



Earnings call

Upsales Technology AB (publ)
2021-Q2

upsales

Upsales at a glance

What we do

- We help B2B companies find new opportunities and win more deals
- CRM and Marketing SaaS for fast-growing SMB companies

More about Upsales

FOUNDED

2003

HEAD OFFICE

Stockholm, Sweden

CUSTOMERS

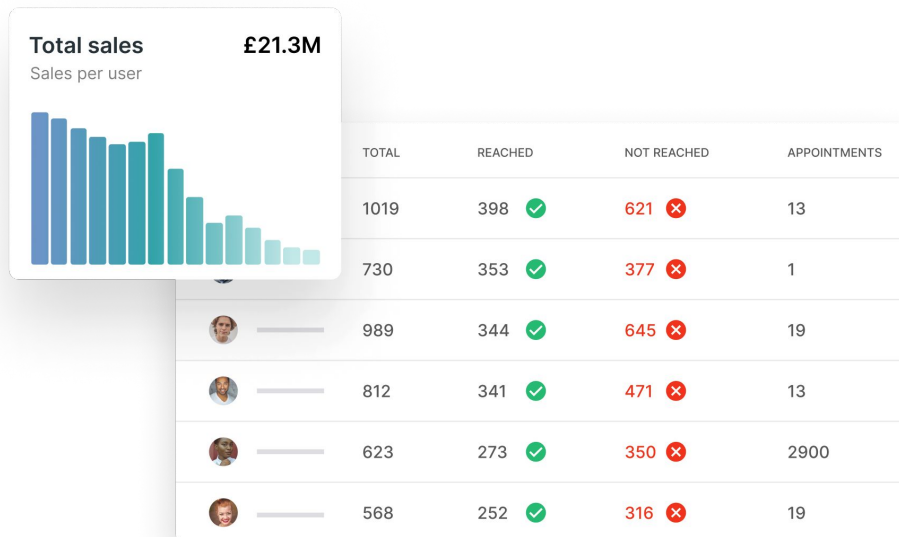
1800+ in 10 countries

EMPLOYEES

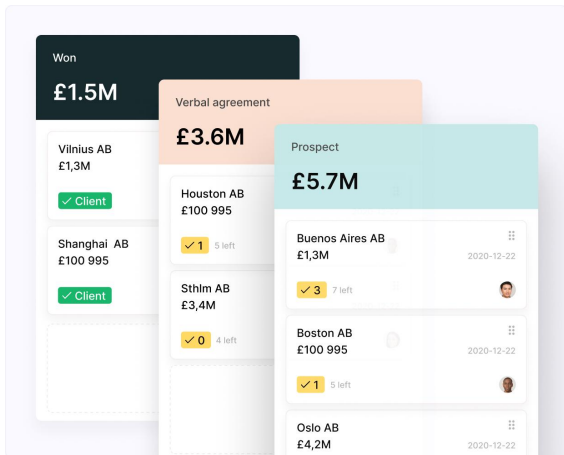
73

Business model

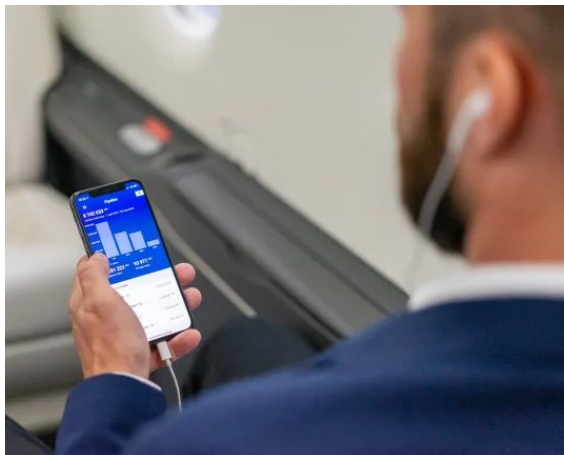
- Subscription based SaaS model with > 90 % recurring revenue
- Clients pay a per-user per-month fee and can purchase additional add-ons
- We invest heavily in building scalability to continue being a streamlined organisation
- Proven model with organic, profitable growth for many years



Three components of our strategy



Build the world's best B2B sales software



Scale our sales team to win more contracts



Invest in customer success to keep churn low and grow existing contracts

The Upsales platform

Soylent Corp
To do 50%

- Appointments scheduled
- Stakeholder identified
- Is our proposed solution ok?
- Is our time plan ok?

Upsell opportunities

- S** New annual account available Swift Ltd
- New corporate group available
- A new office was added
- New annual account available
- New corporate group available
- A new office was added
- Company phone updated

Call with Carl Hanson

How did the call go?

- I reached Carl
- I didn't reach Carl

How did it go?

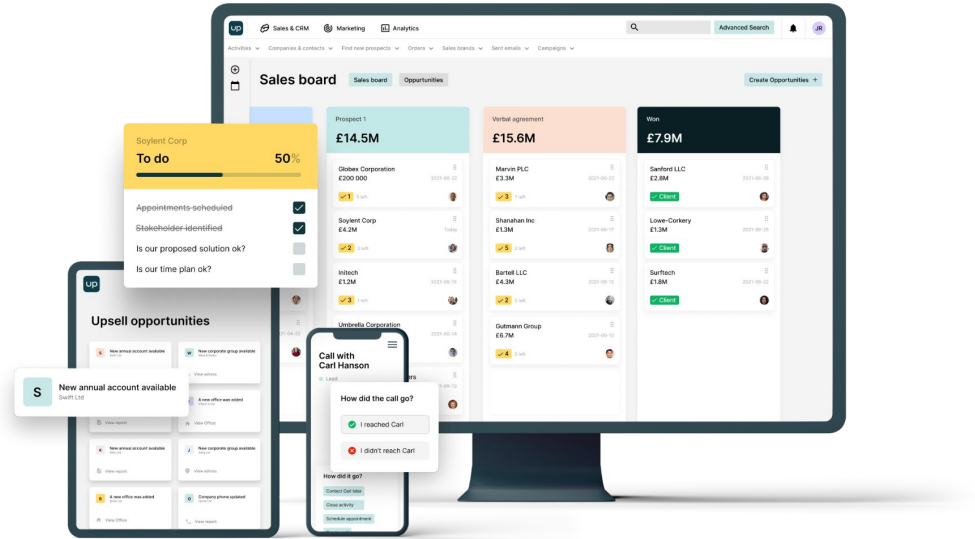
- Contact Carl later
- Close activity
- Schedule appointment

Sales board

Prospect 1	Verbal agreement	Won
£14.5M	£15.6M	£7.9M
Globex Corporation £200 000 2021-06-22 ✓1 5 left	Marvin PLC £3.3M 2021-06-22 ✓3 7 left	Sanford LLC £2.8M 2021-06-28 ✓ Client
Soylent Corp £4.2M Today ✓2 3 left	Shanahan Inc £1.3M 2021-06-17 ✓5 2 left	Low-Corkery £1.3M 2021-06-23 ✓ Client
Initech £1.2M 2021-06-15 ✓3 1 left	Bartell LLC £4.3M 2021-06-12 ✓2 5 left	Surftech £1.8M 2021-06-22 ✓ Client
Umbrella Corporation 2021-06-14	Gutmann Group £6.7M 2021-06-10 ✓4 2 left	

Building the best Sales & Marketing software in the world

- Investing in our product leads to increased average contract values
- In Q2 we added a number of data sources and integrations, making the product more attractive on the international market
- We continue to add AI functionality which helps our customers become even more data-driven



Growing by scaling our sales team

- Growing the sales organisation enables us to cover a larger part of the market
- Highly scalable sales model with short ramp-up time for new hires
- More than doubling the size of the sales organisation during 2021

Investing in customer success

- Scalable land-and-expand strategy that grows accounts over time
- During 2021 we've added a number of new roles within the organisation that help customers get more value
- Customer Success creates growth in three ways
 - Add-ons and more seats to existing contracts
 - Cross-selling within larger existing clients
 - Referrals that lead to new clients

Financial Highlights

2021 Q2

ARR & Revenue Q2

ARR

98,4 MSEK

75,5 MSEK

ARR Growth

30,3 %

16,7 %

ARR Changes Q2

+ 6,3 MSEK

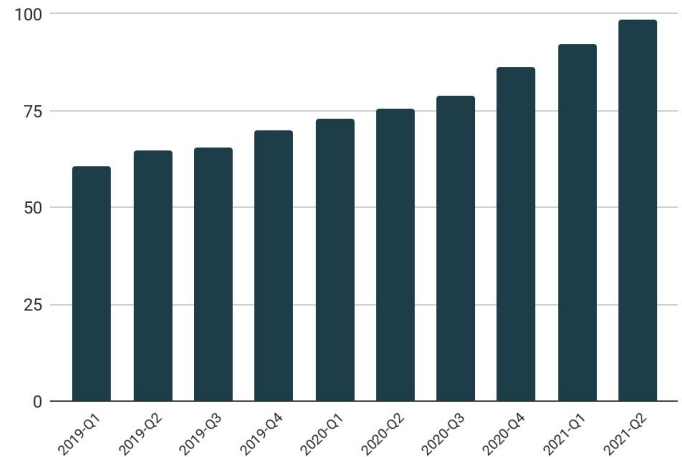
+ 2,8 MSEK

Net Sales

22,0 MSEK

18,4 MSEK

Annual recurring revenue the last 10 quarters



Profitability Q2

EBITDA

4,1 MSEK

18,5 % margin

Net income

1,8 MSEK

8,1 % margin

EBIT

2,2 MSEK

10,1 % margin

Cash flow Q2

Operating cash flow

2,2 MSEK

2,4 MSEK

Cash flow

2,0 MSEK

1,5 MSEK

Net cash/net debt

51,5 MSEK

28,6 MSEK



Q&A