKS AB	2 243	-10	2233	24 %	7 %	63 %	77 %	79 %	23 %	23 %	24 %
ENEA AB	475	63	537	14 %	8 %	67 %	65 %	65 %	24 %	25 %	26 %
STORYTEL AB	650	-110	548	21 %	17 %	47 %	47 %	47 %	n.a	n.a	n.a
QT GROUP OYJ	3 337	0	3337	40 %	35 %	n.a.	n.a.	n.a.	24 %	27 %	31 %
BYGGFAKTA GROUP NORDIC HOLDC	1 041	245	1287	n.a.	11 %	n.a.	n.a.	n.a.	n.a	11 %	15 %
AWARDIT AB	221	-9	211	71 %	9 %	n.a.	34 %	34 %	9 %	10 %	11 %
BAMBUSER AB	201	-60	141	105 %	44 %	99 %	n.a.	n.a.	n.a	n.a	n.a
BIMOBJECT AB	69	-34	35	10 %	16 %	n.a.	n.a.	n.a.	n.a	n.a	n.a
CBRAIN A/S	716	-8	715	34 %	27 %	85 %	87 %	88 %	20 %	28 %	30 %
CHECKIN.COM GROUP AB	118	0	118	91 %	95 %	n.a.	n.a.	n.a.	n.a	n.a	5 %
CINT GROUP AB	2 053	42	2095	125 %	24 %	51 %	63 %	65 %	18 %	7 %	14 %
EFECTE OYJ	83	-741	-658	n.a.	n.a.	n.a.	86 %	86 %	n.a	n.a	n.a
GENERIC SWEDEN AB	82	-3	79	18 %	16 %	47 %	44 %	43 %	20 %	n.a	n.a
GREATER THAN AB	140	-12	128	n.a.	n.a.	n.a.	n.a.	n.a.	n.a	n.a	n.a
IMINT IMAGE INTELLIGENCE AB	31	-4	25	n.a.	n.a.	100 %	n.a.	n.a.	23 %	n.a	n.a
LEADDESK OYJ	72	3	76	13 %	16 %	15 %	n.a.	n.a.	6 %	1 %	5 %
MAPSPEOPLE A/S	57	-6	52	n.a.	n.a.	n.a.	n.a.	n.a.	n.a	n.a	n.a
NEPA AB	61	-9	51	n.a.	n.a.	n.a.	n.a.	n.a.	n.a	n.a	n.a
ORDERYOYO A/S	84	-6	77	n.a.	n.a.	n.a.	n.a.	n.a.	n.a	n.a	n.a
PENNEO A/S	105	-2	104	44 %	37 %	52 %	69 %	70 %	n.a	n.a	n.a
SAMESYSTEM A/S	34	-5	32	n.a.	n.a.	n.a.	n.a.	n.a.	n.a	n.a	n.a
SSH COMMUNICATIONS SECURITY	109	-6	123	53 %	23 %	n.a.	n.a.	n.a.	n.a	7 %	16 %
TECNOTREE OYJ	391	-20	371	19 %	14 %	n.a.	n.a.	n.a.	38 %	39 %	41 %
ZIGNSEC AB	30	-3	28	n.a.	n.a.	n.a.	n.a.	n.a.	n.a	n.a	n.a
Median	**273**	**-5.8**	**274**	**24 %**	**16 %**	**72 %**	**78 %**	**79 %**	**20 %**	**20 %**	**21 %**

Source: SB1M, Bloomberg

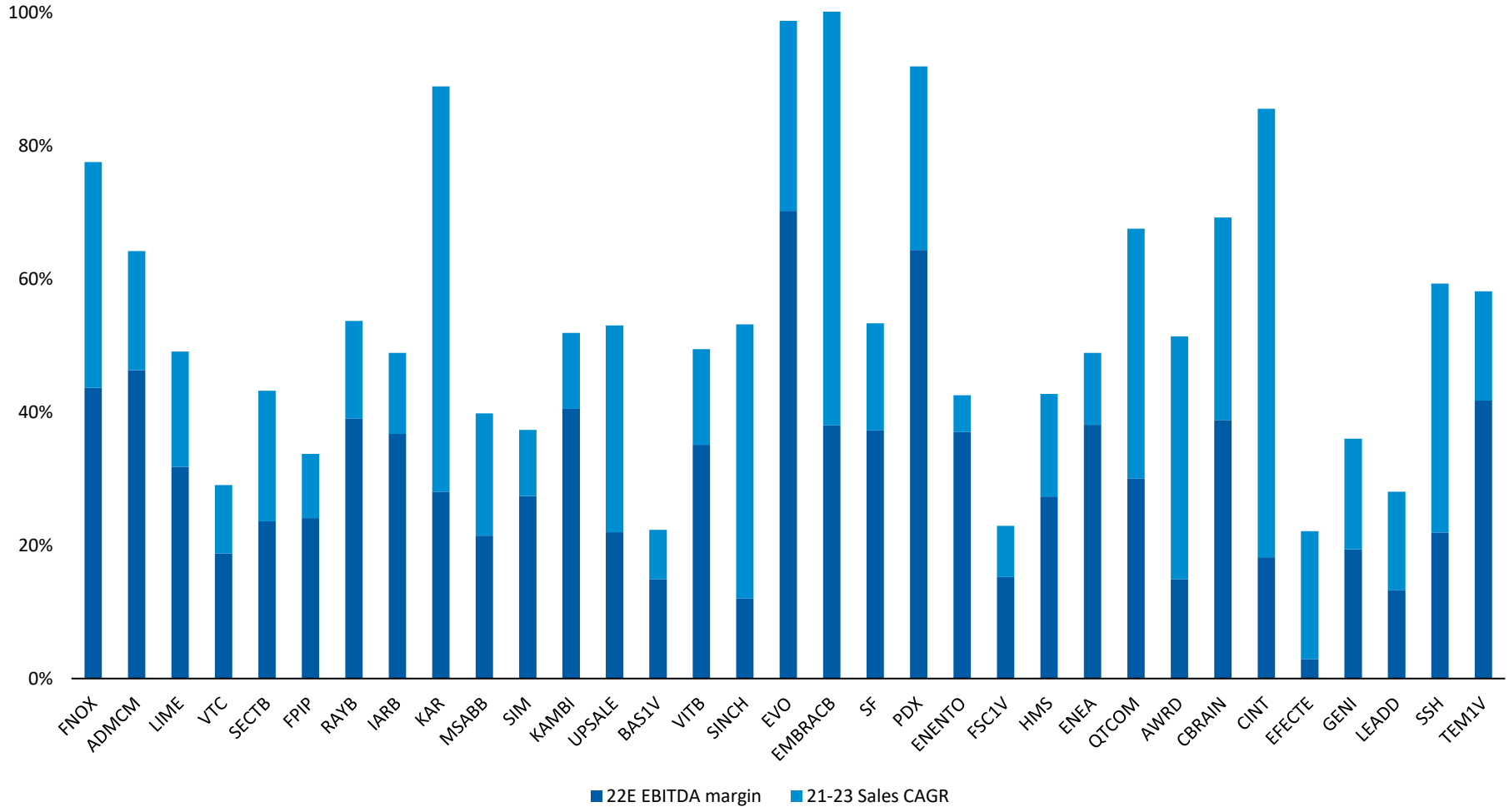
Nordic (excl. Norway) SaaS KPIs

Based on Bloomberg consensus

	EBITDA margin			EBITDA-CAPEX margin			2022 EBIT margin		21-23 sales CAGR		20-22 CAGR + 2021 EBIT margin	
	2021	2022	2023	2021	2022	2023	2022	EV/S	2022	EV/S	2022	EV/S
FORTNOX AB	44 %	44 %	47 %	39 %	43 %	46 %	34 %	27x	34 %	27x	68 %	27x
24SEVENOFFICE GROUP AB	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a.	n.a	n.a.	n.a	n.a.
ADMICOM OYJ	48 %	47 %	47 %	46 %	45 %	45 %	44 %	10x	18 %	10x	62 %	10x
LIME TECHNOLOGIES AB	33 %	32 %	32 %	33 %	29 %	29 %	20 %	8x	17 %	8x	37 %	8x
VITEC GROUP PLC/THE	17 %	19 %	20 %	14 %	16 %	17 %	12 %	2x	10 %	2x	23 %	2x
SECTRA AB-B SHS	25 %	24 %	23 %	21 %	21 %	20 %	20 %	14x	20 %	14x	40 %	14x
FORMPIPE SOFTWARE AB	28 %	24 %	26 %	27 %	23 %	25 %	14 %	4x	10 %	4x	23 %	4x
RAYSEARCH LABORATORIES AB	32 %	39 %	39 %	22 %	32 %	32 %	0 %	3x	15 %	3x	15 %	3x
IAR SYSTEMS GROUP AB	34 %	37 %	39 %	12 %	18 %	22 %	21 %	4x	12 %	4x	33 %	4x
KARNOV GROUP AB	42 %	28 %	27 %	39 %	21 %	21 %	23 %	4x	61 %	4x	84 %	4x
MICRO SYSTEMATION AB-B	16 %	21 %	22 %	15 %	21 %	22 %	18 %	3x	18 %	3x	36 %	3x
SIMCORP A/S	29 %	27 %	28 %	27 %	26 %	27 %	25 %	5x	10 %	5x	35 %	5x
KAMBI GROUP PLC	48 %	40 %	44 %	34 %	28 %	32 %	25 %	3x	11 %	3x	36 %	3x
UPSALES TECHNOLOGY AB	21 %	22 %	27 %	18 %	17 %	23 %	16 %	7x	31 %	7x	47 %	7x
BASWARE OYJ	15 %	15 %	17 %	8 %	9 %	11 %	5 %	2x	7 %	2x	13 %	2x
VITEC SOFTWARE GROUP AB-B SH	37 %	35 %	36 %	22 %	26 %	27 %	18 %	10x	14 %	10x	32 %	10x
SPEQTA AB	34 %	n.a	n.a	n.a	n.a	n.a	n.a	n.a.	n.a	n.a.	n.a	n.a.
SAFETURE AB	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a.	n.a	n.a.	n.a	n.a.
BRIOX AB	n.a	n.a	n.a	n.a	n.a	n.a	n.a	17x	58 %	17x	n.a	17x
ZETADISPLAY AB	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a.	n.a	n.a.	n.a	n.a.
SINCH AB	8 %	12 %	13 %	7 %	10 %	11 %	5 %	2x	42 %	2x	46 %	2x
EVOLUTION AB	69 %	70 %	71 %	65 %	64 %	66 %	63 %	16x	29 %	16x	92 %	16x
EMBRACER GROUP AB	42 %	38 %	36 %	13 %	33 %	35 %	28 %	5x	102 %	5x	129 %	5x
STILLFRONT GROUP AB	38 %	38 %	38 %	31 %	27 %	28 %	27 %	2x	16 %	2x	43 %	2x
PARADOX INTERACTIVE AB	59 %	63 %	62 %	59 %	63 %	62 %	38 %	10x	28 %	10x	65 %	10x
ENENTO GROUP OYJ	37 %	37 %	38 %	26 %	28 %	30 %	24 %	4x	6 %	4x	29 %	4x
WITHSECURE OYJ	15 %	15 %	17 %	11 %	12 %	14 %	10 %	3x	8 %	3x	18 %	3x
HMS NETWORKS AB	28 %	27 %	28 %	25 %	25 %	25 %	23 %	9x	15 %	9x	38 %	9x
ENEA AB	37 %	38 %	38 %	35 %	37 %	37 %	25 %	4x	11 %	4x	35 %	4x
STORYTEL AB	n.a	n.a	2 %	n.a	n.a	0 %	n.a	1x	19 %	1x	n.a	1x
QT GROUP OYJ	27 %	30 %	33 %	25 %	28 %	31 %	27 %	18x	37 %	18x	65 %	18x
BYGGFAKTA GROUP NORDIC HOLDC	n.a	35 %	37 %	n.a	n.a	n.a	11 %	6x	n.a	6x	n.a	6x
AWARDIT AB	14 %	15 %	15 %	n.a	n.a	n.a	10 %	2x	36 %	2x	46 %	2x
BAMBUSER AB	n.a	n.a	n.a	n.a	n.a	n.a	n.a	5x	72 %	5x	n.a	5x
BIMOBJECT AB	n.a	n.a	n.a	n.a	n.a	n.a	n.a	3x	13 %	3x	n.a	3x
CBRAIN A/S	33 %	39 %	41 %	32 %	38 %	40 %	28 %	24x	30 %	24x	58 %	24x
CHECKIN.COM GROUP AB	n.a	n.a	16 %	n.a	n.a	-6 %	n.a	15x	93 %	15x	n.a	15x
CINT GROUP AB	19 %	18 %	24 %	14 %	15 %	21 %	7 %	6x	67 %	6x	74 %	6x
EFECTE OYJ	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a.	n.a	n.a.	n.a	n.a.
GENERIC SWEDEN AB	21 %	19 %	20 %	20 %	19 %	19 %	n.a	6x	17 %	6x	n.a	6x
GREATER THAN AB	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a.	n.a	n.a.	n.a	n.a.
IMINT IMAGE INTELLIGENCE AB	42 %	n.a	n.a	42 %	n.a	n.a	n.a	n.a.	n.a	n.a.	n.a	n.a.
LEADDESK OYJ	15 %	13 %	16 %	-30 %	6 %	10 %	1 %	2x	15 %	2x	15 %	2x
MAPSPEOPLE A/S	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a.	n.a	n.a.	n.a	n.a.
NEPA AB	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a.	n.a	n.a.	n.a	n.a.
ORDERYOYO A/S	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a.	n.a	n.a.	n.a	n.a.
PENNEO A/S	n.a	n.a	n.a	n.a	n.a	n.a	n.a	9x	41 %	9x	n.a	9x
SAMESYSTEM A/S	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a.	n.a	n.a.	n.a	n.a.
SSH COMMUNICATIONS SECURITY	6 %	22 %	31 %	n.a	n.a	n.a	7 %	5x	37 %	5x	44 %	5x
TECNOTREE OYJ	41 %	42 %	44 %	31 %	35 %	38 %	39 %	4x	16 %	4x	55 %	4x
ZIGNSEC AB	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a.	n.a	n.a.	n.a	n.a.
Median	**33 %**	**30 %**	**31 %**	**25 %**	**26 %**	**26 %**	**20 %**	**4.8x**	**18 %**	**4.8x**	**40 %**	**4.8x**

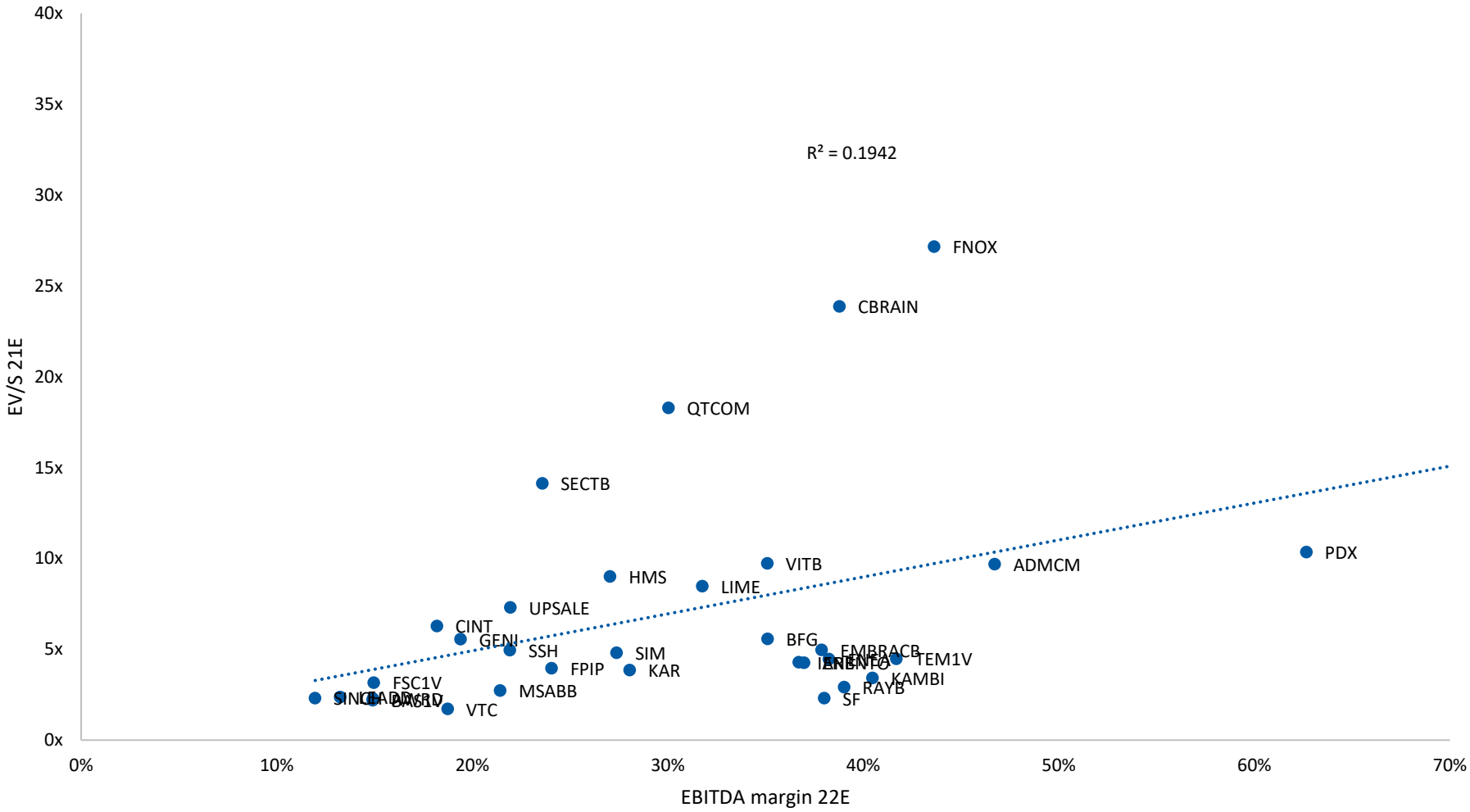
Source: SB1M, Bloomberg

Multiples is only relevant when compared to growth, margins and risk



Source: SB1M, Bloomberg

Nordic SaaS visualized through 2022 EBITDA margins and 2021 EV/Sales

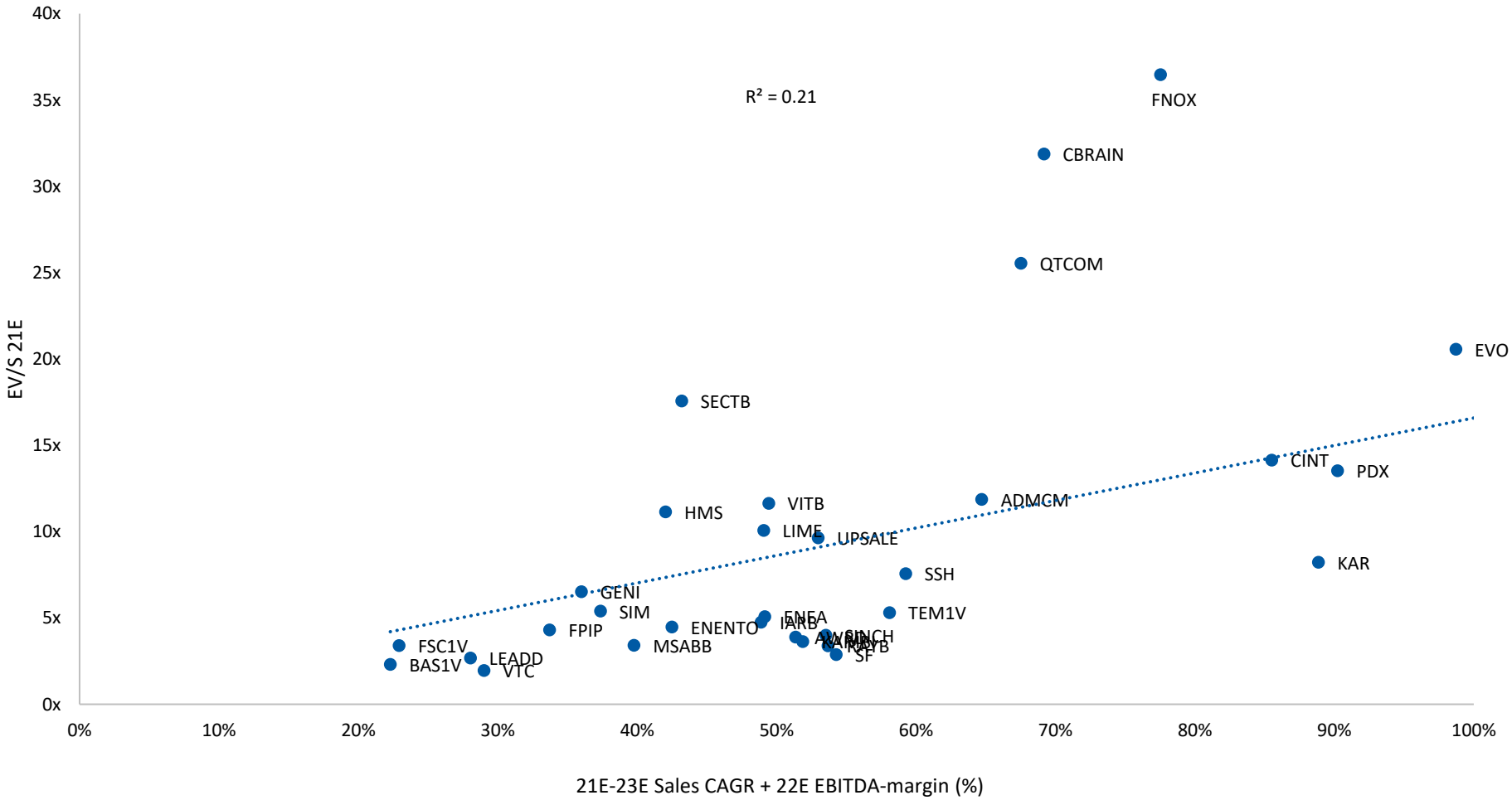


Source: SB1M, Bloomberg

Nordic SaaS visualized through 2021-2023 sales CAGR and 2021 EV/Sales

Source: SB1M, Bloomberg

Nordic SaaS visualized through Rule of 40 and 2021 EV/Sales



Source: SB1M, Bloomberg, Tech Sector Insight

US Peers (based on consensus)

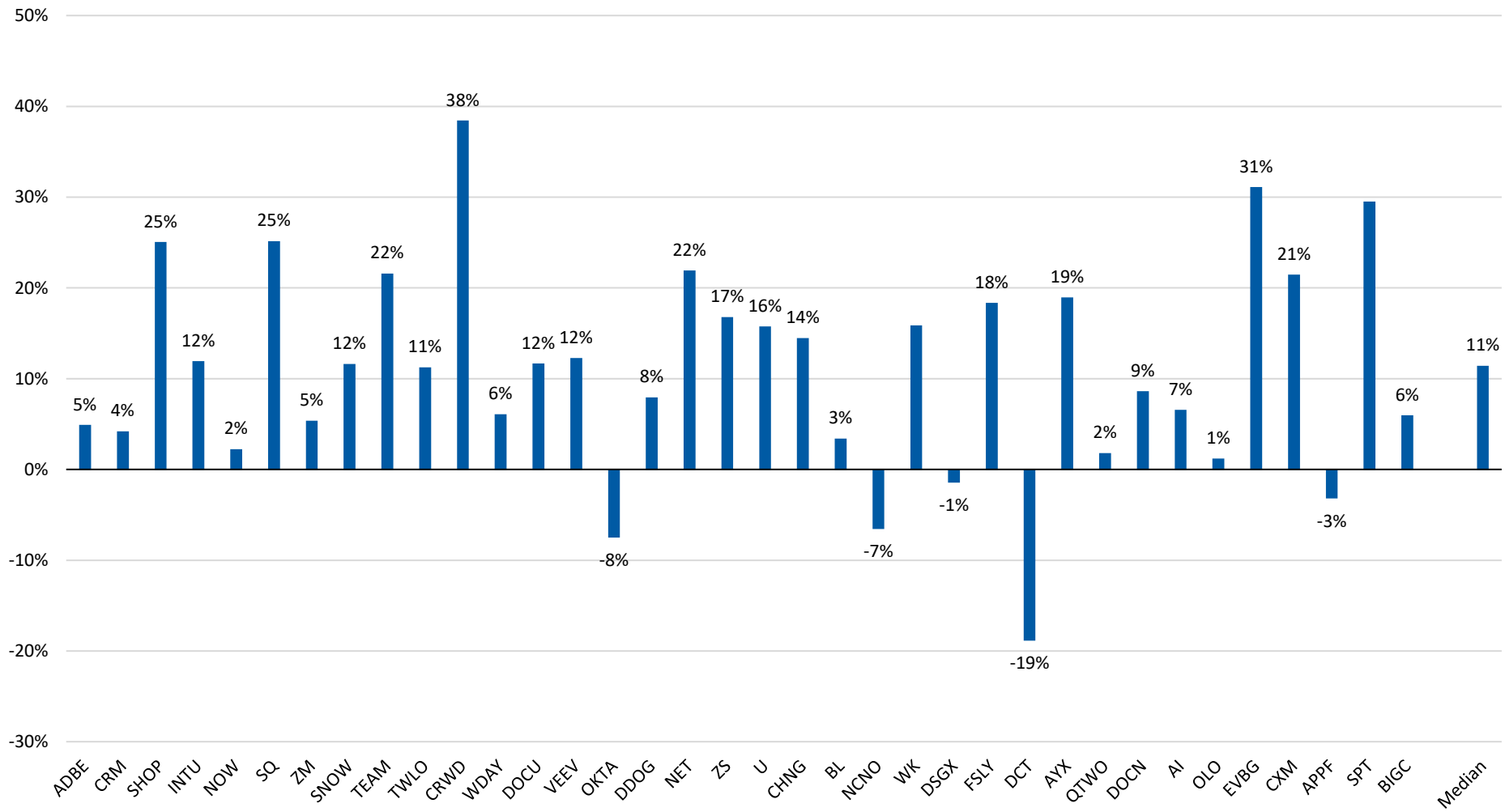
US SaaS peers

Based on Bloomberg consensus

	Share price performance			EV/EBITDA			Historical	EV/EBIT			Historical	P/E			Historical	FCF Yield	Historical	Div yield (%)			EV/Sales			Hist.
	1m	3m	6m	2021	2022	2023	5Y avg.	2021	2022	2023	5Y avg.	2021	2022	2023	5Y avg.	T12m	5Y avg.	2021	2022	2023	2021	2022	2023	5Y avg.
ADOBE INC	5 %	-11 %	-22 %	26.5x	24.0x	21.3x	26.3x	29.5x	26.7x	23.1x	29.4x	36.3x	33.1x	28.1x	35.6x	3.17	2.68	-	-	-	13.6x	12.0x	10.4x	12.4x
SALESFORCE INC	4 %	-12 %	-27 %	32.2x	24.3x	20.1x	26.9x	54.5x	41.1x	31.7x	41.0x	43.1x	42.7x	42.8x	57.3x	2.79	2.45	-	-	-	9.6x	7.6x	6.3x	7.2x
SHOPIFY INC - CLASS A	25 %	-44 %	-53 %	95.5x	155.9x	99.3x	379.3x	100.8x	216.7x	151.8x	1954.2x	101.3x	189.3x	131.5x	738.3x	n.a.	n.a.	-	-	-	16.2x	12.3x	9.3x	20.8x
INTUIT INC	12 %	-13 %	-7 %	40.9x	30.9x	26.2x	24.2x	43.5x	33.0x	27.9x	26.4x	52.9x	42.5x	36.0x	35.4x	2.22	3.08	0.47	0.55	0.56	15.5x	11.8x	10.2x	9.1x
SERVICENOW INC	2 %	-6 %	-14 %	53.8x	44.0x	34.9x	44.6x	71.1x	56.5x	43.7x	57.5x	89.5x	72.0x	56.8x	76.5x	1.72	1.59	-	-	-	17.8x	14.1x	11.3x	12.9x
BLOCK INC	25 %	-11 %	-47 %	74.3x	90.6x	54.1x	78.9x	414.9x	n.a.	188.7x	364.0x	75.0x	103.9x	59.4x	107.7x	1.23	0.72	-	-	-	4.1x	3.8x	3.1x	9.4x
ZOOM VIDEO COMMUNICATIONS-A	5 %	-33 %	-55 %	30.6x	17.6x	19.2x	212.9x	37.4x	18.1x	20.1x	616.6x	39.2x	23.6x	32.7x	470.4x	4.35	1.28	-	-	-	11.2x	7.1x	6.4x	27.6x
SNOWFLAKE INC-CLASS A	12 %	-29 %	-32 %	n.a.	n.a.	857.9x	1055.5x	n.a.	n.a.	2832.5x	6271.3x	n.a.	n.a.	1464.9x	15056.5x	0.14	- 0.08	-	-	-	109.7x	52.6x	31.5x	56.4x
ATLASSIAN CORP PLC-CLASS A	22 %	-4 %	-25 %	136.7x	117.8x	89.7x	76.0x	206.3x	127.3x	105.8x	97.5x	218.6x	186.1x	155.6x	130.3x	1.11	1.46	-	-	-	36.3x	27.7x	22.1x	19.4x
TWILIO INC - A	11 %	-34 %	-52 %	95.2x	106.0x	64.3x	500.4x	n.a.	n.a.	328.6x	5177.1x	n.a.	n.a.	730.0x	82889.2x	- 0.38	- 0.19	n.a.	n.a.	n.a.	8.5x	6.2x	4.7x	12.1x
CROWDSTRIKE HOLDINGS INC - A	38 %	15 %	-11 %	498.5x	204.8x	119.6x	738.3x	1016.6x	280.9x	159.4x	469.7x	943.6x	371.0x	198.7x	660.5x	0.90	0.11	-	-	-	57.0x	34.1x	22.7x	26.7x
WORKDAY INC-CLASS A	6 %	-7 %	-9 %	50.7x	38.5x	37.6x	47.6x	68.9x	50.2x	49.6x	72.8x	86.4x	60.1x	64.7x	91.6x	2.40	1.46	-	-	-	13.3x	11.1x	9.2x	9.8x
DOCUSIGN INC	12 %	-24 %	-61 %	100.8x	41.7x	40.9x	124.8x	128.6x	49.2x	49.1x	257.8x	132.0x	52.0x	51.8x	248.8x	2.21	0.96	-	-	-	14.4x	9.8x	8.3x	15.0x
VEEVA SYSTEMS INC-CLASS A	12 %	-12 %	-29 %	48.5x	37.6x	34.3x	44.7x	51.3x	38.7x	35.4x	47.2x	71.8x	55.2x	50.8x	69.0x	2.41	1.88	-	-	-	20.2x	15.8x	13.5x	16.7x
OKTA INC	-8 %	-25 %	-35 %	966.0x	n.a.	n.a.	4378.3x	n.a.	n.a.	n.a.	20492.0x	3883.4x	n.a.	n.a.	4793.1x	0.44	0.06	-	-	-	27.5x	17.7x	12.7x	18.8x
DATADOG INC - CLASS A	8 %	-5 %	-2 %	269.5x	198.2x	126.5x	1167.1x	316.1x	237.5x	146.9x	651.4x	344.8x	266.5x	168.4x	603.0x	0.59	0.17	-	-	-	42.6x	27.6x	20.1x	31.1x
CLOUDFLARE INC - CLASS A	22 %	5 %	-20 %	636.7x	349.9x	251.6x	660.2x	n.a.	2858.9x	1021.8x	5992.3x	n.a.	3404.8x	1158.4x	13514.8x	- 0.12	- 0.43	-	-	-	55.6x	38.6x	28.4x	32.6x
ZSCALER INC	17 %	-11 %	-13 %	313.3x	233.6x	152.5x	295.6x	444.5x	332.2x	194.4x	343.2x	493.5x	422.5x	241.1x	543.0x	0.61	0.37	-	-	-	48.4x	30.6x	22.4x	24.5x
UNITY SOFTWARE INC	16 %	-22 %	-31 %	n.a.	3395.3x	295.2x	10823.4x	n.a.	n.a.	939.3x	n.a.	n.a.	n.a.	1840.4x	n.a.	- 0.58	- 0.31	n.a.	-	-	25.5x	18.6x	14.3x	27.7x
SLACK TECHNOLOGIES INC- CL A	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	3396.2x	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	989.8x	n.a.	- 0.97	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	17.5x
CHANGE HEALTHCARE INC	14 %	12 %	14 %	13.0x	11.1x	10.5x	9.2x	86.8x	61.2x	34.0x	26.6x	18.6x	15.6x	13.1x	11.6x	3.67	4.93	-	-	-	3.9x	3.4x	3.3x	2.8x
BLACKLINE INC	3 %	-26 %	-40 %	70.6x	98.6x	48.8x	126.1x	109.1x	704.9x	138.4x	243.6x	115.0x	787.2x	167.1x	303.0x	1.73	0.58	-	-	-	9.8x	8.0x	6.6x	10.3x
J2 GLOBAL INC	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
NCINO INC	-7 %	-12 %	-37 %	n.a.	n.a.	n.a.	2901.6x	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	- 0.55	- 0.12	n.a.	n.a.	n.a.	24.1x	18.1x	12.2x	22.1x
WORKIVA INC	16 %	-2 %	-17 %	273.3x	n.a.	n.a.	1440.0x	348.7x	n.a.	n.a.	20209.0x	357.1x	n.a.	n.a.	4042.9x	0.81	0.86	n.a.	n.a.	n.a.	12.8x	10.6x	8.9x	7.0x
DESCARTES SYSTEMS GRP/THE	-1 %	-7 %	-13 %	40.8x	31.2x	27.3x	26.5x	81.6x	53.0x	41.7x	49.0x	104.2x	61.5x	60.1x	42.3x	n.a.	n.a.	n.a.	n.a.	n.a.	16.7x	13.6x	12.0x	10.3x
FASTLY INC - CLASS A	18 %	-46 %	-56 %	n.a.	n.a.	n.a.	832.1x	n.a.	n.a.	n.a.	18278.5x	n.a.	n.a.	n.a.	3981.5x	- 3.57	- 1.99	-	-	-	6.6x	5.6x	4.8x	14.2x
DUCK CREEK TECHNOLOGIES INC	-19 %	-33 %	-59 %	129.6x	97.9x	73.0x	492.9x	162.7x	113.6x	83.4x	1726.7x	235.0x	187.0x	132.8x	788.7x	- 0.41	- 0.21	n.a.	n.a.	n.a.	8.1x	7.0x	6.0x	16.7x
ALTERYX INC - CLASS A	19 %	25 %	0 %	2874.7x	n.a.	147.4x	172.5x	n.a.	n.a.	715.1x	2715.6x	n.a.	n.a.	2790.0x	1283.2x	0.62	0.60	-	-	-	9.7x	7.1x	6.0x	11.3x
Q2 HOLDINGS INC	2 %	-22 %	-23 %	100.2x	82.4x	53.4x	124.4x	174.5x	151.1x	82.4x	685.5x	228.1x	165.0x	90.6x	544.1x	0.32	- 0.40	-	-	-	7.1x	6.1x	5.2x	9.1x
DIGITALOCEAN HOLDINGS INC	9 %	-23 %	-35 %	41.5x	30.1x	22.5x	40.1x	114.2x	67.6x	41.4x	93.3x	160.9x	80.7x	49.4x	131.0x	0.57	0.53	n.a.	n.a.	n.a.	13.1x	9.9x	7.5x	12.4x
C3.AI INC-A	7 %	-29 %	-52 %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	- 4.88	- 3.41	n.a.	n.a.	n.a.	7.3x	5.3x	4.0x	19.7x
OLO INC - CLASS A	1 %	-33 %	-55 %	71.1x	145.0x	72.0x	182.1x	73.5x	181.3x	78.4x	188.5x	114.4x	292.6x	125.8x	314.2x	1.35	1.13	n.a.	n.a.	n.a.	10.0x	7.7x	5.9x	20.2x
EVERBRIDGE INC	31 %	-21 %	-67 %	227.7x	60.8x	36.8x	1468.2x	n.a.	142.4x	64.5x	3762.0x	558.2x	195.3x	74.3x	11870.0x	0.17	- 0.03	n.a.	n.a.	n.a.	5.6x	4.8x	4.2x	10.2x
MEDALLIA INC	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	186.1x	n.a.	n.a.	n.a.	333.2x	n.a.	n.a.	n.a.	5229.3x	n.a.	- 0.79	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	7.9x
SPRINKLR INC-A	21 %	-7 %	-18 %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	- 1.77	- 2.09	n.a.	-	-	n.a.	6.1x	4.9x	6.1x
APPFOLIO INC - A	-3 %	-7 %	-14 %	101.3x	78.0x	55.9x	65.6x	n.a.	n.a.	483.8x	327.6x	430.3x	338.4x	130.6x	148.7x	0.71	1.02	n.a.	n.a.	n.a.	10.7x	8.4x	7.0x	10.9x
CLOUDERA INC	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	36.1x	n.a.	n.a.	n.a.	25.4x	n.a.	n.a.	n.a.	3469.0x	n.a.	0.71	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	3.7x
SPROUT SOCIAL INC - CLASS A	30 %	1 %	-33 %	n.a.	n.a.	898.2x	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0.34	- 0.18	n.a.	n.a.	n.a.	21.2x	15.8x	12.0x	15.6x
BIGCOMMERCE HOLDINGS-SER 1	6 %	-34 %	-58 %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	- 2.87	- 1.12	n.a.	n.a.	n.a.	7.0x	5.4x	4.4x	19.3x
Median	**11 %**	**-12 %**	**-30 %**	**95.4x**	**80.2x**	**54.1x**	**182.1x**	**105.0x**	**90.6x**	**82.9x**	**338.2x**	**115.0x**	**134.5x**	**108.2x**	**543.0x**	**0.6**	**0.4**	**-**	**-**	**-**	**13.3x**	**10.2x**	**8.6x**	**14.2x**

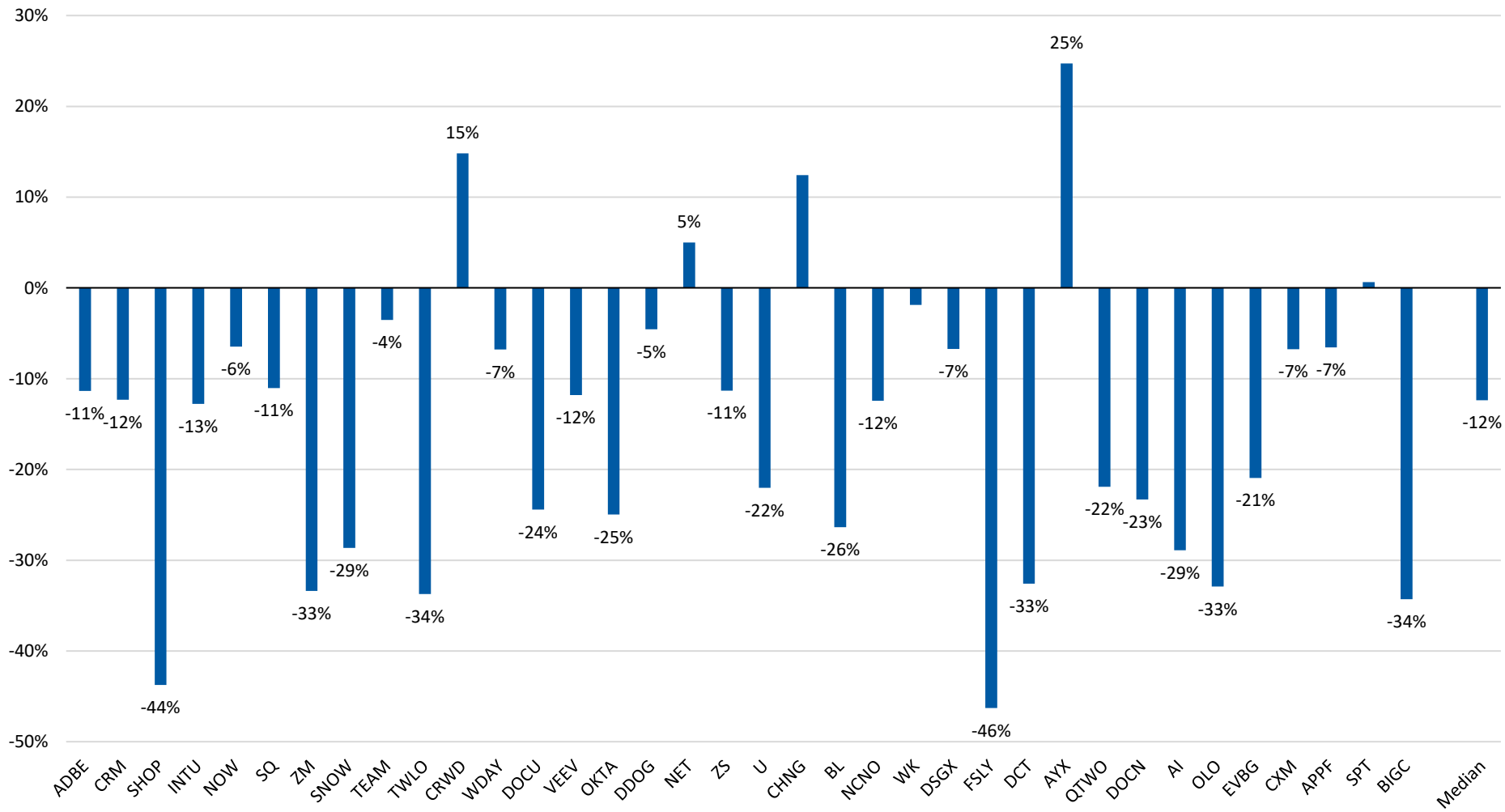
Source: SB1M, Bloomberg

US SaaS peers - 1 month share price performance



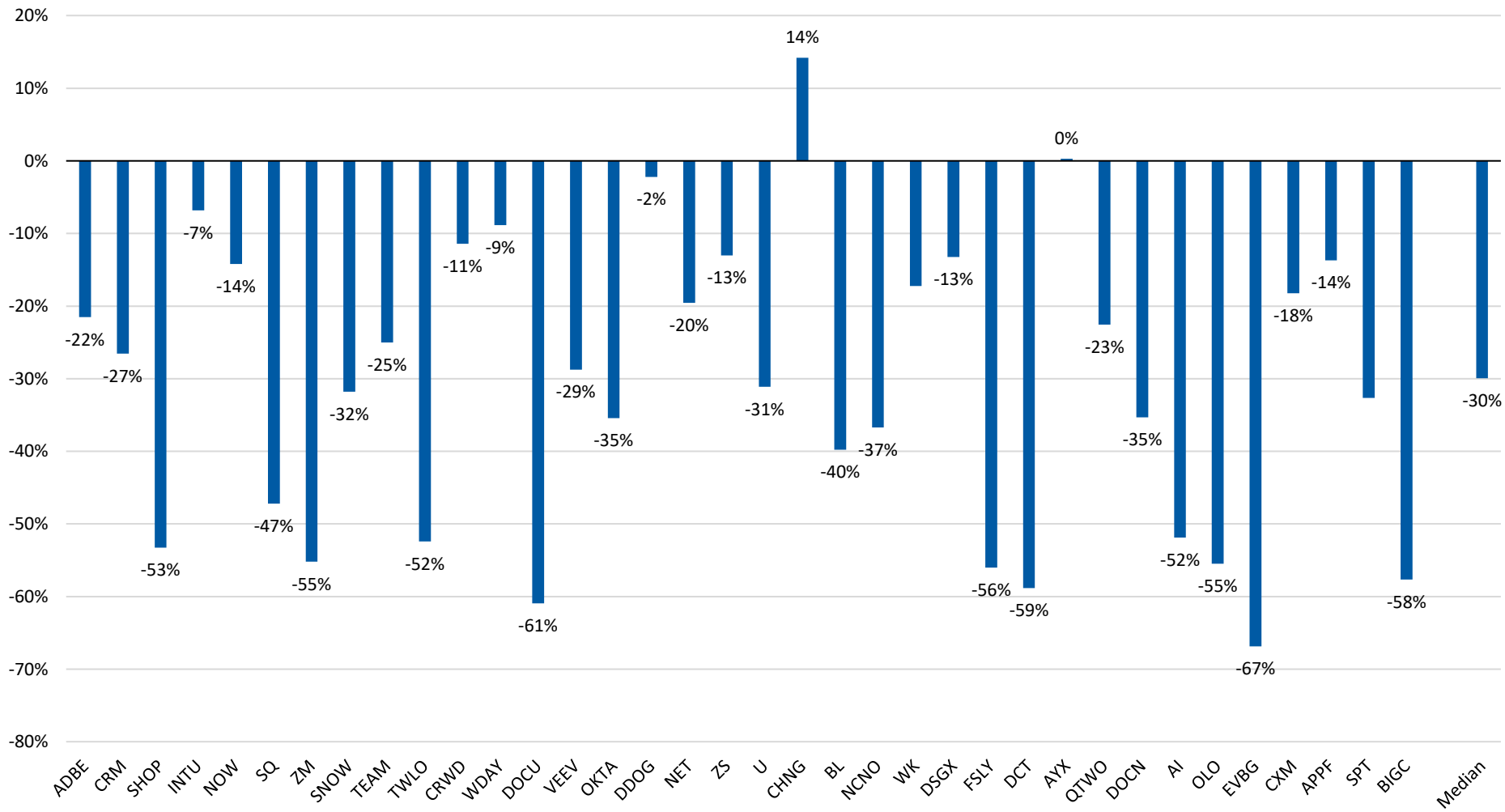
Source: Bloomberg , SB1M

US SaaS peers - 3 month share price performance



Source: Bloomberg , SB1M

US SaaS peers - 6 month share price performance



Source: Bloomberg , SB1M

US SaaS KPIs

Based on Bloomberg consensus

	USD			Sales Growth		Gross margin			EBIT margin		
	MCAP	NIBD	EV	2022	2023	2021	2022	2023	2021	2022	2023
ADOBE INC	213 910	-1125	213874	13 %	15 %	90 %	89 %	90 %	46 %	45 %	45 %
SALESFORCE INC	198 158	3833	201991	25 %	22 %	79 %	79 %	79 %	18 %	19 %	20 %
SHOPIFY INC - CLASS A	80 899	-6595	74304	32 %	32 %	55 %	52 %	52 %	16 %	6 %	6 %
INTUIT INC	139 995	-1390	145818	32 %	15 %	83 %	84 %	84 %	36 %	36 %	37 %
SERVICENOW INC	105 956	-1090	104866	26 %	25 %	81 %	82 %	82 %	25 %	25 %	26 %
BLOCK INC	73 047	-295	72793	8 %	23 %	25 %	32 %	33 %	1 %	n.a	2 %
ZOOM VIDEO COMMUNICATIONS-A	34 196	-5314	28882	58 %	11 %	69 %	75 %	75 %	30 %	39 %	32 %
SNOWFLAKE INC-CLASS A	67 287	-3646	63641	108 %	67 %	65 %	70 %	71 %	n.a	n.a	1 %
ATLASSIAN CORP PLC-CLASS A	74 264	-627	74604	31 %	25 %	86 %	85 %	84 %	18 %	22 %	21 %
TWILIO INC - A	27 697	-4083	23614	39 %	30 %	54 %	53 %	54 %	n.a	n.a	1 %
CROWDSTRIKE HOLDINGS INC - A	50 084	-1222	48874	67 %	50 %	75 %	76 %	77 %	6 %	12 %	14 %
WORKDAY INC-CLASS A	58 546	-1547	56999	19 %	21 %	77 %	78 %	78 %	19 %	22 %	19 %
DOCUSIGN INC	20 428	79	20507	46 %	19 %	78 %	82 %	81 %	11 %	20 %	17 %
VEEVA SYSTEMS INC-CLASS A	31 511	-2322	29189	27 %	17 %	75 %	75 %	74 %	39 %	41 %	38 %
OKTA INC	23 124	-473	22651	55 %	40 %	78 %	77 %	76 %	n.a	n.a	n.a
DATADOG INC - CLASS A	43 081	-747	42334	54 %	37 %	77 %	78 %	78 %	13 %	12 %	14 %
CLOUDFLARE INC - CLASS A	36 551	-529	36022	44 %	36 %	78 %	78 %	78 %	n.a	1 %	3 %
ZSCALER INC	32 726	-538	32095	58 %	37 %	80 %	80 %	80 %	11 %	9 %	12 %
UNITY SOFTWARE INC	27 604	82	27686	37 %	30 %	78 %	78 %	78 %	n.a	n.a	2 %
SLACK TECHNOLOGIES INC- CL A	n.a.	-676	n.a.	n.a	n.a	88 %	87 %	88 %	n.a	n.a	n.a
CHANGE HEALTHCARE INC	7 400	4756	11973	13 %	6 %	57 %	59 %	60 %	4 %	6 %	10 %
BLACKLINE INC	4 201	-65	4164	23 %	21 %	80 %	78 %	79 %	9 %	1 %	5 %
J2 GLOBAL INC	n.a.	247	n.a.	n.a	n.a	85 %	86 %	86 %	n.a	n.a	n.a
NCINO INC	4 893	-39	4857	34 %	48 %	60 %	62 %	64 %	n.a	n.a	n.a
WORKIVA INC	5 845	-193	5652	21 %	19 %	77 %	77 %	77 %	4 %	n.a	n.a
DESCARTES SYSTEMS GRP/THE	5 946	-202	5744	23 %	13 %	74 %	76 %	76 %	20 %	26 %	29 %
FASTLY INC - CLASS A	2 305	-5	2300	17 %	18 %	58 %	55 %	56 %	n.a	n.a	n.a
DUCK CREEK TECHNOLOGIES INC	2 429	-352	2104	17 %	15 %	59 %	58 %	59 %	5 %	6 %	7 %
ALTERYX INC - CLASS A	4 906	203	5109	35 %	19 %	91 %	90 %	90 %	n.a	n.a	1 %
Q2 HOLDINGS INC	3 363	194	3558	16 %	19 %	52 %	52 %	53 %	4 %	4 %	6 %
DIGITALOCEAN HOLDINGS INC	5 837	-251	5586	32 %	31 %	60 %	67 %	69 %	11 %	15 %	18 %
C3.AI INC-A	2 265	-1082	1327	39 %	33 %	75 %	78 %	77 %	n.a	n.a	n.a
OLO INC - CLASS A	2 001	-514	1486	30 %	30 %	81 %	81 %	81 %	14 %	4 %	8 %
EVERBRIDGE INC	1 871	199	2070	16 %	16 %	73 %	73 %	74 %	n.a	3 %	6 %
MEDALLIA INC	n.a.	-166	n.a.	n.a	n.a	69 %	69 %	71 %	n.a	n.a	n.a
SPRINKLR INC-A	3 526	-532	2994	n.a	25 %	n.a.	70 %	72 %	n.a	n.a	n.a
APPFOLIO INC - A	3 868	-64	3803	27 %	20 %	60 %	60 %	60 %	n.a	n.a	1 %
CLOUDERA INC	n.a.	-94	n.a.	n.a	n.a	82 %	85 %	85 %	n.a	n.a	n.a
SPROUT SOCIAL INC - CLASS A	4 091	-153	3938	34 %	31 %	76 %	76 %	76 %	n.a	n.a	n.a
BIGCOMMERCE HOLDINGS-SER 1	1 558	-51	1507	29 %	22 %	80 %	76 %	78 %	n.a	n.a	n.a
Median	**21 776**	**-323.5**	**21 579**	**31 %**	**23 %**	**77 %**	**76 %**	**77 %**	**14 %**	**13 %**	**11 %**

Source: SB1M, Bloomberg

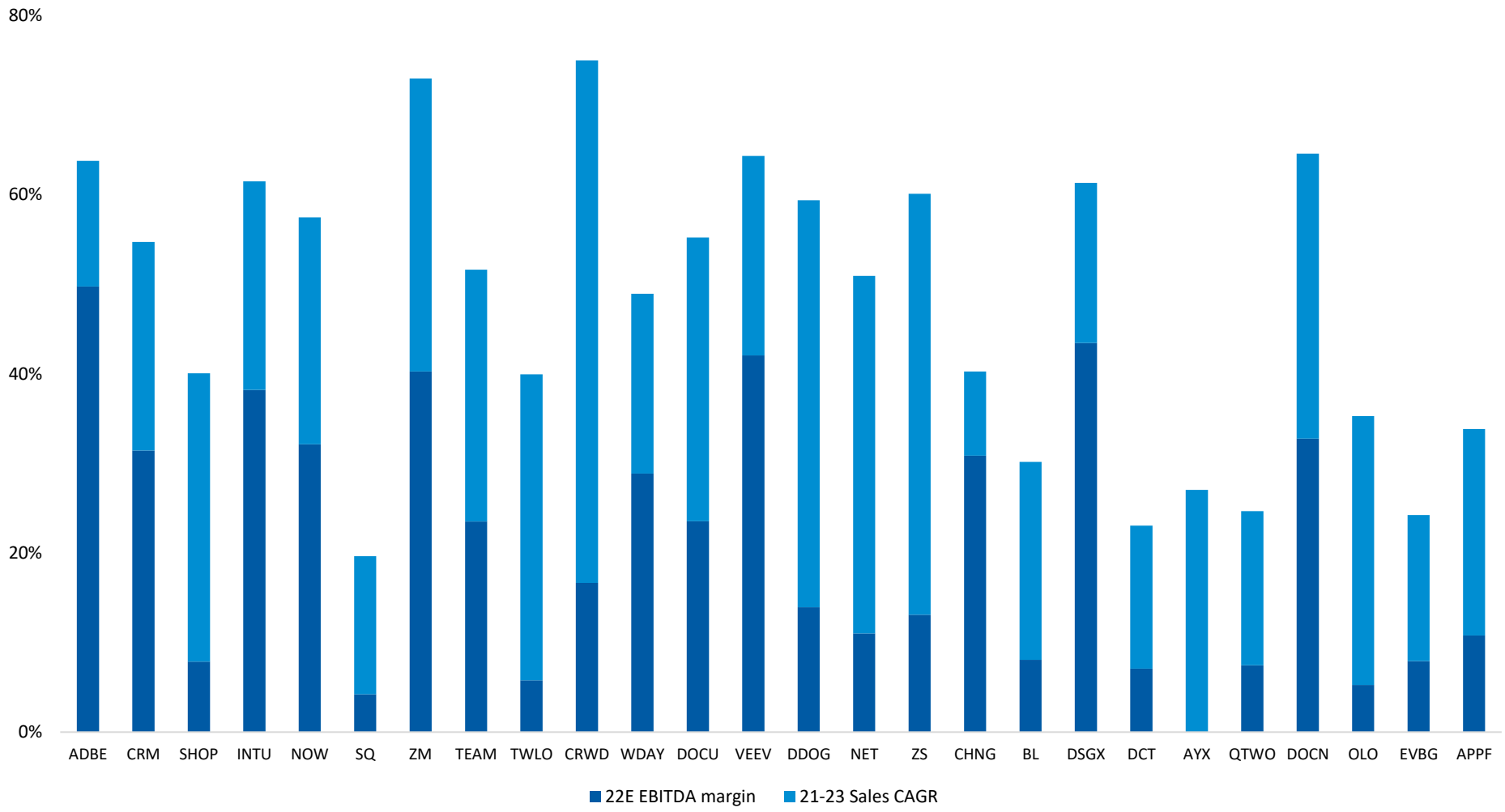
US SaaS KPIs

Based on Bloomberg consensus

	EBITDA margin			EBITDA-CAPEX margin			2022 EBIT margin		21-23 sales CAGR		20-22 CAGR + 2021 EBIT margin	
	2021	2022	2023	2021	2022	2023	2022	EV/S	2022	EV/S	2022	EV/S
ADOBE INC	51 %	50 %	49 %	49 %	47 %	47 %	45 %	12x	14 %	12x	59 %	12x
SALESFORCE INC	30 %	31 %	31 %	26 %	29 %	29 %	19 %	8x	23 %	8x	42 %	8x
SHOPIFY INC - CLASS A	17 %	8 %	9 %	16 %	5 %	3 %	6 %	12x	32 %	12x	38 %	12x
INTUIT INC	38 %	38 %	39 %	36 %	36 %	37 %	36 %	12x	23 %	12x	59 %	12x
SERVICENOW INC	33 %	32 %	32 %	26 %	25 %	26 %	25 %	14x	25 %	14x	50 %	14x
BLOCK INC	6 %	4 %	6 %	5 %	3 %	5 %	n.a	4x	15 %	4x	n.a	4x
ZOOM VIDEO COMMUNICATIONS-A	37 %	40 %	33 %	33 %	36 %	29 %	39 %	7x	33 %	7x	72 %	7x
SNOWFLAKE INC-CLASS A	n.a	n.a	4 %	n.a	n.a	1 %	n.a	53x	87 %	53x	n.a	53x
ATLASSIAN CORP PLC-CLASS A	27 %	24 %	25 %	25 %	22 %	23 %	22 %	28x	28 %	28x	50 %	28x
TWILIO INC - A	9 %	6 %	7 %	7 %	4 %	6 %	n.a	6x	34 %	6x	n.a	6x
CROWDSTRIKE HOLDINGS INC - A	11 %	17 %	19 %	4 %	9 %	9 %	12 %	34x	58 %	34x	70 %	34x
WORKDAY INC-CLASS A	26 %	29 %	24 %	20 %	24 %	17 %	22 %	11x	20 %	11x	42 %	11x
DOCUSIGN INC	14 %	24 %	20 %	8 %	20 %	16 %	20 %	10x	32 %	10x	52 %	10x
VEEVA SYSTEMS INC-CLASS A	42 %	42 %	39 %	41 %	41 %	39 %	41 %	16x	22 %	16x	63 %	16x
OKTA INC	3 %	n.a	n.a	1 %	n.a	n.a	n.a	18x	47 %	18x	n.a	18x
DATADOG INC - CLASS A	16 %	14 %	16 %	15 %	12 %	14 %	12 %	28x	45 %	28x	57 %	28x
CLOUDFLARE INC - CLASS A	9 %	11 %	11 %	-5 %	-2 %	0 %	1 %	39x	40 %	39x	41 %	39x
ZSCALER INC	15 %	13 %	15 %	8 %	7 %	8 %	9 %	31x	47 %	31x	56 %	31x
UNITY SOFTWARE INC	n.a	1 %	5 %	n.a	-4 %	0 %	n.a	19x	33 %	19x	n.a	19x
SLACK TECHNOLOGIES INC- CL A	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a.	n.a	n.a.	n.a	n.a.
CHANGE HEALTHCARE INC	30 %	31 %	31 %	22 %	23 %	23 %	6 %	3x	9 %	3x	15 %	3x
BLACKLINE INC	14 %	8 %	13 %	12 %	6 %	12 %	1 %	8x	22 %	8x	23 %	8x
J2 GLOBAL INC	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a.	n.a	n.a.	n.a	n.a.
NCINO INC	n.a	n.a	n.a	n.a	n.a	n.a	n.a	18x	41 %	18x	n.a	18x
WORKIVA INC	5 %	n.a	n.a	4 %	n.a	n.a	n.a	11x	20 %	11x	n.a	11x
DESCARTES SYSTEMS GRP/THE	41 %	43 %	44 %	40 %	42 %	43 %	26 %	14x	18 %	14x	43 %	14x
FASTLY INC - CLASS A	n.a	n.a	n.a	n.a	n.a	n.a	n.a	6x	17 %	6x	n.a	6x
DUCK CREEK TECHNOLOGIES INC	6 %	7 %	8 %	6 %	6 %	7 %	6 %	7x	16 %	7x	22 %	7x
ALTERYX INC - CLASS A	0 %	n.a	4 %	-5 %	n.a	0 %	n.a	7x	27 %	7x	n.a	7x
Q2 HOLDINGS INC	7 %	7 %	10 %	3 %	3 %	5 %	4 %	6x	17 %	6x	21 %	6x
DIGITALOCEAN HOLDINGS INC	31 %	33 %	33 %	8 %	13 %	15 %	15 %	10x	32 %	10x	46 %	10x
C3.AI INC-A	n.a	n.a	n.a	n.a	n.a	n.a	n.a	5x	36 %	5x	n.a	5x
OLO INC - CLASS A	14 %	5 %	8 %	13 %	5 %	8 %	4 %	8x	30 %	8x	34 %	8x
EVERBRIDGE INC	2 %	8 %	11 %	1 %	6 %	10 %	3 %	5x	16 %	5x	20 %	5x
MEDALLIA INC	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a.	n.a	n.a.	n.a	n.a.
SPRINKLR INC-A	n.a	n.a	n.a	n.a	n.a	n.a	n.a	6x	n.a	6x	n.a	6x
APPFOLIO INC - A	11 %	11 %	13 %	1 %	3 %	5 %	n.a	8x	23 %	8x	n.a	8x
CLOUDERA INC	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a.	n.a	n.a.	n.a	n.a.
SPROUT SOCIAL INC - CLASS A	n.a	n.a	1 %	n.a	n.a	0 %	n.a	16x	33 %	16x	n.a	16x
BIGCOMMERCE HOLDINGS-SER 1	n.a	n.a	n.a	n.a	n.a	n.a	n.a	5x	25 %	5x	n.a	5x
Median	**15 %**	**15 %**	**15 %**	**10 %**	**10 %**	**10 %**	**13 %**	**10.2x**	**27 %**	**10.2x**	**45 %**	**10.2x**

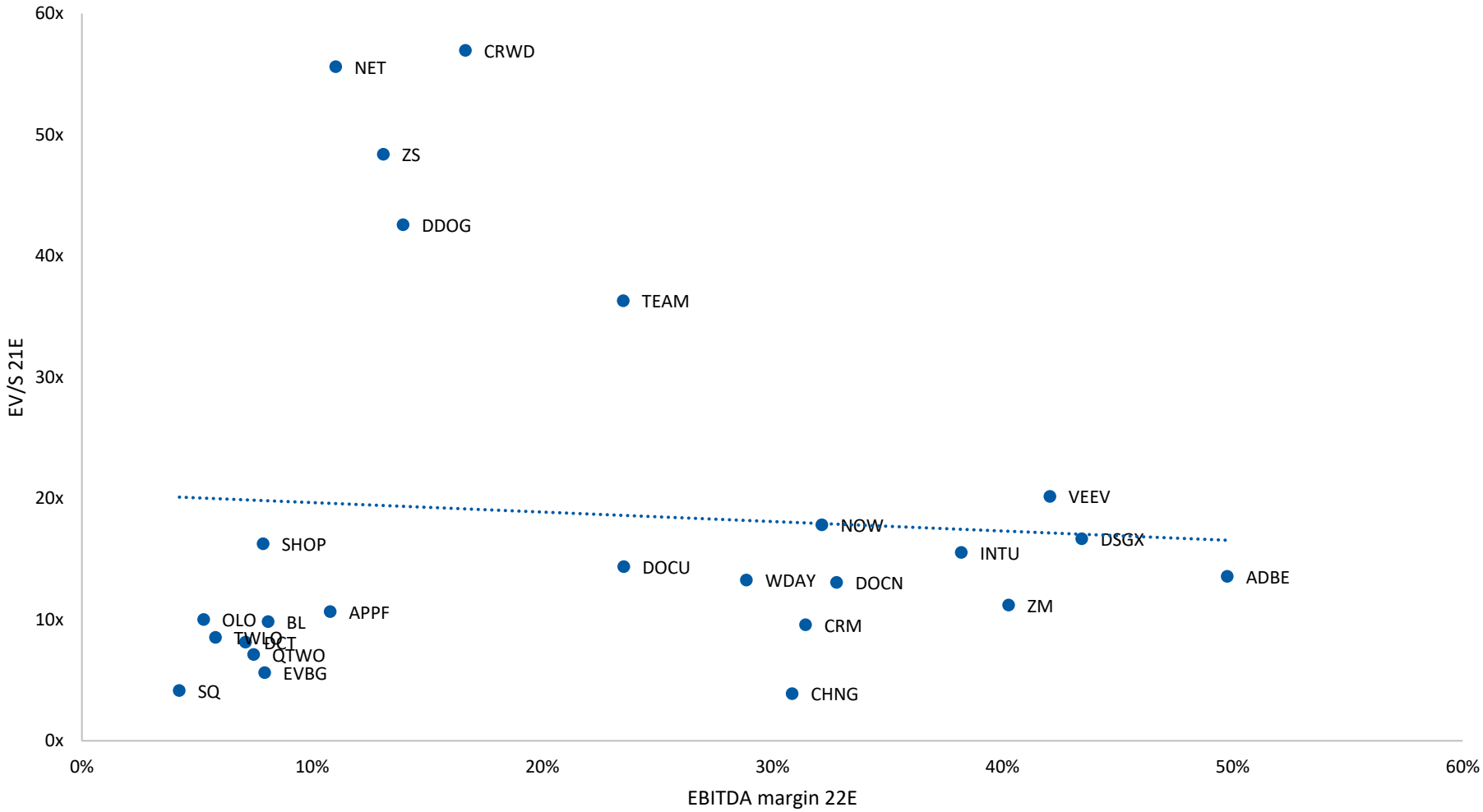
Source: SB1M, Bloomberg

Multiples is only relevant when compared to growth, margins and risk



Source: SB1M, Bloomberg

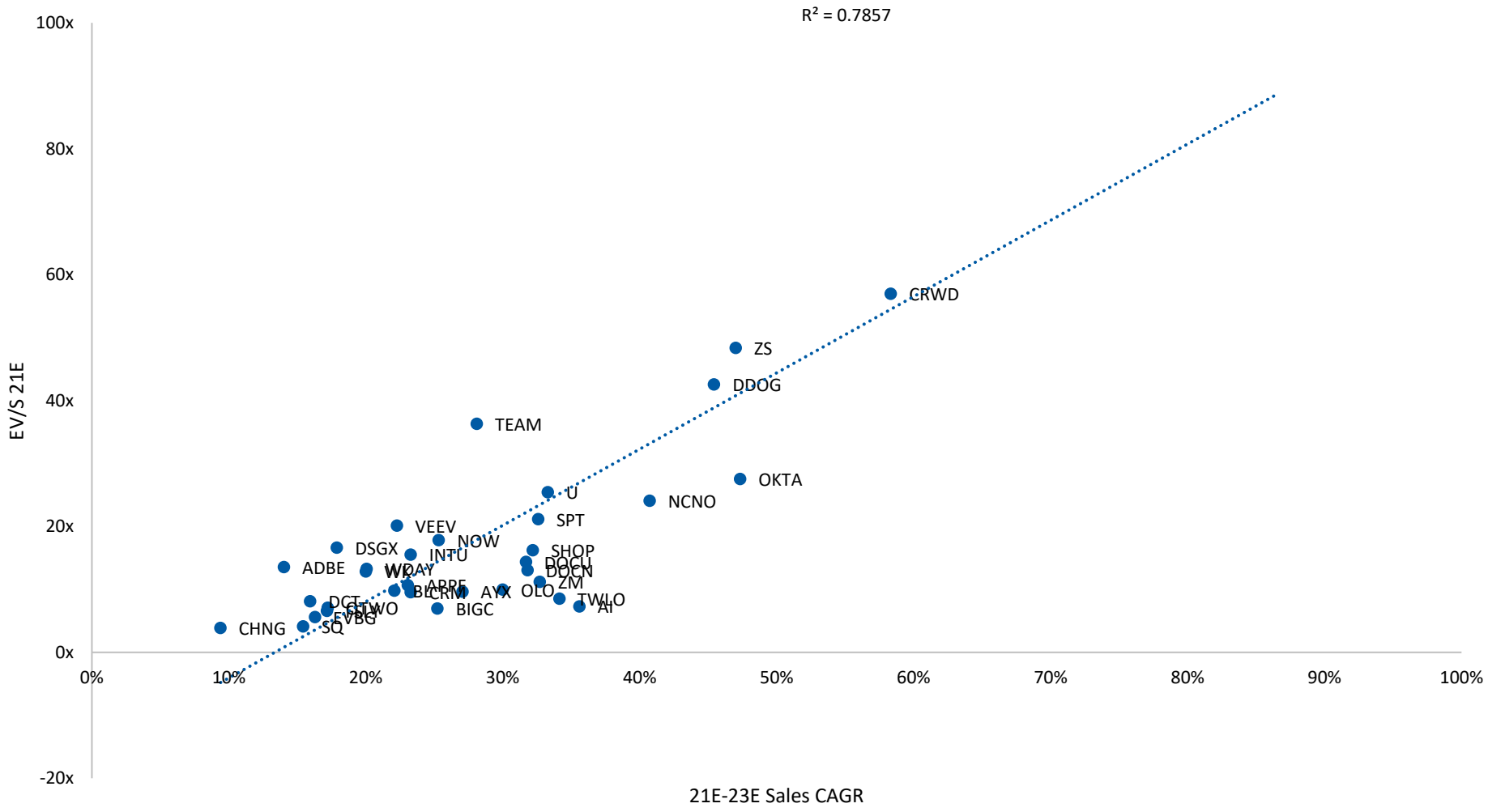
US SaaS visualized through 2021 EBITDA margins and 2021 EV/Sales



Source: SB1M, Bloomberg

US SaaS visualized through 2021-2023 sales CAGR and 2021 EV/Sales

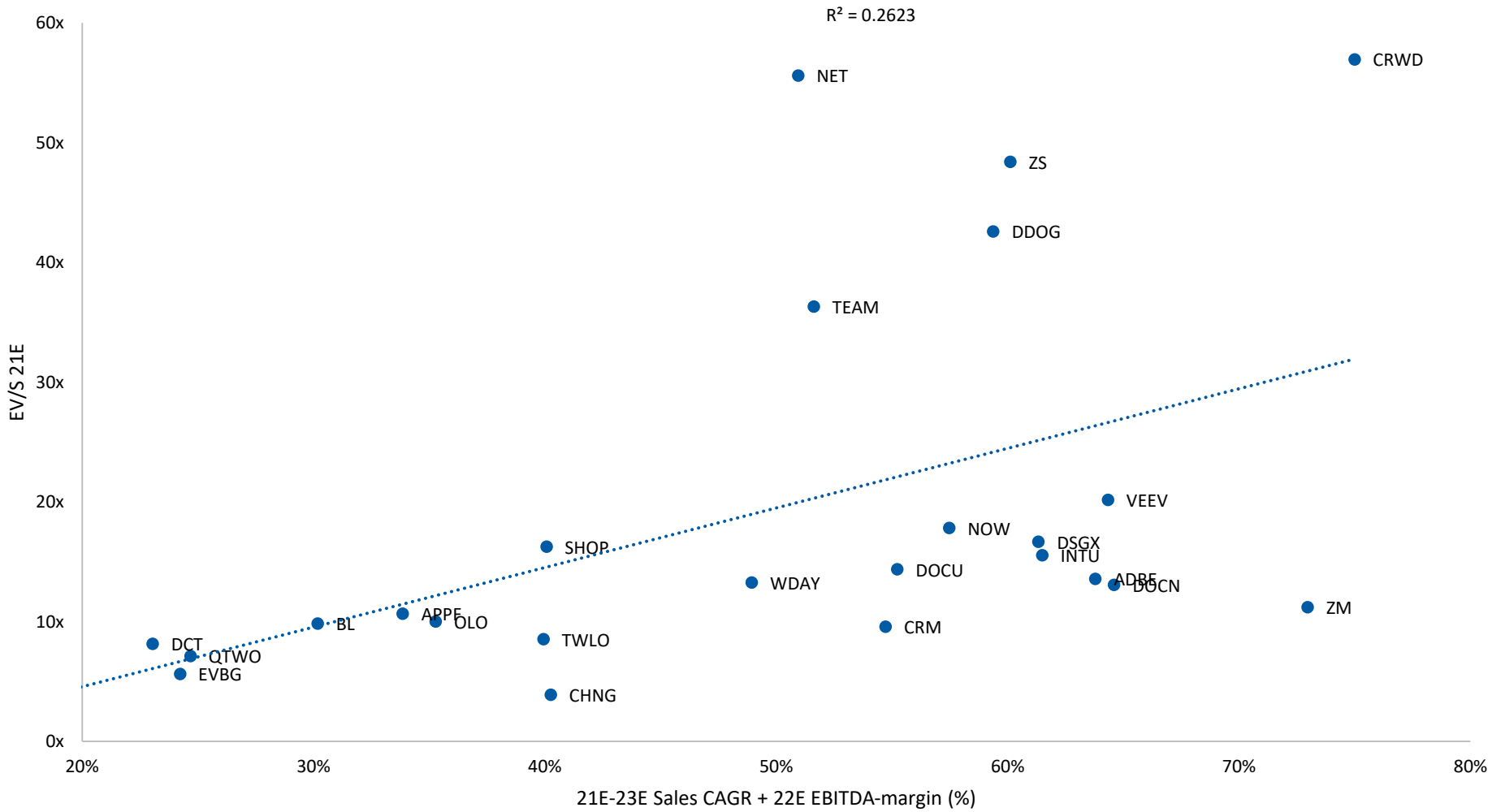
US SaaS peers valuation dependent on Sales CAGR



Source: SB1M, Bloomberg

US SaaS visualized through Rule of 40 and 2021 EV/Sales (1/4)

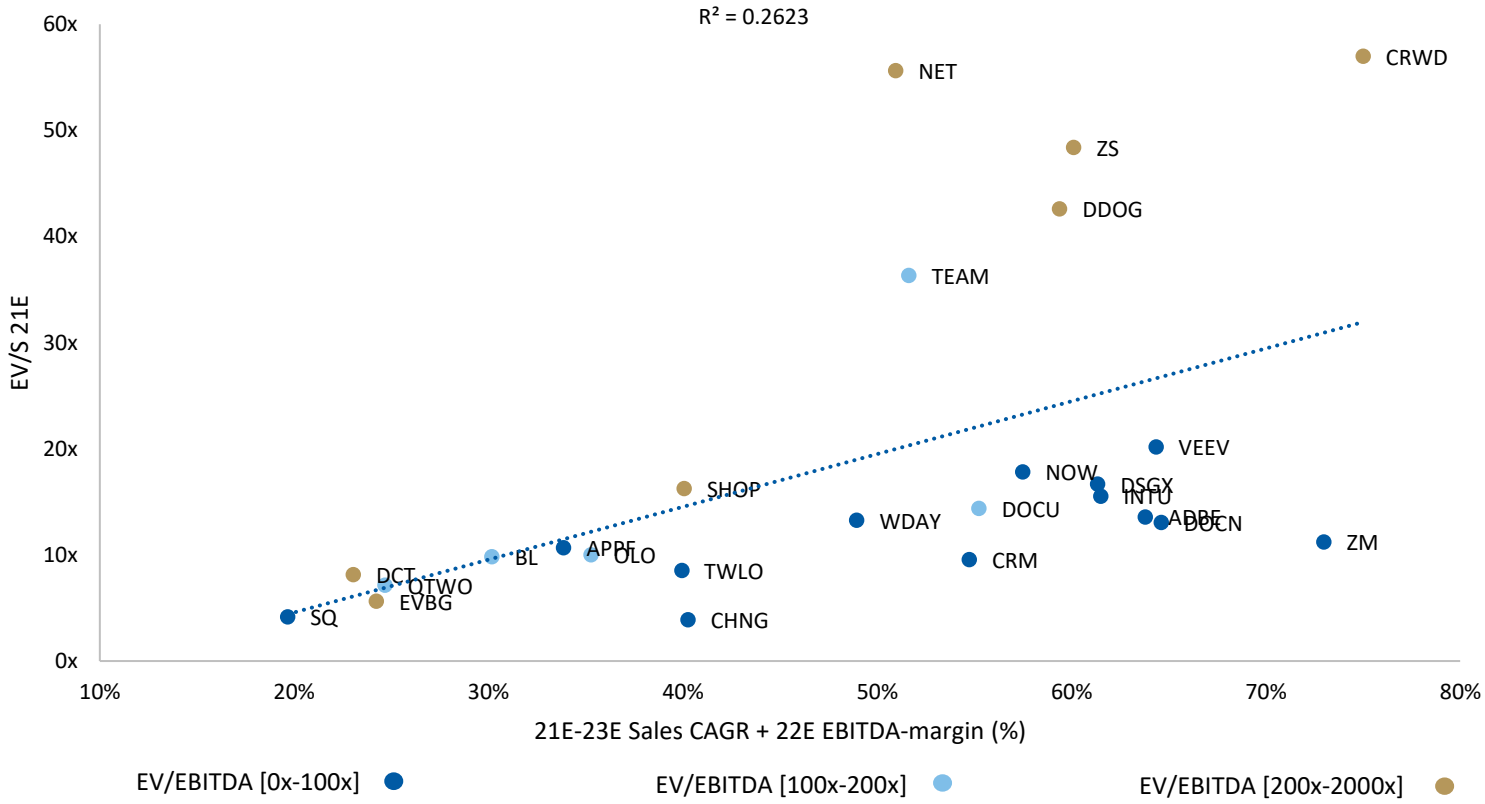
What has happened to the rule of 40 in the US?



Source: SB1M, Bloomberg

US SaaS visualized through Rule of 40 and 2021 EV/Sales (2/4)

What if we look a little closer?

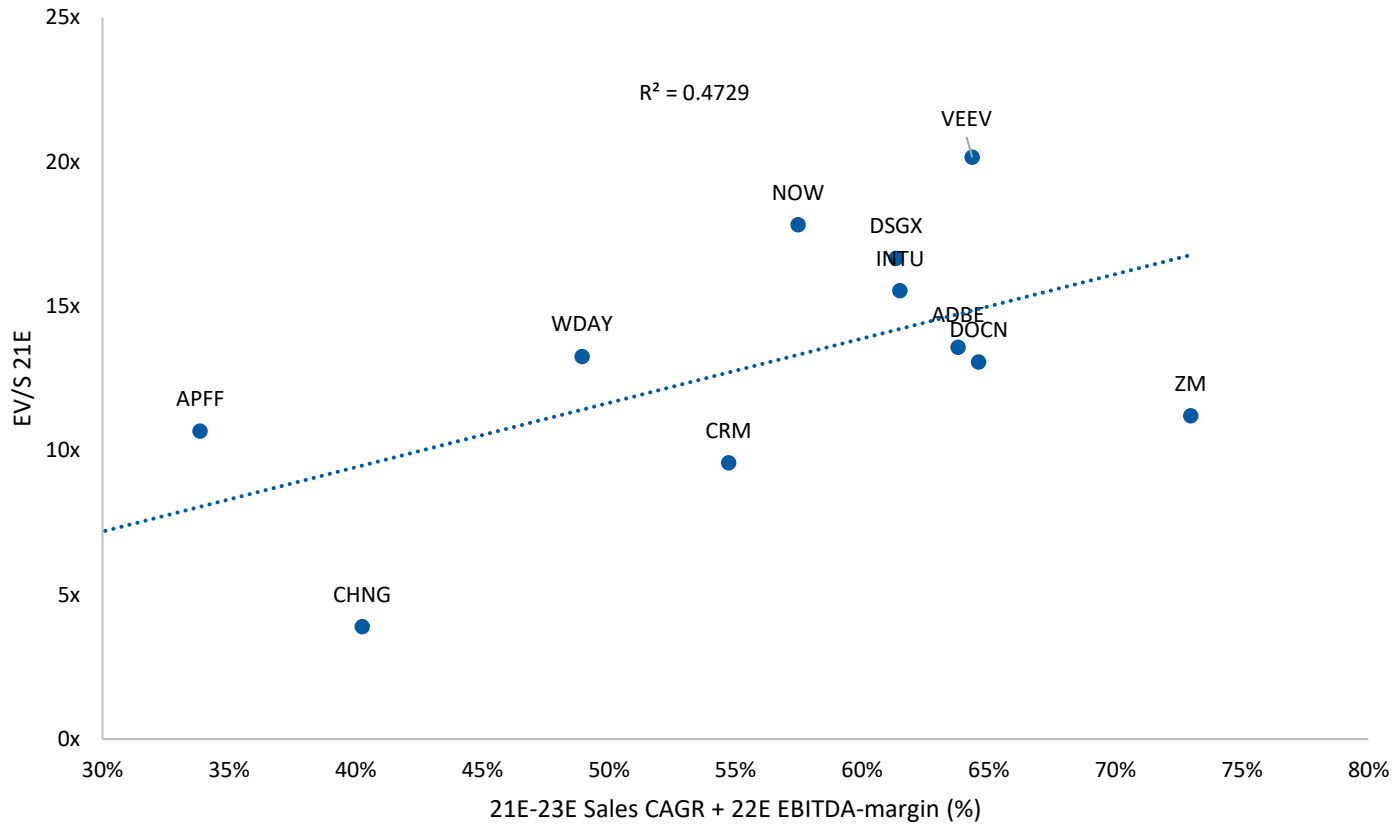


We see that the Rule of 40 is far from broken. We have filtered on the companies with an EV/EBITDA below 100x (marked in dark blue) and find that there still is a good fit for profitable firms, while US companies with high growth fits better when removing the EBITDA-margin and only look at 21E-23E Sales CAGR

Source: SB1M, Bloomberg, Tech Sector Insight

US SaaS visualized through Rule of 40 and 2021 EV/Sales (3/4)

Rule of 40 is still important!

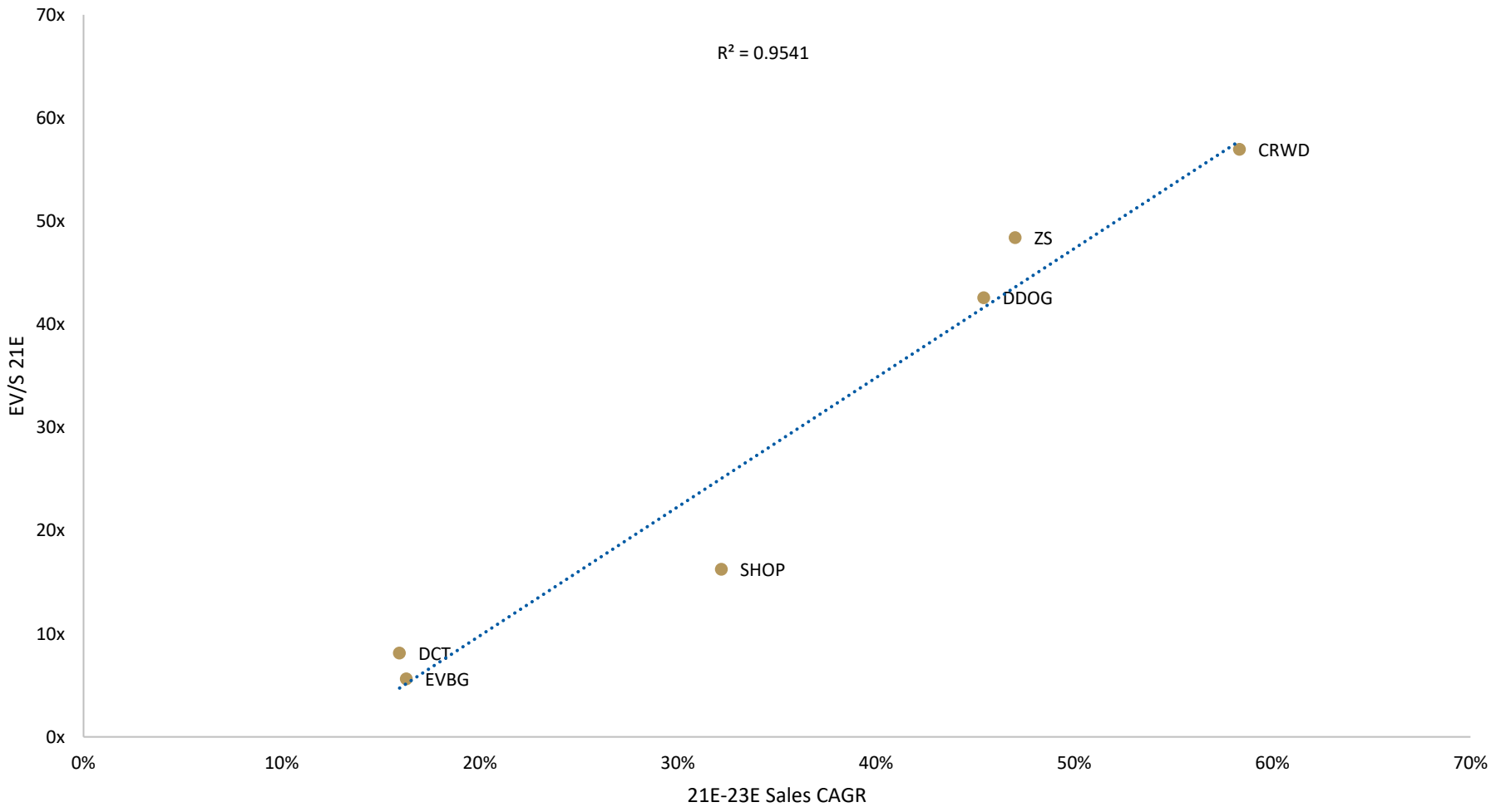


There is still need for both growth and profitability. Ro40 will matter for almost all companies when company growth slows down and the growth/margin tradeoff becomes apparent.

Source: SB1M, Bloomberg, Tech Sector Insight

US SaaS visualized through Rule of 40 and 2021 EV/Sales (4/4)

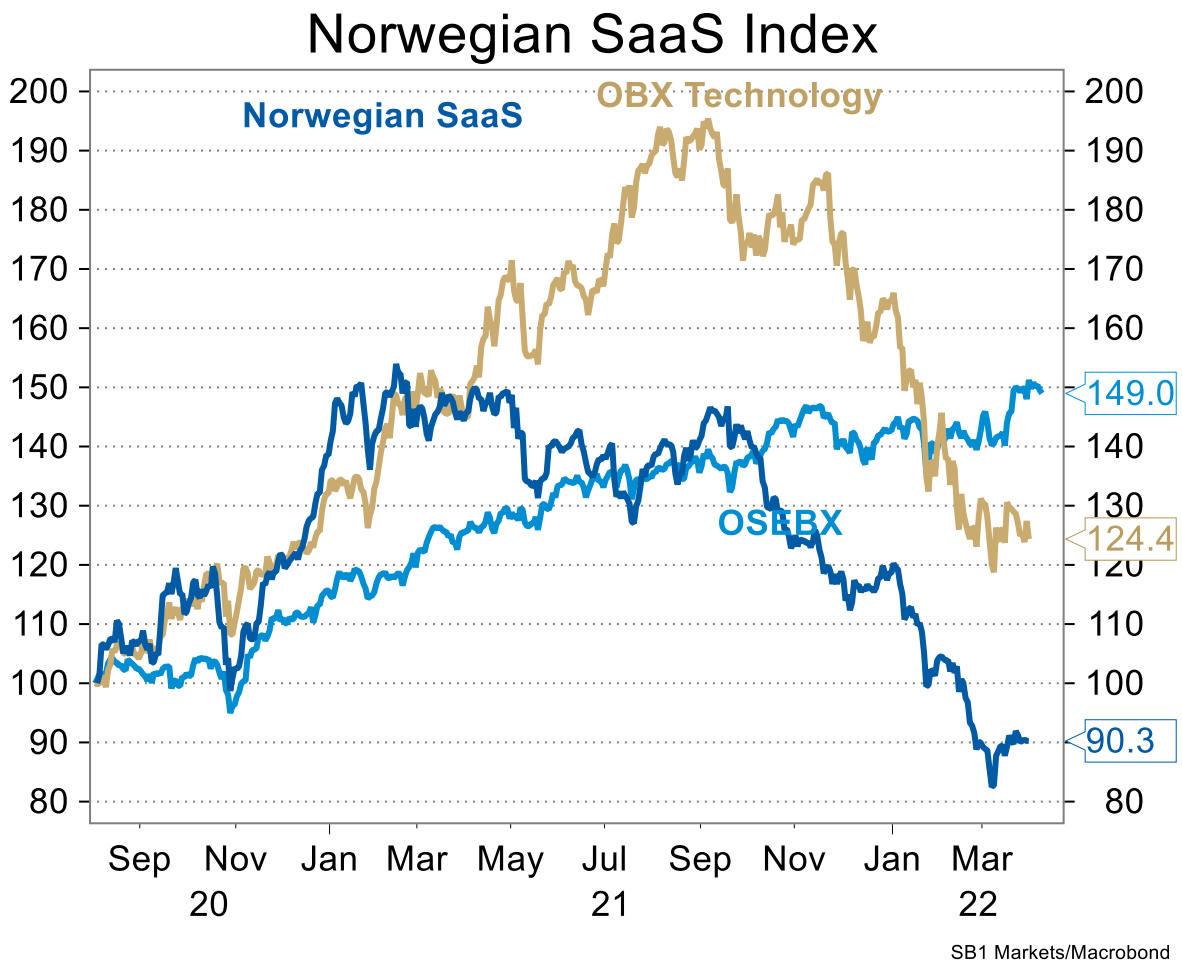
US SaaS companies with high EV/EBITDA multiples screen better on Sales CAGR expectations



Source: SB1M, Bloomberg

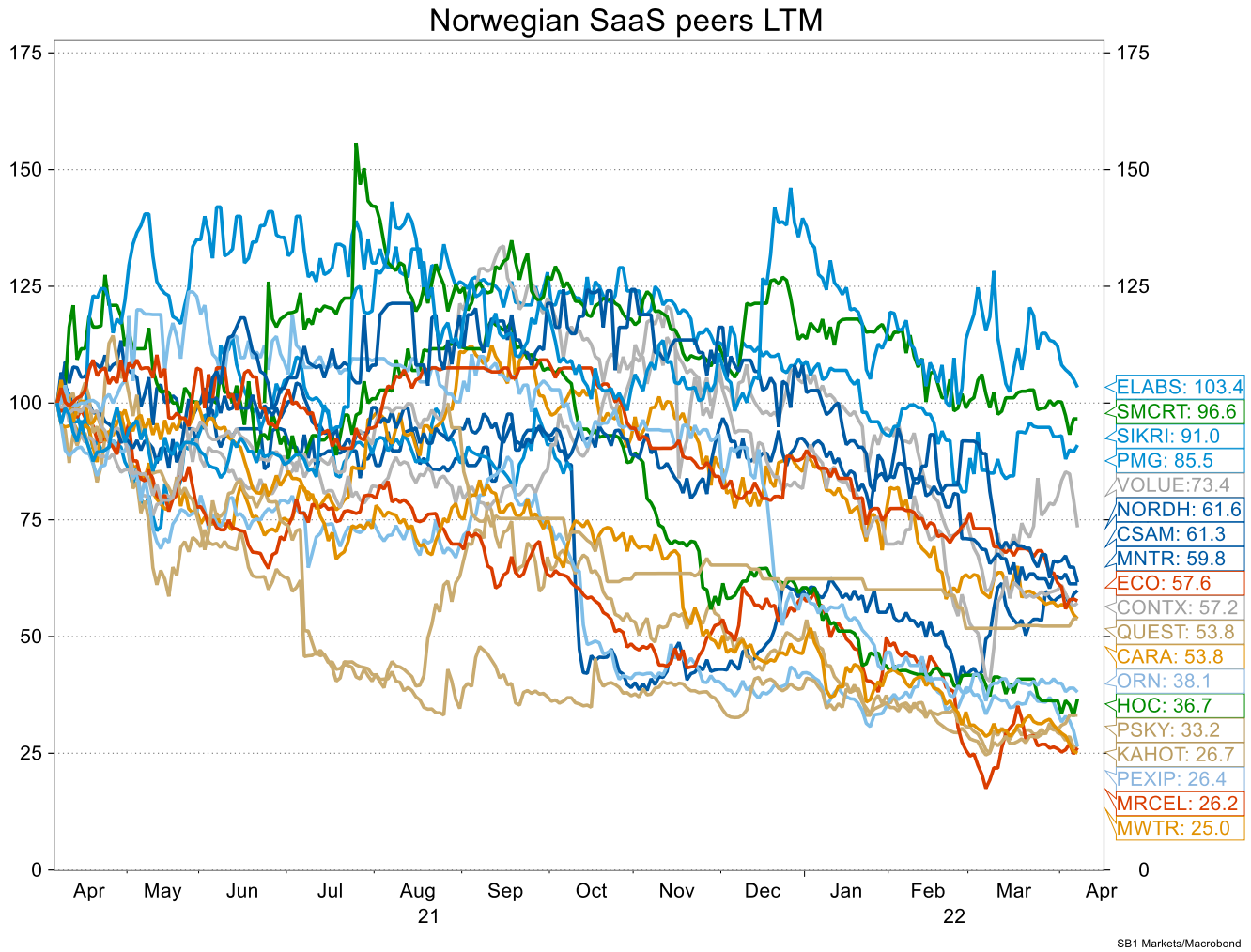
Share price performance

Norwegian SaaS index relative to OBX technology and OSEBX



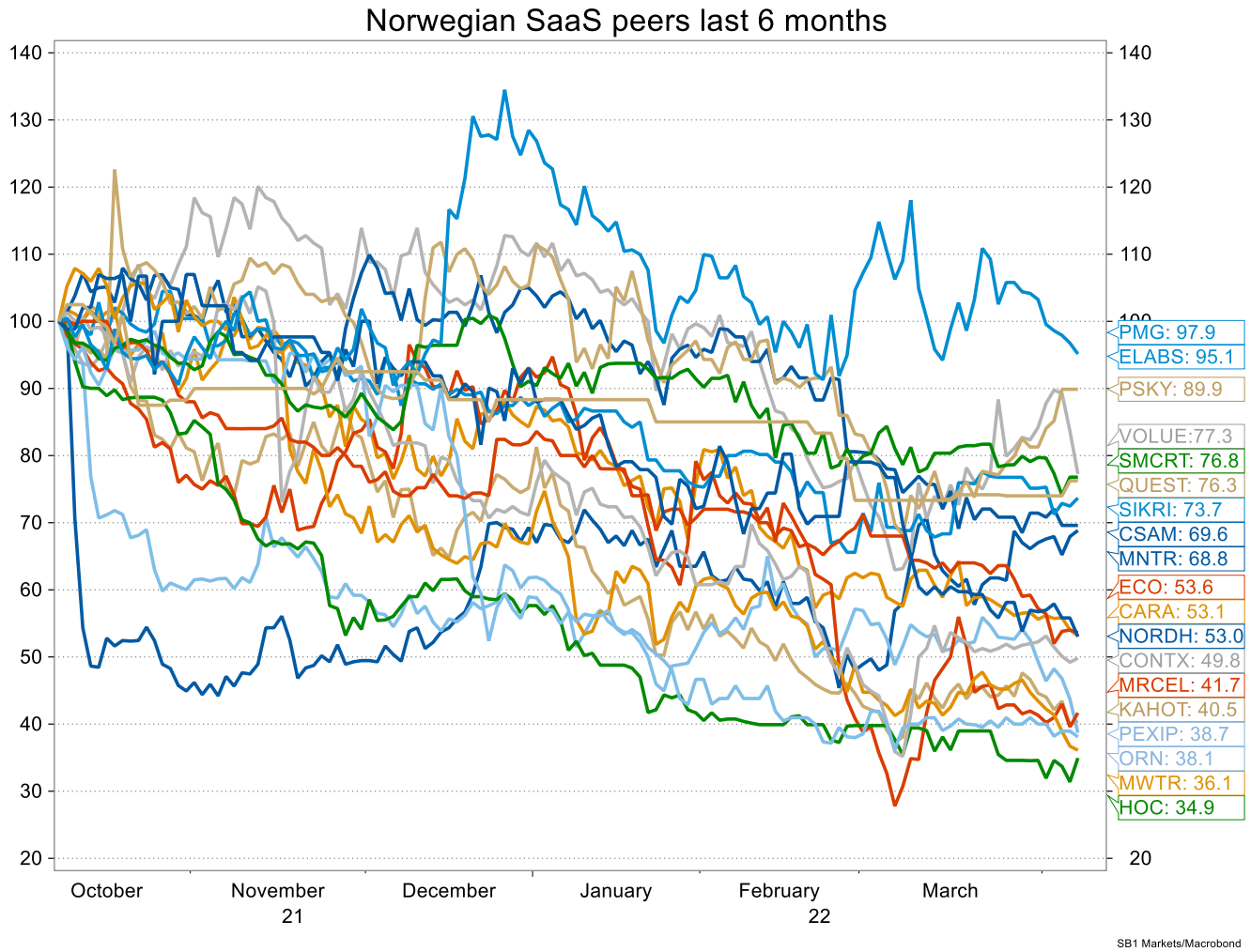
Source: SB1M, Macrobond | Note: the index consist of MNTR, PMG, KAHOT, CARA, VOLUE, PEXIP, MRCEL, HOC, CSAM, SIKRI, PSKY, MWTR, CONTX, ORN, ECO, SMCRT, ELABS, NORDH, QUEST

Norwegian SaaS share price performance last 12 months



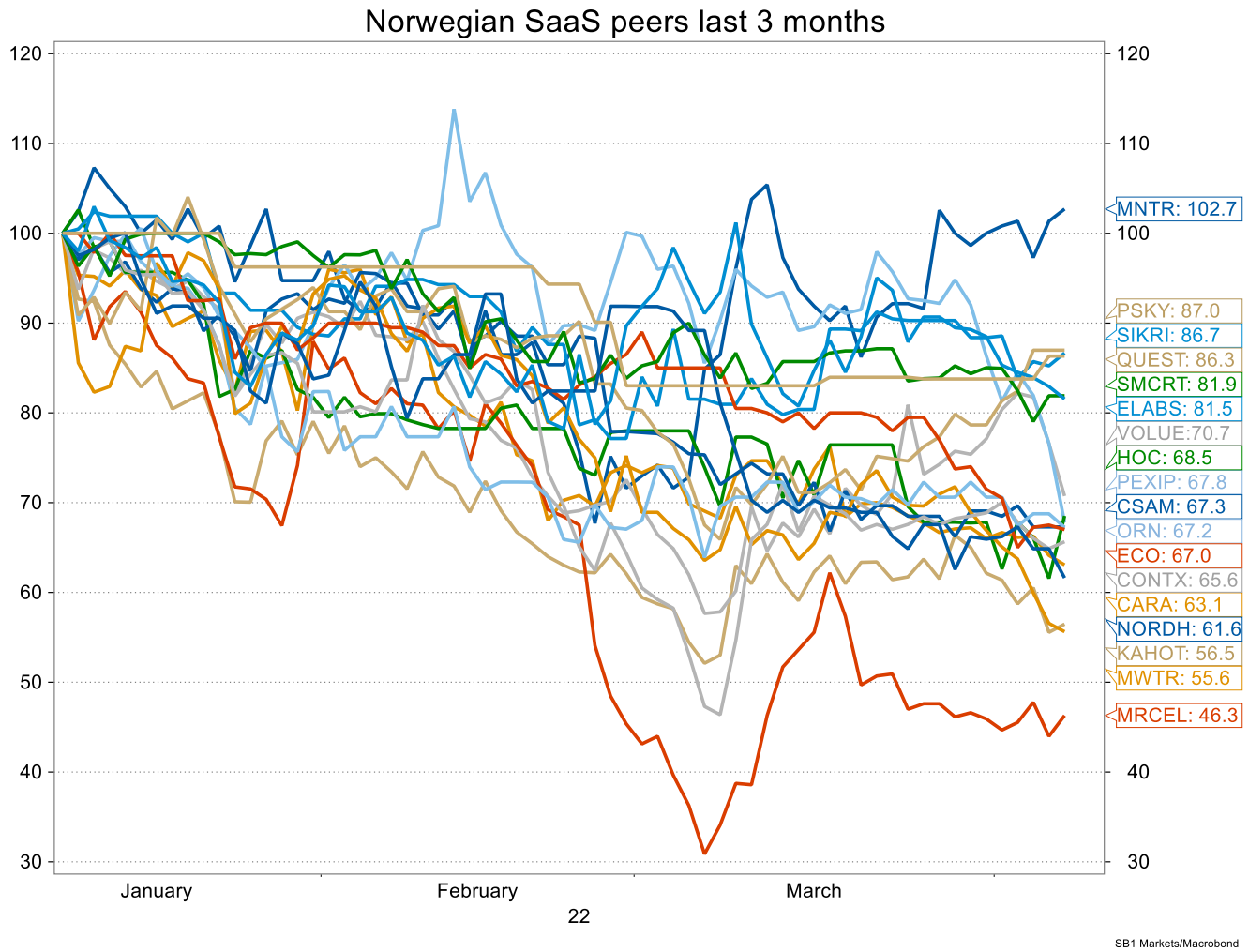
Source: SB1M, Macrobond

Norwegian SaaS share price performance last 6 months



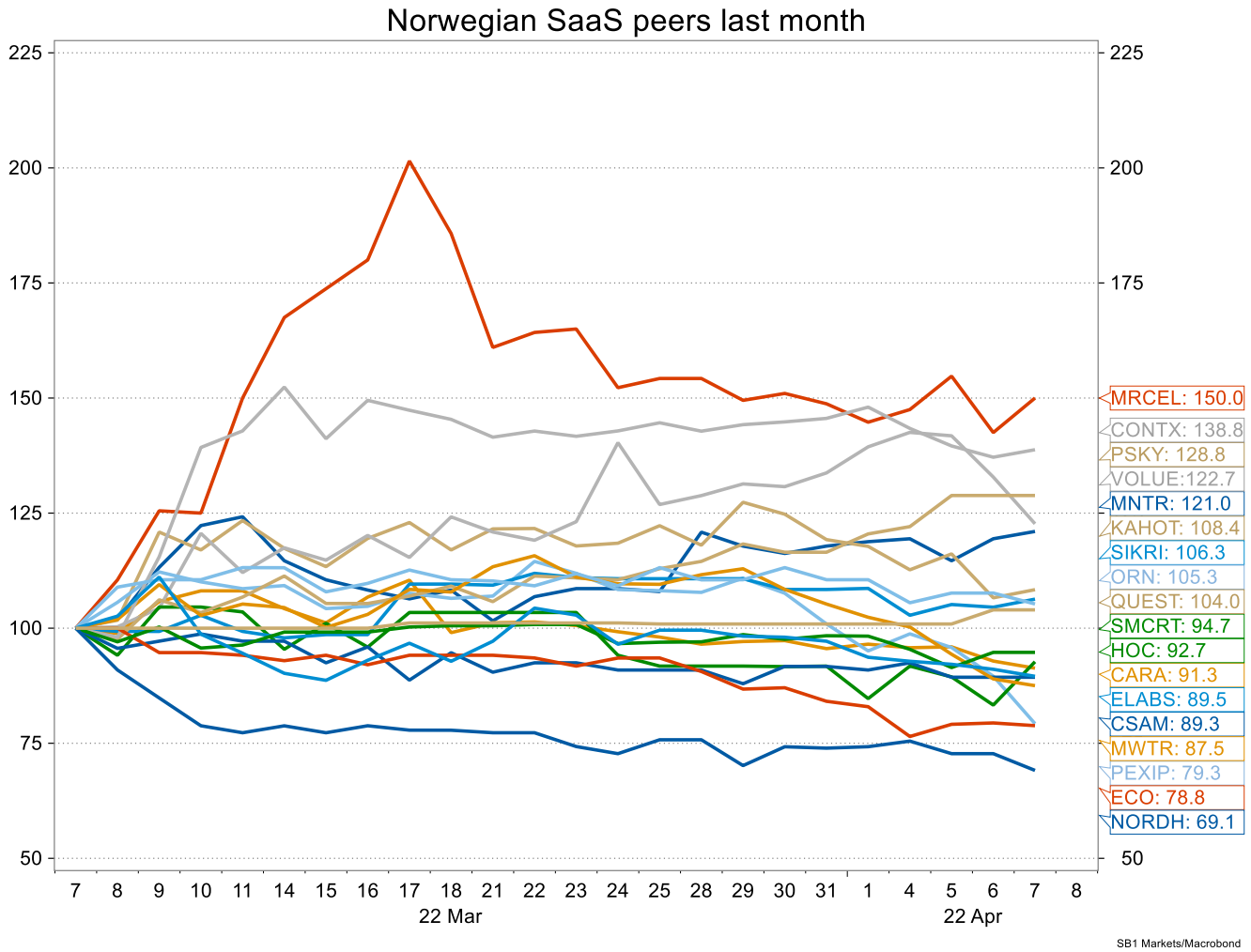
Source: SB1M, Macrobond

Norwegian SaaS share price performance last 3 months



Source: SB1M, Macrobond

Norwegian SaaS share price performance last month



Source: SB1M, Macrobond

Appendix

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Current recommendations of the Research Department

Recommendation	Percentage of companies under coverage with this recommendation	Percentage of companies under coverage for which SB1 Markets has provided investment banking services in the past 12 months
Buy	59.8%	15.5%
Neutral	23.2%	6.7%
Sell	17.0%	0.0%
Total	100%	

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