Software-as-a-Service sector report

May 2023

HC ANDERSEN CAPITAL

Have headwinds peaked?

HC ANDERSEN CAPITAL

Agenda

The latest development in the SaaS sector

Introduction to this SaaS report

Following our first Software-as-a-Service (SaaS) report last year, we are publishing an updated report, focusing on the recent market trends, new financial numbers, key SaaS metrics, as well as recent valuation insights, focusing on the global and Danish SaaS sector.

Recap of the SaaS sector's development

Software solutions continue to move from on-premise, installed locally, to be offered through a subscription-based and recurring model accessed through the cloud. The COVID-19 pandemic accelerated the digital transformation, and the low-interest-rate environment pushed investments in SaaS companies, leading to record-high valuations in 2021. Since late 2021, slower growth rates and continued higher interest rates have dragged down the valuation multiples. Looking solely at the macroeconomic factors, the higher interest rate environment, due to the sticky inflation rates, has pulled the valuation levels even lower during 2023. However, company growth rates have also been challenged by longer and changed sales processes due to macro- and geopolitical uncertainties. What's new is that some companies are being acquired off the stock market, and we have seen a massive AI hype following the release of ChatGPT, which could support investments in the software industry and AI-related companies.

Robustness of the SaaS business model is being challenged

The SaaS business model has several advantages, including the fact that a SaaS company normally has two growth engines – upsell/cross-sell to existing customers, and additions of new customers. This provides an attractive business model because companies can expand their solution to new customers, while at the same time upsell or cross-sell to their existing customer base from which they get stable incomes over multiple years from subscriptions, assuming low churn rates. Thus, a SaaS business is also associated with greater predictability because the company can track its customer base with different metrics, including annual recurring revenue (ARR), average revenue per account (ARPA), churn rate, net revenue retention rate (NRR), customer lifetime value (CLV), CAC payback period, etc. As a result, companies and investors can track the value of the customers given a few assumptions.

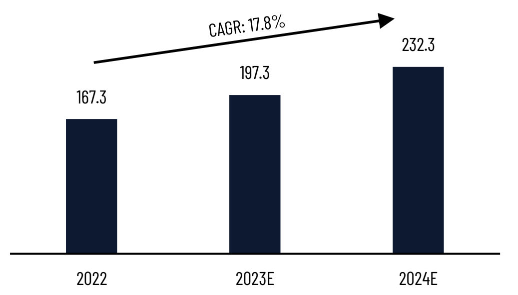
That said, there have been discussions about the definitions of SaaS metrics, and how companies are using the metrics differently from each other. With the current focus on capital preservation and limited access to new capital, an increasingly used metric has been the FCF/Net new ARR ratio (clean number with FCF) to assess how efficiently cash flow is allocated to gain one unit of ARR over an accounting period. We have observed that ratios below -2x to -3x may create an attractive IRR for investors when taking a low churn rate and high gross margin into perspective. This means that a SaaS company gets, for instance, DKK 1 in new ARR by burning DKK 2 (negative FCF), which should create an attractive return over the lifetime of the customers. Again, there is no strict rule of thumb here, as early-stage companies may scale and invest more over a short period to gain a significant amount of ARR over the next years, resulting in a higher ratio now and a smaller ratio later.

The predictability of the recurring revenue (ARR) is the explanation for why many investors have valued SaaS companies at high valuation multiples. Now, recent headwinds from the macroeconomic environment have somewhat affected the attractiveness of the business model, as cash-burning companies at some point in time run out of cash, if they can't get their investment plan fully funded.

AI and digital transformation support future growth rates

The cloud services market is still expected to grow at high rates. According to a new Gartner report[1], cloud application services (SaaS) are expected to increase by 17.9% in 2023 and 17.7% in 2024. Growth drivers include emerging technologies like generative artificial intelligence (AI), which bring new opportunities for both cost optimization and improved sales, supporting the ongoing digital transformation. Gartner also predicts that 75% of all organizations will adopt a digital transformation model by 2026 based on the cloud as the fundamental underlying platform.

Expected market value (USDbn) and growth for the global SaaS market



Source: [1]Gartner (see reference at the back of the report) and HC Andersen Capital.

...but median company growth rates have declined in Q1 2023

Despite the positive market outlook, an overview of median year-on-year growth for US-listed SaaS companies (provided by Clouded Judgement, Jamin Ball)[2] shows that the growth rate has declined over the past quarters. The median growth rate across the global US-listed SaaS companies topped in Q3 2021 at 35% YoY and decreased steadily to 21% YoY in Q1 2023. The most worrying part is the recent steep decline in Q1 2023, also shown by a deacceleration in the net revenue retention rate from a median level at approx. 120% to 112%, according to the overview from Clouded Judgement, Jamin Ball[2]. As expected, however, the median FCF margin shows a positive trend, supporting that companies are now having an increased focus on their profitability and cash flows. Naturally, this also affects the growth rates. Looking into the Danish SaaS sector (based on selected companies with ARR data in 2021, 2022, and expectations for 2023), we see that the 2023 guidance ranges point to median growth levels close to reported 2022 growth (28% in 2023E vs. 29% in 2022 vs. 33% in 2021).

Private equity takes SaaS companies off the stock market

In our latest report from May 2022, we showed that the SaaS valuations declined to multiples below pre-COVID levels, dragged down by the macroeconomic uncertainty with increasing interest rates (US 10Y was in the range 2.75-3.00%). Now, valuation multiples (median) on SaaS companies have declined even more, closer to low levels from 2015-2016, explained by both the slower growth rates and the sticky inflation rates, which have led to even higher interest rates.

The lower valuation multiples imply that we have seen some consolidation in the stock market, as well as an inflow of smart money from private equity firms. Some are buying SaaS companies off the stock market at significantly higher valuations than the current traded low valuations. We will look more into this trend and into SaaS valuations on the next pages.

SaaS sector valuation

Top line is still important despite increasing profitability focus

Despite the increasing focus on profitability and cash flows in the current macroeconomic environment, we still see that most SaaS companies are not profitable yet. Therefore, we still use revenue and ARR multiples to assess the development in valuations (yet it differs whether it is measured on the last twelve months (LTM), latest reported, 2023 guidance, or the next twelve months (NTM)).

Continued headwinds from macroeconomic factors

SaaS stocks, and growth stocks in general, have been under pressure for approx. 1.5 years due to central banks' rate hikes to control the sticky inflation rates. The higher interest rates make investments in higher-risk assets like SaaS stocks less attractive, and the pace of the hikes has had a negative effect. Some argue that a 1%-point change will lead to a 10-20% change in share prices (all else equal). For perspective, the US 10Y is now above 3.50%, corresponding to an increase of 3%-point from the bottom in mid-2020, and approx. 2%-point since the beginning of 2022.

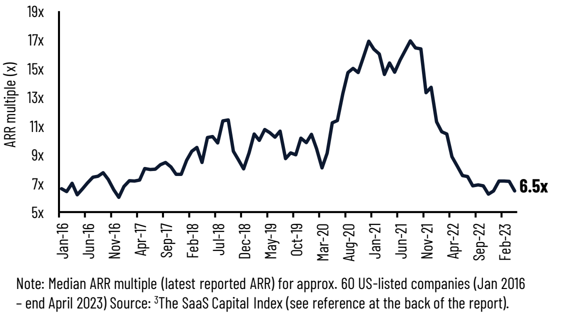
With the macroeconomic uncertainty affecting almost all sectors, many SaaS companies have reported that sales and decision processes have been prolonged and changed. In general, companies have been more cautious and value flexibility above everything before investing in new enterprise software solutions.

Looking ahead, we cannot predict how the macroeconomic factors will develop from here. However, we can observe that inflation rates YoY across countries are going down to lower levels. Sticky inflation could extend or increase the current interest rate levels, yet the largest increase may have occurred. At least, this will support valuation levels or prevent further deterioration. Factors are somewhat correlated, but the potential recession or the "landing" of the economy will, of course, also be a key factor to follow. No matter what, it is interesting to see valuations at levels, which are close to the low levels from 2015-2016 based on global median sales multiples. Some Danish SaaS companies have been hit even harder from their top given the low liquidity and the current low-risk appetite for investors in this segment. We will look more into the valuation levels in the next sections.

Global/US SaaS sector valuation

Since autumn 2021, the US/global SaaS sector has seen significant multiple contractions due to the above-mentioned factors, meaning that the median valuation is back at 2016 levels. There was a short relief at the beginning of the year, however, the median multiple declined again after the sector's Q1 2023 reports, which showed lower growth rates (median view), and continued macroeconomic uncertainty. The median ARR multiple of US-listed companies is now 6.5x ARR end of April 2023 (latest reported) according to The SaaS Capital Index.

SaaS Capital Index US



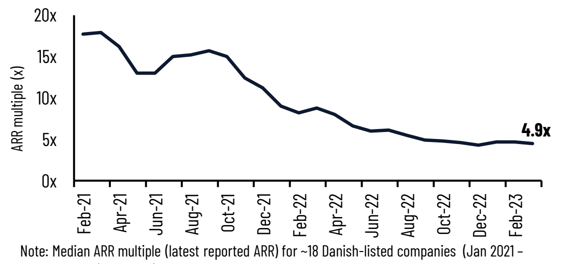
Note: Median ARR multiple (latest reported ARR) for approx. 60 US-listed companies (Jan 2016 – end April 2023) Source: [3]The SaaS Capital Index (see reference at the back of the report).

Danish SaaS sector valuation

A deep dive into the Danish SaaS sector shows that things have changed significantly over the past years. Some of the smallest Danish-listed SaaS companies with very low share liquidity seek to be delisted. One or more companies expect to get a higher valuation after being taken private. On the other hand, a leading Danish-listed SaaS company, SimCorp, has received a takeover offer with a nearly 39% share price premium corresponding to approx. 7.0x sales (2022) and approx. 11.5x ARR (2022).

Zooming into the Danish SaaS sector's valuation development, we see that the median multiple has declined significantly to 4.9x ARR (latest reported). The sector was primarily built up during 2021 with several IPOs. Consequently, our tracking of the median ARR multiple began back in January 2021 at record-high levels. For comparison purposes with the US SaaS Capital Index, we are using market capitalizations and the latest reported ARR. Obviously, there may be some deviations if we applied the enterprise value instead due to higher cash positions than debt or the opposite, however, this approach is more comparable to the US SaaS Capital Index. We provide EV/ARR multiples on the next slide on each of the SaaS companies. Moreover, we should also highlight again that there may be deviations in the definitions of ARR as earlier mentioned.

SaaS HCA Index DK



Note: Median ARR multiple (latest reported ARR) for ~18 Danish-listed companies (Jan 2021 – end April 2023). Source: [4]HC Andersen Capital.

Smaller Danish SaaS companies should not be compared directly to very large US-listed companies. However, relative valuation sheds light on how comparable companies are traded in the market. Other important factors to assess SaaS companies include net revenue retention rate, capital efficiency, etc. (see our overview on the next page). As expected, however, we observe that the global US SaaS sector is traded at higher multiples than the Danish SaaS sector. The valuation gap is primarily explained by more mature and larger US SaaS companies, i.e., billion-dollar international companies on huge markets. Furthermore, most US SaaS shares are more liquid compared to the Danish-listed SaaS companies.

Acquisition wave of listed companies may support valuations

As a consequence of the lower SaaS multiples, we currently see that private equity money is being invested in the most attractive companies, and we also observe industry consolidation as mentioned above with the takeover offer on SimCorp. We have also seen that Agillic recently received a large investment from the Norwegian-based institutional SaaS investor, Viking Venture.

Looking further into 2023, investors should also be aware that some SaaS companies are takeover candidates under the current valuation levels. In the United States, we have seen a tendency that some of the larger and global SaaS companies have been acquired off the stock market by private equity firms, among others Thoma Bravo, at multiples of approx. 10x EV/Sales[5], which is well above the current stock market levels. This trend supports that the current stock market valuation level is attractive, even for private equity firms with high return requirements in their investments.

Overview of Danish-listed SaaS companies

Company	Key market data: Market cap (DKKm)	Key market data: EV (DKKm)	Key market data: Total return	Key valuation multiples: EV/ARR (x)		EV/Sales (x)		EV/EBITDA (x)		Growth adj. ARR multiple (x)	
	Latest	Latest	YTD (%)	2022	2023E	2022	2023E	2022	2023E	2022	2023E
Agillic	243.4	242.2	-7%	3.4	2.6	3.9	3.0	238.5	96.9	0.09	0.13
Dataproces*	74.9	80.9	15%	6.1	N/A	2.5	2.5	178.0	-161.9	0.05	N/A
DecideAct	52.2	57.3	49%	3.5	N/A	N/A	N/A	-1.9	N/A	0.24	N/A
Digizuite	201.3	211.6	26%	4.2	4.1	4.3	N/A	-5.6	-20.2	0.17	0.14
FastPassCorp	30.2	30.1	-11%	4.4	N/A	N/A	N/A	9.6	N/A	1.64	N/A
Hypefactors	39.6	48.7	1%	4.4	N/A	N/A	N/A	141.6	N/A	0.12	N/A
Impero	133.4	117.8	35%	3.3	3.8	4.1	N/A	-4.7	-9.8	0.10	0.10
Konsolidator	100.7	129.3	0%	8.1	5.9	8.6	6.2	-7.4	N/A	0.28	0.24
MapsPeople	220.0	239.6	-24%	8.4	2.9	9.7	5.8	-4.9	-4.2	0.31	0.02
OrderYOYO	424.9	436.3	23%	1.7	1.7	1.9	2.0	-390.4	28.2	0.07	0.10
Penneo	283.2	257.5	-6%	3.8	2.8	3.7	N/A	-24.1	-20.6	0.14	0.10
Relesys	241.9	215.6	-13%	5.0	3.5	5.1	3.8	-9.7	N/A	0.11	0.10
Risk Intelligence	34.1	53.4	19%	2.7	2.7	2.6	N/A	-6.5	N/A	0.32	0.20
RISMA	136.8	122.6	19%	4.5	3.4	4.6	N/A	-5.1	-11.1	0.09	0.06
SameSystem*	89.9	95.3	50%	1.4	N/A	1.6	1.9	-2.4	-19.1	0.08	N/A
SimCorp	29,463.8	29,460.0	49%	7.7	N/A	4.6	6.5	18.5	N/A	0.66	N/A
Valuer*	8.0	-8.2	-55%	N/A	N/A	N/A	N/A	0.4	N/A	N/A	N/A
Average	**1,869.3**	**1,870.0**	**10%**	**4.5**	**3.4**	**4.4**	**N/A**	**7.3**	**-13.5**	**0.28**	**0.12**
Average (excl. SimCorp)	**144.6**	**145.6**	**8%**	**4.3**	**3.4**	**4.4**	**3.6**	**6.6**	**-13.5**	**0.25**	**0.12**
Median	**133.4**	**122.6**	**15%**	**4.3**	**3.2**	**4.0**	**N/A**	**-4.7**	**-11.1**	**0.13**	**0.10**

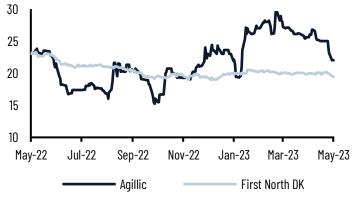
Company	Key SaaS metrics: Total ARR (DKKm)		ARR growth (%)		NRR (%)		FCF/Net new ARR (x)	Key financials: Revenue (DKKm)		Revenue growth (%)		EBITDA (DKKm)		NIBD (DKKm)
	2022	2023E	2022	2023E	2021	2022	2022	2022	2023E	2022	2023E	2022	2023E	2022
Agillic	76.7	92.0	38%	20%	103%	106%	-0.5	67.0	81.0	27%	21%	1.1	2.5	19.2
Dataproces*	8.8	N/A	115%	N/A	N/A	N/A	-2.0	21.4	33.0	43%	54%	0.3	-0.5	1.1
DecideAct	10.0	N/A	14%	N/A	162%	N/A	-19.8	N/A	N/A	N/A	N/A	-18.2	N/A	5.1
Digizuite	40.1	51.5	25%	28%	102%	110%	-3.1	39.5	N/A	14%	N/A	-30.0	-10.5	10.3
FastPassCorp	7.6	N/A	3%	N/A	N/A	N/A	-6.5	N/A	N/A	N/A	N/A	3.5	N/A	-0.1
Hypefactors	10.6	14.0	37%	32%	N/A	N/A	N/A	9.4	N/A	38%	N/A	0.3	N/A	9.1
Impero	24.4	31.0	33%	37%	114%	112%	-3.4	19.9	N/A	32%	N/A	-17.1	-12.0	-15.2
Konsolidator	17.6	22.0	29%	25%	102%	102%	-5.3	16.7	21.0	28%	26%	-19.2	N/A	25.2
MapsPeople	33.6	82.0	27%	144%	131%	105%	-7.4	29.1	41.5	1%	43%	-56.9	-57.0	19.6
OrderYOYO	212.0	250.0	23%	18%	N/A	N/A	-1.8	184.0	222.5	12%	21%	-0.9	15.5	11.4
Penneo	71.0	91.0	28%	28%	124%	113%	-1.9	72.1	N/A	33%	N/A	-11.1	-12.5	-26.3
Relesys	45.2	61.5	44%	36%	107%	116%	-1.7	44.1	57.0	28%	29%	-23.0	N/A	-26.4
Risk Intelligence	17.3	19.7	9%	14%	N/A	N/A	-6.6	17.7	N/A	8%	N/A	-7.2	N/A	27.8
RISMA	22.7	36.0	48%	59%	97%	107%	-3.5	22.3	N/A	50%	N/A	-19.8	-11.0	-14.1
SameSystem*	49.8	N/A	18%	N/A	103%	N/A	-5.4	43.0	50.5	33%	17%	-28.5	-5.0	3.3
SimCorp	2,520.8	2,886.3	12%	14%	N/A	N/A	1.6	4,177.8	4,532.9	13%	9%	1,048.1	N/A	37.3
Valuer*	6.1	11.0	30%	80%	N/A	N/A	-28.3	3.0	N/A	N/A	N/A	-34.1	N/A	-32.7
Average	**186.7**	**280.6**	**31%**	**41%**	**115%**	**109%**	**-6.0**	**317.8**	**629.9**	**26%**	**27%**	**46.3**	**-10.1**	**3.2**
Average (excl. SimCorp)	**40.8**	**63.5**	**33%**	**43%**	**115%**	**109%**	**-6.5**	**42.1**	**72.4**	**27%**	**30%**	**-16.3**	**-10.1**	**1.1**
Median	**24.4**	**51.5**	**28%**	**28%**	**105%**	**109%**	**-3.5**	**29.1**	**53.8**	**28%**	**23%**	**-17.1**	**-10.5**	**5.1**

Note: The table above summarizes key market data, key valuation multiples, key SaaS metrics, and key financials for Danish-listed SaaS companies reporting ARR (some software companies such as cBrain do not include ARR in their reporting and are not included). Enalyzer is excluded from the list, as the company has received acceptance of delisting. *Some companies have different accounting periods, i.e., not a regular calendar year. We apply the companies' reported SaaS metrics, however, there are differences in the reporting methodologies, as there are no regulations or standards yet. Multiples for 2022 are based on market capitalizations from the end of 2022 and NIBD from the end of 2022 as well as reported financials collected from the annual reports of 2022. When applying 2023E for the companies, we are using the companies' own guidance ranges (midpoint). We apply OrderYOYO's pro forma net revenue in this overview (app smart consolidated full year) for both valuation multiples and growth rates. FCF/Net new ARR (2022) is calculated by taking FCF (cash flow from operations minus CAPEX, primarily investments in intangible assets) and the net ARR increase by the end of 2022 compared to the end of 2021. Penneo adjusts its FCF/Net new ARR ratio by DKK 2.4m due to costs related to the listing on Main Market. Taking these costs out, the ratio will decline from -1.9x to -1.7x. In the calculation of net-interest-bearing debt (NIBD) for the companies in 2022, we have applied interest-bearing debt (including leasing liabilities) minus cash. This implies that negative values are companies with more cash than interest-bearing debt on their balance sheet by the end of 2022. Note that there are some significant changes looking into 2023, as some company has raised new capital (e.g. Agillic). We apply the latest reported NIBD (17 May 2023) and market capitalizations (17 May 2023) in our calculations of Enterprise Value multiples for 2023E, implying that we have used the latest reported Q1 numbers for some companies. MapsPeople's net revenue retention rate (NRR) is based on MapsIndoors. All data is collected manually from reports, and we cannot guarantee the correctness of all data.
Source: HC Andersen Capital and company reports.

Agillic

Market: First North DK | Ticker: AGILC | Share price (DKK): 22.0 | Market cap (DKKm): 243.4 | Net cash (DKKm): 1.2 (Q1 2023) | Enterprise value (DKKm): 242.2

Share information



YTD:	-7.2%	1 year:	-4.8%
1 month:	-15.4%	3 years:	5.2%

Note: We apply the closing price from 17 May 2023 (Source: Nasdaq).

Financials

(DKKm)	2021	2022	2023E*
Total ARR	55.7	76.7	89.0-95.0
ARR growth	*20%*	*38%*	*16-24%*
Revenue	52.8	67.0	79.0-83.0
Revenue growth	*4%*	*27%*	*18-24%*
EBITDA	0.7	1.1	1.0-4.0
EBITDA margin	*1.3%*	*1.6%*	*1.2-5.1%*
Cash	20.6	7.4	N/A
Interest-bearing debt	30.6	26.6	N/A

Note: Interest-bearing debt includes leasing liabilities.
*Agillic's own guidance range for 2023.

Valuation multiples

	2021	2022	2023E*
P/ARR (x)	4.7	3.2	2.6
P/S (x)	5.0	3.6	3.0
EV/Sales (x)	5.2	3.9	3.0
EV/EBITDA (x)	400.1	238.4	96.9
EV/EBIT (x)	-24.5	-23.6	N/A
P/E (x)	-25.9	-24.7	N/A
P/CF (x)	43.4	79.7	N/A

Note: Multiples for 2021 and 2022 are based on historical numbers.
*Multiples in 2023E are based on the midpoint in Agillic's own guidance.

Company description

Agillic is a Danish SaaS company offering B2C businesses an omnichannel marketing automation platform in which marketers can work with data-driven insights to create, automate, and send personalized communication to millions. In 2022, Agillic had 48 employees on average. The company is headquartered in Copenhagen and serves clients from 10 European markets. The share was listed on Nasdaq First North Growth Market in 2018.

Investment case

Driven by customer expectations and increasing legal regulations, companies are challenged to adjust and capitalize on first-party data to deliver increasingly omnichannel personalized customer experiences. Agillic's business model is a good fit with its omnichannel marketing automation platform, personalizing content through a flexible data model. With Agillic's subscription and partly usage-based business model (transactions), revenue increases with customer databases and the number of channels.

The marketing automation software market is expected to triple from 2021 to 2027, corresponding to a CAGR of approx. 18%[1]. Growth rates are supported by increasing omnichannel focus, the transition from third-party data to first-party data, and companies shifting to a more digital business and sales model.

Looking at valuation, Agillic has no similar best-of-breed listed peers. For perspective, however, large US-listed technology providers such as HubSpot, Adobe, and Intuit are traded at 2023 EV/Sales multiples in the range of approx. 8-10x (Refinitiv mean analyst estimates). Focusing on a group of selected Danish SaaS companies, Agillic trades at 2.6x EV/ARR (2023E), which is lower than the SaaS median multiple of 3.5x EV/ARR (2023E). This can partly be explained by lower margins on Agillic's transaction-based ARR and a lower expected growth rate in 2023. However, Agillic has a strong profitability focus, supporting the investment case.

[1] https://www.statista.com/statistics/681027/marketing-software-software-revenue/

Key investment reasons

With an increasing focus on first-party data, which Agillic helps B2C companies to get the most out of, combined with the ongoing digital transformation, Agillic is well-positioned for future growth with its omnichannel marketing automation platform.

Agillic accelerated its growth rate in 2022 following three guidance upgrades and delivered on the Reboot 2.1 strategy by also achieving positive EBITDA and cash flow from operations. With a record high number of clients and an increasing net revenue retention rate (106% in 2022 vs. 103% in 2021), future results are supported by Agillic's existing client base in combination with expected new client wins from its internationalization and cost-effective partner strategy (low CAC payback).

In Q1 2023, Viking Venture became Agillic's new largest shareholder. The transaction included a capital injection of approx. DKK 22.5m and two board positions, supporting Agillic's growth strategy.

Key investment risks

Historically, Agillic has been relatively cyclical due to its client base in travel and hospitality. However, this is mitigated by a larger and more diversified customer mix, and this customer group has also performed strongly recently despite macroeconomic uncertainty.

Agillic is subject to competition from major international competitors and new entrants in the marketing automation software market. The market is characterized by large international providers such as HubSpot, Adobe, and Intuit, as well as new fast-growing competitors.

With Agillic's current cash position of DKK 26.9m by the end of Q1 2023 following the large investment from Viking Venture, the company does not expect to raise additional capital for its current strategy, supported by the financial target of reaching positive cash-adjusted EBITDA in 2024. Yet, there is a risk that Agillic may need additional capital for investments in the future.

Selected Danish SaaS overview

Company	Total return	EV/ARR (x)		ARR growth (%)		Growth adj. ARR multiple (x)		EV/Sales (x)		Revenue growth (%)		NRR (%)		EBITDA (DKKm)		Net debt (DKKm)	FCF / Net new ARR (x)
	YTD (%)	2022	2023E	2022	2023E	2022	2023E	2022	2023E	2022	2023E	2021	2022	2022	2023E	Latest reported	2022
Selected Danish SaaS (median)*	6.7%	4.3	3.5	31%	36%	0.12	0.10	4.4	4.8	30%	36%	111%	111%	-21.4	-12.0	-14.8	-3.3
Agillic	**-7.2%**	**3.4**	**2.6**	**38%**	**20%**	**0.09**	**0.13**	**3.9**	**3.0**	**27%**	**21%**	**103%**	**106%**	**1.1**	**2.5**	**-1.2**	**-0.5**

Note: The table shows multiples and key SaaS metrics and financials for Agillic and the median values from selected Danish SaaS companies (Digizuite, Impero, MapsPeople, Penneo, Relesys, and RISMA). Note that SaaS metrics definitions may differ across companies (there are no standards or regulations yet), i.e., this overview is only for perspective. Data is manually collected from company reports. We apply Agillic's own 2023 guidance (midpoint) as well as other companies' 2023 guidance (midpoint). We apply end 2022 (31 December 2022) market capitalizations for 2022 multiples and markets capitalizations from 17 May 2023 for 2023E multiples (+ latest reported net debt/cash). Source: HC Andersen Capital and company reports.

Impero

IMPERO
COMPLIANCE. SIMPLIFIED.

Market: First North DK | Ticker: IMPERO | Share price (DKK): 6.45 | Market cap (DKKm): 133.4 | Net cash (DKKm): 15.5 (Q1 2023) | Enterprise value (DKKm): 117.9

Share information

YTD:	35.2%	1 year:	-10.2%
1 month:	-2.3%	Since IPO*:	-33.5%

Note: *IPO date was 22 April 2021 (subscription price of DKK 9.70).
We apply the closing price from 17 May 2023 (Nasdaq).

Financials

(DKKm)	2021	2022	2023E*
Total ARR	N/A	22.7	29.0-33.0
ARR growth	*45%*	*33%*	*28-45%*
Revenue	15.1	19.9	N/A
Revenue growth	*N/A*	*32%*	*N/A*
EBITDA	-14.8	-17.1	-13.0 to -11.0
EBITDA margin	*-98%*	*-86%*	*N/A*
Cash	27.5	15.2	N/A
Interest-bearing debt	0.0	0.0	N/A

Note: *Impero's own guidance range for 2023.
We apply Impero's new ARR methodology (from January 2023 and onwards).

Valuation multiples

	2021	2022	2023E*
P/ARR (x)	N/A	4.0	4.3
P/S (x)	18.5	5.0	N/A
EV/Sales (x)	16.7	4.1	N/A
EV/EBITDA (x)	-17.0	-4.9	-9.8
EV/EBIT (x)	-15.5	-4.4	N/A
P/E (x)	-17.4	-5.3	N/A
P/CF (x)	-22.6	-5.6	N/A

Note: Multiples for 2021 and 2022 are based on historical numbers.
*2023E multiples are based on the midpoint in Impero's own guidance.

Company description

Founded in 2013, Impero is a Software-as-a-Service (SaaS) company providing a compliance management platform. The platform enables companies to easily manage compliance through the automation of risk and control management, documentation, and reporting. Impero empowers to future-proof compliance management in a scalable, digital, intuitive, and easy way. Impero serves more than 140 customers across several countries with a solid footprint in Denmark and the DACH region.

Investment case

Impero's B2B compliance management platform enables companies and organizations to secure high standards within the wider compliance domain.

The GRC software market is supported by key drivers such as companies' fear of reputational issues and fines, cost savings from digitalization in compliance management, ESG reporting requirements, and higher demand for top management to ensure the company's role as a stakeholder in society.

Impero has onboarded large Northwestern European corporations, including Maersk, Volkswagen, SimCorp, GroupM, and Bank Austria. Targeting larger corporations, Impero has a land and expand strategy, recently seen by upsell/uplift of 17% YoY in 2022.

With a proven go-to-market strategy partnering up with leading accounting firms (Big4), Impero is able to increase its sales scalability and enter new markets using the accounting firms as stepping stones.

Looking at valuation, Impero is valued at an EV/ARR multiple of 3.8x (2023E) based on the midpoint in Impero's own 2023 guidance range. This is slightly above the selected Danish SaaS companies. However, Impero also delivers better than the median of the selected Danish SaaS companies on a key SaaS metric such as net revenue retention rate (NRR), including a low churn rate.

Key investment reasons

Impero delivers solid SaaS metrics such as a net revenue retention rate above 110%, including continuously low churn rates, most recently 4% in 2022.

Despite being challenged by a sales delay in the German market in 2022, there is considerable room to grow in the region. For perspective, the DACH region constituted 35% of the total ARR in 2022. Looking into 2023, Impero continues its focus on growing the business in Northwestern Europe.

Impero's proven land and expansion strategy is a key factor for future growth with existing large customers. Looking more long-term, new markets are expected to be opened through Impero's partner-based go-to-market strategy with Big4 accounting firms. In 2022, approx. half of Impero's new ARR was generated from its partner channel.

Key investment risks

The competitive situation in the GRC market is relatively high and characterized by the fact that there are no market leaders yet. This implies that Impero competes with smaller and larger players that cover different GRC areas.

The macroeconomic environment is currently uncertain, which could extend the sales cycle further in a recession scenario. This could potentially affect Impero's 2023 guidance.

In late 2022, Impero made organizational adjustments to reduce costs. Furthermore, Impero carried out a capital increase (private placement) with gross proceeds of DKK 7m to invest in growth activities. As a result, Impero expects to have sufficient capital for at least 2023, and Impero also has an objective to improve the ratio of cash burn compared to net new ARR. However, Impero may need to raise additional capital in the future to fuel the growth rates.

Selected Danish SaaS overview

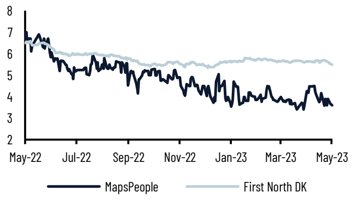
Company	Total return	EV/ARR (x)		ARR growth (%)		Growth adj. ARR multiple (x)		EV/Sales (x)		Revenue growth (%)		NRR (%)		EBITDA (DKKm)		Net debt (DKKm)	FCF / Net new ARR (x)
	YTD (%)	2022	2023E	2022	2023E	2022	2023E	2022	2023E	2022	2023E	2021	2022	2022	2023E	Latest reported	2022
Selected Danish SaaS (median)*	-3.4%	4.5	3.4	31%	36%	0.14	0.10	4.6	4.8	28%	36%	107%	110%	-23.0	-11.8	-14.1	-3.1
Impero	**35.2%**	**3.3**	**3.8**	**33%**	**37%**	**0.10**	**0.10**	**4.1**	**N/A**	**32%**	**N/A**	**114%**	**112%**	**-17.1**	**-12.0**	**-15.5**	**-3.4**

Note: The table shows multiples and key SaaS metrics and financials for Impero and the median values from selected Danish SaaS companies (Agillic, Digizuite, MapsPeople, Penneo, Relesys, and RISMA). Note that SaaS metrics definitions may differ across companies (there are no standards or regulations yet), i.e., this overview is only for perspective. Data is manually collected from company reports. We apply Impero's own 2023 guidance (midpoint) as well as other companies' 2023 guidance (midpoint). We apply end 2022 (31 December 2022) market capitalizations for 2022 multiples and markets capitalizations from 17 May 2023 for 2023E multiples (+ latest reported net debt/cash). Source: HC Andersen Capital and company reports.

MapsPeople

Market: First North Premier DK | Ticker: MAPS | Share price (DKK): 3.60 | Market cap (DKKm): 220.0 | Net debt (DKKm): 19.6 | Enterprise value (DKKm): 239.6

Share information



YTD:	-23.6%	1 year:	-45.6%
1 month:	-13.9%	Since IPO*:	-47.1%

Note: *IPO date was 2 June 2021 (subscription price of DKK 6.80). We apply the closing price from 17 May 2023 (Nasdaq).

Financials

(DKKm)	2021	2022	2023E*
cARR	41.1	70.1	105.0-115.0
cARR growth	*26%*	*71%*	*50-64%*
ARR	26.4	33.6	77.0-87.0
ARR growth	*19%*	*27%*	*129-159%*
Revenue	28.0	29.1	38.0-45.0
Revenue growth	*12%*	*4%*	*31-55%*
EBITDA	-34.7	-56.9	-52.0 to -62.0
EBITDA margin	*-124%*	*-196%*	*-116% to -163%*

Note: *MapsPeople's own guidance range for 2023.

Valuation multiples

	2021	2022	2023E*
P/ARR (x)	16.6	7.8	2.7
P/S (x)	15.6	9.0	5,3
EV/Sales (x)	14.2	9.7	5.8
EV/EBITDA (x)	-11.5	-4.9	-4.2
EV/EBIT (x)	-9.8	-4.4	N/A
P/E (x)	-10.3	-4.0	N/A
P/CF (x)	-13.2	-5.9	N/A

Note: Multiples for 2021 and 2022 are based on historical numbers.
*2023E multiples are based on the midpoint in MapsPeople's own guidance.

Company description

MapsPeople is a Software-as-a-Service (SaaS) company with HQ in Aalborg and offices in Copenhagen, München, Austin, and Singapore. MapsPeople has two primary revenue streams: MapsIndoors (81% of cARR) and Google Maps (14% of cARR). MapsIndoors is an indoor mapping platform that helps make buildings smart in multiple ways. MapsPeople also provides Google Maps licenses and services for companies wishing to integrate Google Maps into their products, apps, websites, etc.

Investment case

With the MapsIndoors platform, MapsPeople solves key problems for customers and users by optimizing corporate office utilization, making hospitals and universities more accessible, helping guests navigate to their seats at the stadium, displaying vacant parking lots, avoiding long queues, and helping travelers find their way to the gate in airports.

MapsPeople taps into the smart building market[1] and indoor positioning and navigation market[2], which is estimated to grow with a CAGR of approx. 22% and 20%, respectively, over the coming years. The markets are driven by the digital transformation trend and structural changes such as altered working habits from COVID-19. These trends have promoted the optimization of corporate office utilization and increased people's demand for smart digital wayfinding solutions across industries.

Looking at valuation, MapsPeople trades at 2.9x EV/ARR (2023E) and 5.8x EV/Sales (2023E) compared to a selected median across the Danish sector of 3.5x EV/ARR (2023E) and 3.8x EV/Sales (2023E). MapsPeople's ARR growth expectations for 2023 are significantly above the Danish sector median. The 2023 ARR growth is supported by MapsPeople's order book of DKK +30m (i.e., much higher cARR) due to the conversion time of the contracted framework agreements. MapsPeople aims to reduce its conversion time by increasing its automation level using machine learning.

[1]Fortunebusinessinsights (2022) and [2]IndustryARC (2020)

Key investment reasons

MapsPeople has proven its global presence and scalability through its partner-based go-to-market strategy, shown by its +350 end customers within the MapsIndoors business, including global well-known companies, in +50 countries and across industries.

Being a Google Maps Premier Partner gives MapsPeople an advantage over competitors, as MapsPeople gets leads from Google when, for instance, larger US companies ask Google for a digital indoor mapping provider.

MapsPeople has the potential to be a category leader in a fast-growing fragmented market. This could be supported by consolidation and MapsPeople's acquisition of all customer contracts and indoor mapping assets from US-based Point Inside in April 2023. The assets and activities are acquired at a lower ARR multiple than MapsPeople and are expected to contribute with positive EBITDA and cash flow from operations from year 1.

Key investment risks

Since the IPO in 2021, MapsPeople has invested heavily in its organization, channel partners, automation and products, as well as its market expansion and recently the acquisition of activities from a US-based competitor to stay on top of the competition in a fragmented market. These activities have required high investments, and the company has recently raised new capital and entered a new loan facility from the Danish Growth Fund.

Following a guidance downgrade in May 2023 due to lower order intake than expected from direct customers (1-4 months from order to revenue), the company expects to initiate a new capital raise of DKK 20-25m as soon as possible. With this capital raise, MapsPeople expects to fully finance its operations through 2024 until the company reaches profitability. However, there is a risk that the capital raise will not be fully subscribed. Concerning the expected capital raise, there is also a risk of higher short-term volatility in the share price.

Selected Danish SaaS overview

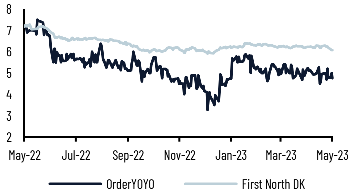
Company	Total return	EV/ARR (x)		ARR growth (%)		Growth adj. ARR multiple (x)		EV/Sales (x)		Revenue growth (%)		NRR (%)		EBITDA (DKKm)		Net debt (DKKm)	FCF / Net new ARR (x)
	YTD (%)	2022	2023E	2022	2023E	2022	2023E	2022	2023E	2022	2023E	2021	2022	2022	2023E	Latest reported	2022
Selected Danish SaaS (median)*	16.7%	4.2	3.5	33%	36%	0.11	0.10	4.3	3.8	32%	29%	107%	112%	-19.8	-11.5	-15.5	-3.1
MapsPeople	**-23.6%**	**8.4**	**2.9**	**27%**	**144%**	**0.31**	**0.02**	**9.7**	**5.8**	**1%**	**43%**	**131%**	**105%**	**-56.9**	**-57.0**	**-19.6**	**-7.4**

Note: The table shows multiples and key SaaS metrics and financials for MapsPeople and the median values from selected Danish SaaS companies (Agillic, Digizuite, Impero, Penneo, Relesys, and RISMA). Note that SaaS metrics definitions may differ across companies (there are no standards or regulations yet), i.e., this overview is only for perspective. Data is manually collected from company reports. We apply MapsPeople's own 2023 guidance (midpoint) as well as other companies' 2023 guidance (midpoint). MapsPeople's NRR is only measured on MapsIndoors. We apply end 2022 (31 December 2022) market capitalizations for 2022 multiples and markets capitalizations from 17 May 2023 for 2023E multiples (+ latest reported net debt/cash). Source: HC Andersen Capital and company reports.

OrderYOYO

Market: First North DK | Ticker: YOYO | Share price (DKK): 4.76 | Market cap (DKKm): 424.9 | Net debt (DKKm): 11.4 | Enterprise value (DKKm): 436.3

Share information



YTD:	22.5%	1 year:	-33.2%
1 month:	-7.0%	Since IPO*:	-65.0%

Note: *IPO date was 2 July 2021 (subscription price of DKK 13.60). We apply the closing price from 17 May 2023 (Nasdaq).

Financials

(DKKm)	2021	2022	2023E*
Total ARR	173.0	212.0	245.0-255.0
ARR growth	*25.4%*	*22.5%*	*15.6-20.3%*
Revenue	108.5	149.0	215.0-230.0
Revenue growth	*42.3%*	*37.3%*	*44.2-54.4%*
EBITDA**	0.7	-0.9	13.0-18.0
EBITDA margin	*0.6%*	*-0.6%*	*5.7-8.4%*
Cash	45.9	61.1	N/A
Interest-bearing debt	26.4	72.5	N/A

Note: *OrderYOYO's guidance range for 2023.
**EBITDA before other extraordinary items (normalized).

Valuation multiples

	2021	2022	2023E*
P/ARR (x)	3.9	1.6	1.7
P/S (x)	6.3	1.8	1.9
EV/Sales (x)	6.1	1.9	2.0
EV/EBITDA** (x)	964.8	-408.9	28.2
EV/EBIT (x)	-23.3	-7.3	N/A
P/E (x)	-29.3	-7.0	N/A
P/CF (x)	-39.5	-31.3	N/A

Note: Pro forma full-year is applied (2022). *2023E multiples are based OrderYOYO's guidance (midpoint).**EBITDA before other extraordinary items (normalized).

Company description

OrderYOYO is a Software-as-a-Service (SaaS) company providing a white-label online ordering, payment, and marketing software solution for restaurants across European countries. OrderYOYO's solution enables smaller takeaway restaurants to build their own-branded online presence from their OrderYOYO-powered website or app. As a result, restaurants get insights into their own customers' behavior and avoid paying larger commissions to food portals.

Investment case

Up to 90% of all orders in the takeaway industry are recurring orders from loyal consumers. OrderYOYO has created a software solution that makes it possible to create direct traffic between consumers and takeaway restaurants, as opposed to food portals such as Just Eat and Wolt. This implies that takeaway restaurants achieve higher consumer loyalty and, at the same time pay a lower commission fee for OrderYOYO's software platform compared to the food portals.

With a consolidation strategy, proven by its merger with German app smart in 2022 and recently the UK and Irish online ordering company, Kingfood, OrderYOYO taps into a European addressable market of more than DKK 50bn[1] measured by end-user revenue, also called gross merchandise value (GMV). For perspective, OrderYOYO guides December 2023 annualized GMV in the range of DKK 2.5-2.7bn (approx. 5% of the market).

Looking at valuation, OrderYOYO trades at an EV/ARR multiple of 1.7x (2023E) based on the midpoint in the company's 2023 guidance. This is lower than the Danish SaaS sector (selected companies), which is traded to a median EV/ARR multiple of 3.4x ARR (2023E). Taking perspectives from larger US-listed companies, Olo and Toast, with business models and products closer to OrderYOYO, these companies are also traded at higher multiples, measured on EV/Sales (2023E) multiples. See peer group below.

[1]OrderYOYO's company description from the IPO (2021)

Key investment reasons

A good product-market fit is indicated with OrderYOYO's recent guidance upgrades, most recently following a strong performance in Q1 2023 despite continued challenging market conditions.

Since the strategy change and merger with app smart in 2022, OrderYOYO has been operationally profitable in every quarter. Higher profitability levels and margins in 2023 and onwards are supported by efficiency gains, a strict cost focus, as well as its market-leading position as the largest restaurant liberator in Europe, now serving more than 10,000 restaurant partners in key markets such as Austria, Denmark, Germany, Ireland, and the UK.

Looking ahead, OrderYOYO's vision is to reach 25,000 restaurant partners by the end of 2025 ("25in25") through organic growth and further M&A activities. The attractiveness of the M&A strategy is supported by OrderYOYO's recent acquisition at a lower ARR valuation multiple.

Key investment risks

OrderYOYO still faces challenging market conditions with an uncertain macroeconomic environment, affecting the consumers. With 64% of ARR (end of 2022) being usage-based ARR, a less favorable economic situation could affect financials negatively.

Despite market-leading positions in key European markets, there is a risk that OrderYOYO may face increasing competition from existing players or new entrants with new solutions. Food portals are also a part of the competition; however, portals have different business models, focusing on end-users rather than restaurants. In relation to that, OrderYOYO also takes lower commission fees from a restaurant perspective.

With OrderYOYO's consolidation strategy and focus on M&A, there is a risk that OrderYOYO fails to realize strategic synergies from the M&A activities. There is also a risk of a dilution effect for existing shareholders from potential new share issues.

Peer group

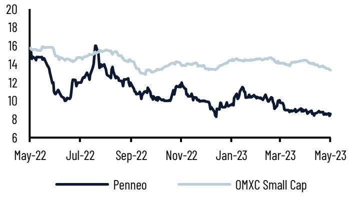
Company	Total return	EV/ARR (x)		ARR growth (%)		EV/Sales (x)		Revenue growth (%)		Gross margin (%)	
	YTD (%)	2022	2023E	2022	2023E	2022	2023E	2022	2023E	2021	2022
Selected Danish SaaS (median)*	-3.4%	4.2	3.4	33%	36%	4.3	3.8	28%	29%	88%	86%
Olo Inc	6.1%	N/A	N/A	N/A	N/A	3.1	2.9	24%	17%	79%	69%
Toast Inc	15.4%	9.3	N/A	59%	N/A	3.1	2.7	60%	38%	18%	19%
Median	**6.1%**	**6.7**	**3.4**	**46%**	**36%**	**3.1**	**2.9**	**28%**	**29%**	**79%**	**69%**
OrderYOYO	**22.5%**	**1.7**	**1.7**	**23%**	**18%**	**1.9**	**2.0**	**12%**	**21%**	**85%**	**83%**

Note: The table shows multiples and key SaaS metrics and financials for OrderYOYO and the median values for selected Danish SaaS companies (Agillic, Digizuite, Impero, MapsPeople, Penneo, Relesys, and RISMA) and selected US peers (Olo and Toast). Note that ARR definitions may differ across companies (there are no standards or regulations yet), i.e., this overview is only for perspective. Data is manually collected for Danish company reports, and Refinitiv numbers and analyst mean estimates (2023E) are used for US peers. We apply OrderYOYO's 2023 guidance (midpoint) and other Danish companies' 2023 guidance (midpoint). We apply OrderYOYO's pro forma net revenue in this overview (app smart consolidated full year) for both valuation multiples and growth rates. Source: HC Andersen Capital, Refinitiv, and company reports.

Penneo

Market: OMXC Small Cap | Ticker: PENNEO | Share price (DKK): 8.58 | Market cap (DKKm): 283.2 | Net cash (DKKm): 25.7 (Q1 2023) | Enterprise value (DKKm): 257.5

Share information



YTD	-6.2%	1 year:	-41.1%
1 month:	-0.2%	Since IPO*:	-22.4%

Note: *IPO date was 6 June 2020 (subscription price of DKK 11.06). We apply the closing price from 17 May 2023 (Nasdaq).

Financials

(DKKm)	2021	2022	2023E*
Total ARR	55.5	71.0	87.0-95.0
ARR growth	*50%*	*28%*	*23-34%*
Revenue	54.3	72.1	N/A
Revenue growth	*53%*	*33%*	*N/A*
EBITDA	-14.1	-11.1	-10 to -15.0
EBITDA margin	*-26%*	*-15%*	*N/A*
Cash	25.4	53.2	N/A
Interest-bearing debt	28.3	26.8	N/A

Note: *Penneo's own guidance range for 2023.

Valuation multiples

	2021	2022	2023E*
P/ARR (x)	9.0	4.1	1.7
P/S (x)	9.2	4.1	N/A
EV/Sales (x)	9.2	3.7	N/A
EV/EBITDA (x)	-35.5	-24.1	-20.6
EV/EBIT (x)	-22.0	-11.4	N/A
P/E (x)	-26.7	-14.5	N/A
P/CF (x)	-61.6	-29.3	N/A

Note: Multiples for 2021 and 2022 are based on historical numbers.
*2023E multiples are based on the midpoint in Penneo's own guidance.

Company description

Penneo was founded in 2014 by six entrepreneurs with the ambition to support primarily the auditing industry with digital document signatures by replacing pen and paper with a digital alternative. Today, Penneo is a Danish SaaS company, that automates and digitalizes workflows with the offering of two main solutions within digital signing (Penneo Sign) and onboarding of clients (Penneo KYC). Penneo serves more than 2,500 customers, and Penneo had 111 employees by the end of 2022.

Investment case

Penneo has evolved from being a digital signature platform to a RegTech platform with an ecosystem of automation solutions in Anti-Money Laundering (AML) and Know-Your-Customer (KYC) regulated verticals such as auditors and financial institutions. Penneo has a solid footprint in the Nordics with all Big 10 accounting firms as customers which ensures recurring revenue and stickiness through network effects.

Despite a competitive environment and large global competitors in the digital signature market, Penneo differentiates itself by having a narrow focus on a few regulated verticals.

The global markets within digital signature and KYC are expected to grow with a CAGR of 36% until 2027 and 22% until 2026, respectively[1]. Market growth rates are supported by market drivers such as digitalization and increasing regulative demands.

Looking at valuation, Penneo trades at an EV/ARR multiple (2023E) of 2.8x. This is lower than the median of the selected Danish SaaS companies at 3.5x. This is partly explained by Penneo's lower expected growth rate, however, Penneo has historically delivered solid SaaS metrics. For perspective, the global market-leading digital signature company, DocuSign, is currently valued at 3.9x EV/Sales (Refinitiv mean analyst estimate for the financial year ending January 2024).

[1] Sources: MarketsandMarkets and Fatpos Global

Key investment reasons

Penneo's business model and solutions are proven by solid SaaS metrics with a track record of growing ARR at a high rate combined with a low ARR churn rate of 3-4%. Looking across the Danish SaaS sector, Penneo's key SaaS metrics (such as net retention rate) have outperformed the sector median in the past years.

Future growth is supported by i) Roll out the KYC products to existing audit and accounting customers, ii) Penetrate the financial institutions vertical in Denmark, and iii) Continuing market development in European countries becoming the de facto standard for auditors in Europe.

The European market expansion is supported by a 36% growth in ARR from foreign markets in 2022 (constitutes 28% of the total ARR). Additionally, the acceptance of inclusion on the EU Trust List (EUTL) means that Penneo now delivers the highest level of electronic signature in the eIDAS regulation (QES).

Key investment risks

Employee churn and limited access to new skilled employees may affect Penneo's ability to operate and implement its internationalization strategy, potentially leading to delays.

Penneo operates in markets with high competition from several local and global companies, including some global companies with extensive market reach. The competitive situation may affect Penneo's position in existing markets as well as its European expansion, potentially leading to lower growth rates.

With the capital increase of approx. DKK 59 million from institutional investors in March 2022, Penneo has secured sufficient financing to continue its operations and investments in the short to mid-term (cash position is DKK 51.0m by the end of Q1 2023). Depending on Penneo's growth investment strategy in the coming years, Penneo may raise additional capital.

Selected Danish SaaS overview

Company	Total return	EV/ARR (x)		ARR growth (%)		Growth adj. ARR multiple (x)		EV/Sales (x)		Revenue growth (%)		NRR (%)		EBITDA (DKKm)		Net debt (DKKm)	FCF / Net new ARR (x)
	YTD (%)	2022	2023E	2022	2023E	2022	2023E	2022	2023E	2022	2023E	2021	2022	2022	2023E	Latest reported	2022
Selected Danish SaaS (median)*	16.7%	4.5	3.5	33%	37%	0.11	0.10	4.6	4.8	28%	36%	107%	110%	-23.0	-11.5	-14.1	-3.4
Penneo	**-6.2%**	**3.8**	**2.8**	**28%**	**28%**	**0.14**	**0.10**	**3.7**	**N/A**	**33%**	**N/A**	**124%**	**113%**	**-11.1**	**-12.5**	**-25.7**	**-1.9**

Note: The table shows multiples and key SaaS metrics and financials for Penneo and the median values from selected Danish SaaS companies (Agillic, Digizuite, Impero, MapsPeople, Relesys, and RISMA). Note that SaaS metrics definitions may differ across companies (there are no standards or regulations yet), i.e., this overview is only for perspective. Data is manually collected from company reports. We apply Penneo's own 2023 guidance (midpoint) as well as other companies' 2023 guidance (midpoint). Adjusted for Penneo's costs related to the Main Market listing in 2022, FCF / Net new ARR (2022) will be -1.7x. We apply end 2022 (31 December 2022) market capitalizations for 2022 multiples and markets capitalizations from 17 May 2023 for 2023E multiples (+ latest reported net debt/cash). Source: HC Andersen Capital and company reports.

Sources (page 1-3)

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