

SaaS sector update

December Quarter 2020

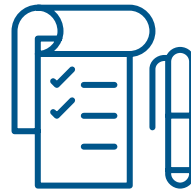
Blackpeak is a leading independent investment banking & advisory firm

- We are an independent corporate advisory firm based in Sydney providing corporate finance and strategic advice on mergers & acquisitions, strategy and capital raisings
- We strive to be our client's trusted advisor and confidant and are focused on building long term relationships with clients to assist them achieve their growth ambitions and maximise value
- **Blackpeak is the most active independent adviser to technology growth companies in ANZ, completing ~35+ technology transactions in the last 6 years**



Mergers & acquisitions

- Strategic and financial evaluation
- Execution of private and public market transactions including takeover defence
- Designing optimal sale processes to create competitive tension to maximise value
- Negotiating and structuring complex transactions



Strategic advice

- Evaluate all options to maximise shareholder value
- Identify & evaluate acquisition targets
- Portfolio review to consider value impacts of potential divestments
- Balance sheet & capital structure advice
- Capital management options including dividend policy and other initiatives



Capital raising advisory

- Private capital raising including pre-IPO financing
- Advice on IPOs and secondary equity capital raisings including both initial planning, structuring and execution
- Debt and hybrid raisings

AGC strategic alliance: leading local coverage + global distribution

AGC Partners

- **Leading tech investment bank:** AGC is ranked as the most active boutique bank dedicated to tech, having completed more than 400 M&A and growth equity transactions since inception in 2003. More than 50 professionals, including 20 partners, with offices in Boston (HQ), Silicon Valley, New York, Chicago, Dallas, Los Angeles, Minneapolis, Austin, Atlanta and London
- **Strong connectivity with buyers/ investors:** relationships with over 1,000 technology investors and strategic buyers across North America, Europe, and Asia
- **Domain knowledge:** Experience and in-depth domain knowledge across all key technology sub-sectors including Application Software, Cybersecurity, Defence Technology, Digital Media / Internet, Energy & Industrial Tech, FinTech, Healthcare IT & Life Sciences, Infrastructure / Cloud, Internet of Things, Mobility Solutions, Semiconductors and Tech-Enabled Services
- **Industry conferences:** AGC runs industry conferences in Boston, San Francisco, London and Las Vegas, providing one-on-one meetings with strategic tech acquirers, investors, and emerging growth companies

Benefits for Blackpeak's clients

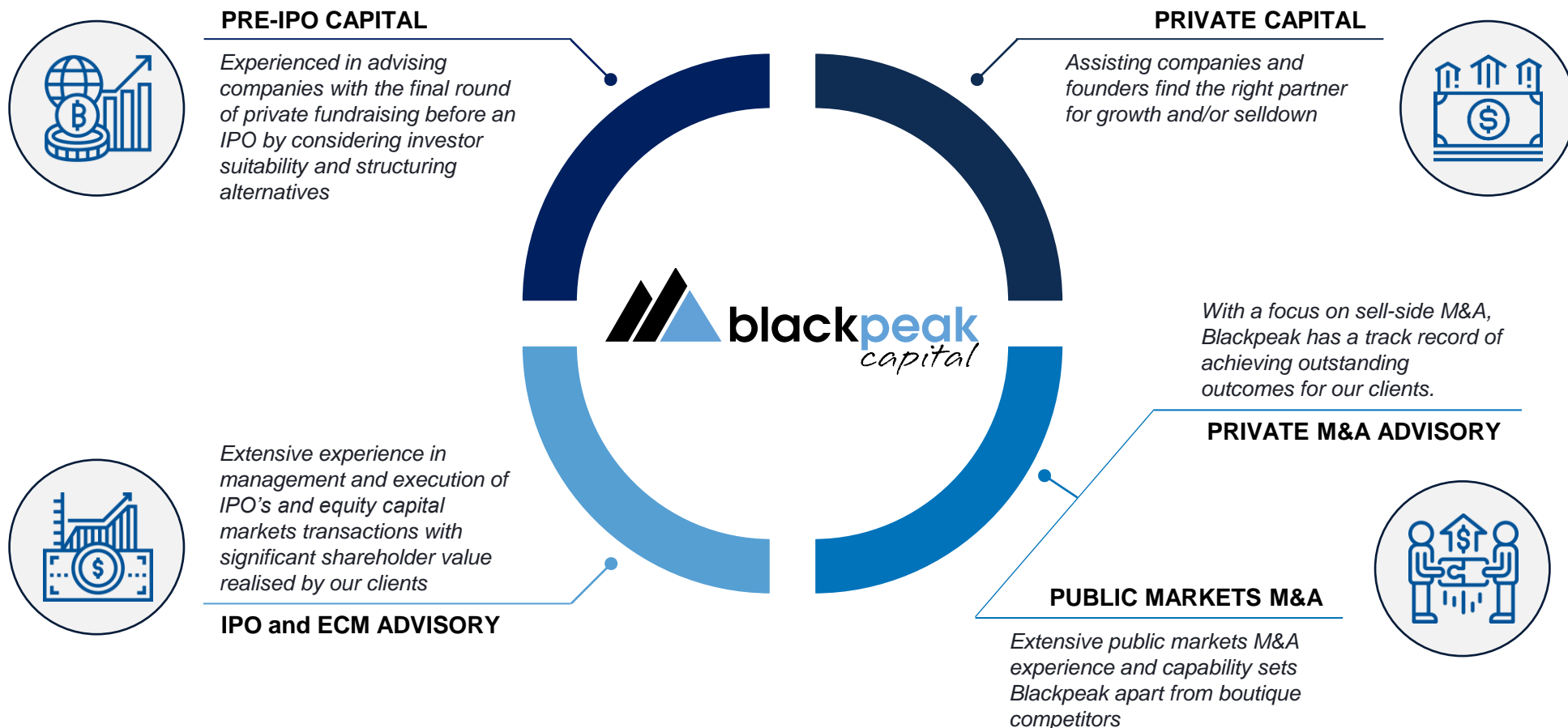
- Alliance will uniquely position Blackpeak to provide global technology investment banking capabilities, combined with leading local coverage, service and support to technology growth companies in ANZ that are institutional size and quality
- Alliance enhances Blackpeak's access to strategic acquirers and investors in US and Europe as well as proprietary market intelligence and industry content (particularly relevant in the context of running sell side M&A or capital raising processes)

Blackpeak and AGC's Global Reach



- ✓ **Leading local coverage to service ANZ tech Co's**
- ✓ **Extensive experience in tech financing + M&A**
- ✓ **Global investor/ buyer connectivity (APAC, USA, EU)**


Blackpeak service offerings



Blackpeak is a leading adviser to technology companies in Australia & NZ

<div></div> <div>2021 Sale of Minority Interest Financial Adviser</div> <div></div>	<div></div> <div>2021 Growth equity investment A\$45m Financial Adviser</div> <div></div>	<div></div> <div>2020 Primary/ Secondary Raising ~A\$14m Financial Adviser</div> <div></div>	<div></div> <div>2020 Growth equity investment A\$50m Financial Adviser</div> <div></div>	<div></div> <div>2020 Pre-IPO Raising A\$25m Financial Adviser</div> <div></div>	<div></div> <div>2020 Strategic Review Financial Adviser</div> <div></div>	
<div></div> <div>2020 Convertible note investment into Jaxsta Financial Adviser</div> <div></div>	<div></div> <div>2020 Private Raising \$A11m Financial Adviser</div> <div></div>	<div></div> <div>2019 Private raising Financial Adviser</div> <div></div>	<div></div> <div>2019 Sale of Riteq to Ceridian Financial Adviser</div> <div></div>	<div></div> <div>2019 Sale of controlling stake to Potentia Capital - A\$90m Financial Adviser</div> <div></div>	<div></div> <div>2018 Acquisition of HROnboard Undisclosed Financial Adviser</div> <div></div>	<div></div> <div>2018 Initial Public Offering A\$79m Financial Adviser</div> <div></div>
<div></div> <div>2018 Pre-IPO Raising A\$25m Financial Adviser</div> <div></div>	<div></div> <div>2018 Strategic Review Financial Adviser</div> <div></div>	<div></div> <div>2018 Equity Raising A\$100m Financial Adviser</div> <div></div>	<div></div> <div>2018 Equity raising A\$45m Financial Adviser</div> <div></div>	<div></div> <div>2018 Series B equity raising A\$11m Financial Adviser</div> <div></div>	<div></div> <div>2018 Acquisition of Pivot Remesys A\$11m Financial Adviser</div> <div></div>	<div></div> <div>2017 Strategic Review Financial Adviser</div> <div></div>

Blackpeak is a leading adviser to technology companies in Australia & NZ

 <p>2017 Trade sale A\$44m Financial Adviser</p> 	 <p>2017 Block Trade A\$73m Financial Adviser</p> 	 <p>2017 Block Trade A\$23m Financial Adviser</p> 	 <p>2017 Acquisition of Quinntessential Marketing A\$12m Financial Adviser</p> 	 <p>2017 Pre-IPO equity raising NZ\$11m Financial Adviser</p> 	 <p>2017 Initial Public Offering A\$73m Financial Adviser</p> 
 <p>2017 Initial Public Offering A\$108m Financial Adviser</p> 	 <p>2016/ 2017 Initial Public Offering Pending Financial Adviser</p> 	 <p>2016 Acquisition of minority stake (size undisclosed) Financial Adviser</p> 	 <p>2016 Initial Public Offering A\$1.0bn Financial Adviser</p> 	 <p>2015 Sale of minority interest in SiteMinder (size undisclosed) Financial Adviser</p> 	
 <p>2015 Acquisition of CompuClearing A\$25m Financial Adviser</p> 	 <p>2015 Acquisition of Core Freight Systems (size undisclosed) Financial Adviser</p> 	 <p>2015 Acquisition of Zsoft (size undisclosed) Financial Adviser</p> 	 <p>2015 Pre-IPO debt raising A\$45m Financial Adviser</p> 	 <p>2015 Pre-IPO equity raising A\$35m Financial Adviser</p> 	

Deep domain expertise in ANZ technology markets

Proprietary insights and detailed sector analytics

- Blackpeak has deep domain expertise across multiple ANZ technology sectors in both the private and public market
- We have a deep understanding of listed technology companies and key metrics
- We create in-house technology sector reports that contain detailed sector analytics and valuation benchmarking data
- Blackpeak offers a differentiated service for clients in the technology sector based on a highly analytical approach and our focus on understanding the value proposition and key valuation drivers of our clients
















The most comprehensive ANZ technology database

- Technology market themes
- Private equity and venture capital financing
- Private and public market M&A
- Technology IPOs
- Public comparables
- Valuation and performance benchmarking
- Technology deal metrics



Senior corporate finance professionals

Name/ position	Prior experience	Education/ experience	Years of experience
 <p>Max Billingham Executive Chairman max@blackpeakcapital.com.au M +61 417 208 845</p>	 	<ul style="list-style-type: none"> Formerly a Managing Director at Credit Suisse Qualified as a chartered accountant Global experience, worked in New York and London INSEAD, MBA Bachelor of Business, University of Technology Sydney 	28
 <p>Scott Colvin Managing Director scott@blackpeakcapital.com.au M +61 416 335 455</p>	  	<ul style="list-style-type: none"> Prior to founding Blackpeak Capital, Scott held senior positions with Credit Suisse and Wilson HTM AGSM UNSW, Executive MBA London Business School, Masters in Finance Graduate Diploma, FINSIA Bachelor of Commerce, UNSW 	23
 <p>Jamie Taylor Director jamie@blackpeakcapital.com.au M +61 414 922 560</p>	 	<ul style="list-style-type: none"> Previous roles include Head of Australian Institutional Sales for Merrill Lynch (London-based), and Head of Corporate Finance For Wilson HTM (Sydney-based) Bachelor of Economics, Monash University 	35
 <p>Tom Ng Director tom.ng@blackpeakcapital.com.au M +61 490 796 752</p>	 	<ul style="list-style-type: none"> Formerly a senior FIG banker at Credit Suisse and regulator at Bank of England Oxford University, MPhil (Economics) B. Econ (Hons), UNSW Graduate of Royal Military College, Duntroon 	22

Agenda

1. Market snapshot
2. SaaS and software sector performance
3. SaaS mergers and acquisitions
 - a) ANZ
 - b) US
4. SaaS and software benchmarking analysis
 - a) SaaS and software performance metrics
 - b) SaaS and software margins
 - c) SaaS and software expenses
5. SaaS and software trading multiples



Market snapshot



Market themes – SaaS & software



Market overview

- ANZ SaaS & software indices rebounded strongly from their March lows, with ANZ SaaS valuations continuing to surge above pre-COVID levels. The ANZ software rally has softened, with the index and valuations holding relatively steady over the December quarter
- US SaaS companies continued to outperform during the December quarter, with valuation multiples reaching record highs as the Nasdaq and S&P500 IT index continue to outperform
- The rollout of a number of COVID-19 vaccines has seen a number of star performers during the pandemic (i.e. Zoom and Shopify), underperform recently on the expectation that social distancing measures relax with mass-vaccination across the globe



Mergers and acquisitions

- Momentum in M&A activity continues its recovery after the COVID-19 pandemic wreaked havoc for dealmakers earlier in the year. Although transaction volumes dipped in the December quarter, a promising number of smaller deals in both ANZ and the USA bodes well for a further uptick in M&A activity in 2021
- Strategic buyers have continued to dominate SaaS & Software M&A activity in the December quarter. Despite this, US deal activity indicates that private equity firms are starting to redeploy their funds in the space, with a number of acquisitions during the December quarter made by TPG, Vista Equity Partners, TA Associates and Francisco Partners



Context for capital raising

- ASX IPO activity picked up significantly in 4Q20, with a number of major tech players hitting the ASX boards. The quarter also saw the long awaited debut of Nuix, the investigative software player which raised \$953m in a high-profile IPO
- US IPO activity also continued its stellar 2020 run, with soaring tech valuations helping companies to raise record amounts of capital. After Snowflake's \$4 billion debut in September, the December quarter saw a number of tech businesses follow suit, including DoorDash, Wish and Airbnb

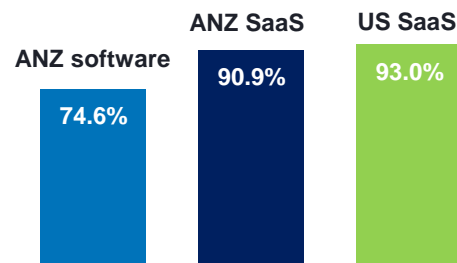


Market outlook

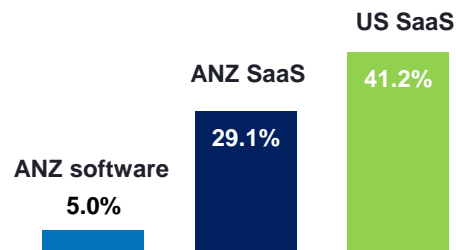
- The past two quarters have seen a rebound in capital markets and M&A activities, with PE/ VC dry powder starting to be deployed into ANZ and US SaaS and software companies
- Investors continue to favour high growth SaaS and software businesses for their resilience during the COVID-19 crisis
- Private equity firms continue to show an increased appetite for SaaS companies given their rapid growth trajectories and the ability to service debt through their predictable streams of cash flows

Snapshot of Blackpeak ANZ & US SaaS and software universe¹

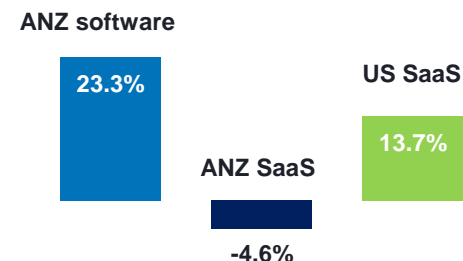
Recurring revenue



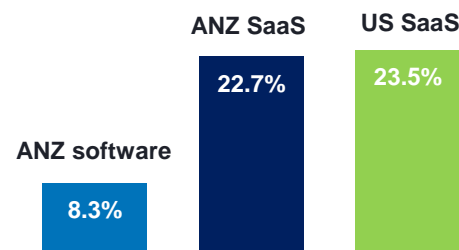
S&M expense/ revenue



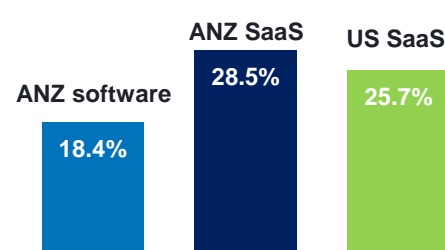
NTM EBITDA margin



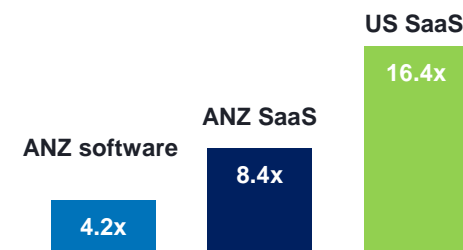
NTM revenue growth



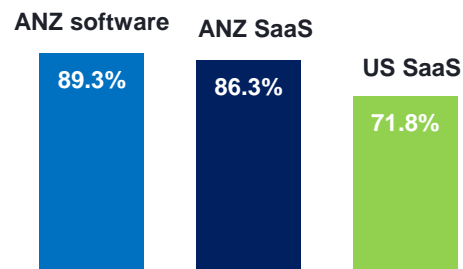
Total R&D expense/ revenue²



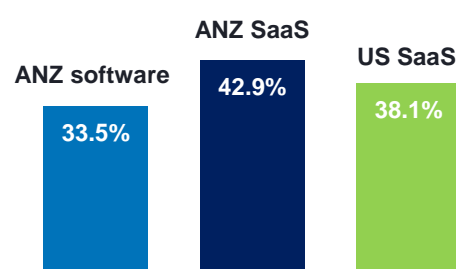
EV/ NTM revenue



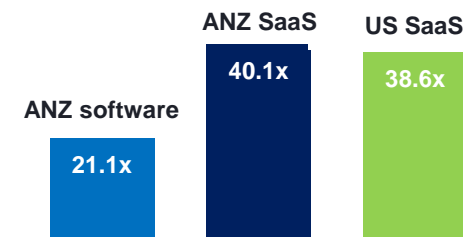
Gross margin














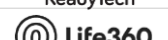





Rule of 40% (NTM)



EV/ NTM EBITDA



Recent ANZ SaaS and software IPO's (> A\$10m raised)¹

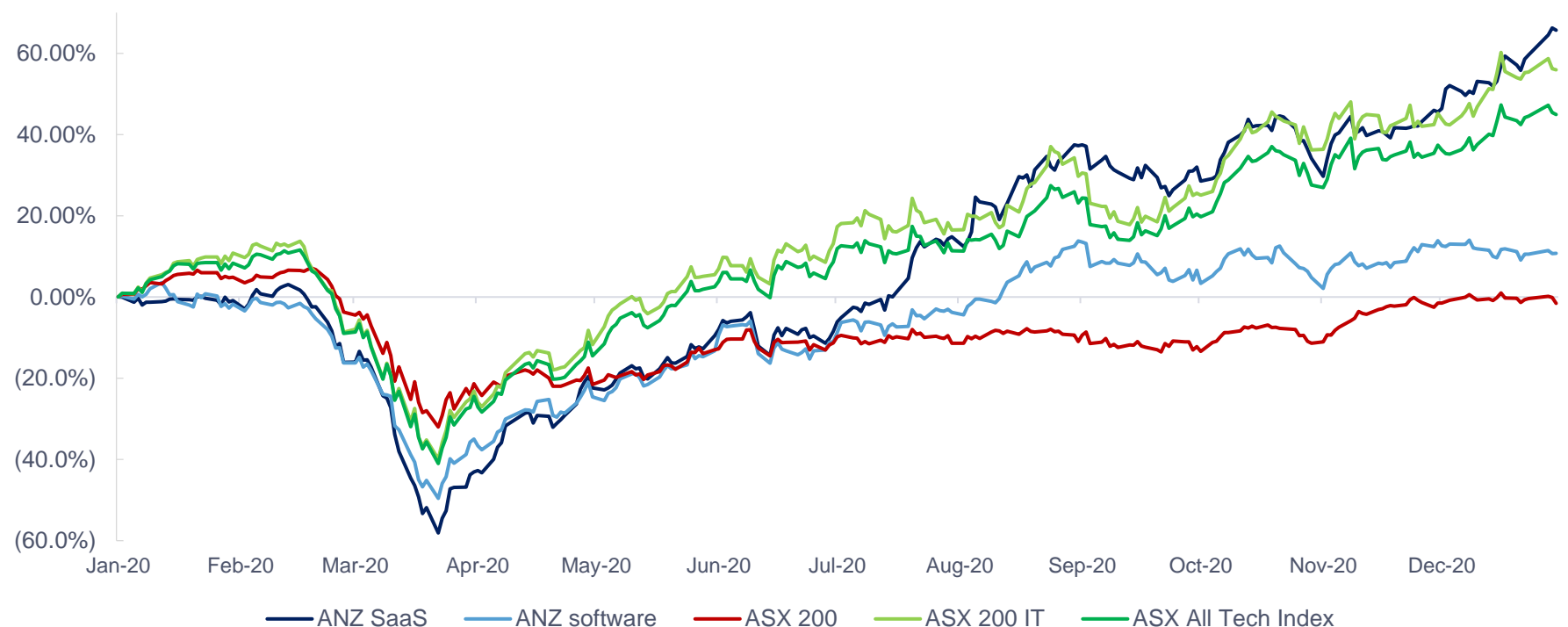
Overview				EV/ Revenue		EV/ EBITDA		IPO metrics				
Company	IPO date	Category	Raising size (A\$m)	IPO year	Forecast year	IPO year	Forecast year	Revenue growth ²	Recurring revenue ²	EBITDA margin ²	Market cap at IPO (A\$m) ³	Return since IPO
 Oneview	Mar-16	Software	62.4	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	194.4	(98.7%)
 wisetech global	Apr-16	SaaS	167.6	8.7x	6.6x	29.7x	18.5x	28.1%	98.0%	29.4%	973.6	817.9%
 bravura solutions	Nov-16	Software	148.1	1.6x	n.a.	9.5x	n.a.	1.6%	57.0%	17.2%	310.6	122.1%
 bigtincan	Mar-17	SaaS	12.0	3.2x	n.a.	n.a.	n.a.	38.0%	92.0%	n.a.	45.8	323.1%
 MSL SOLUTIONS M-POWER	May-17	SaaS	15.0	1.7x	1.4x	12.4x	7.7x	(1.1%)	47.6%	13.6%	62.3	(54.0%)
 ELMO	Jun-17	SaaS	25.0	5.3x	3.8x	97.7x	31.3x	24.8%	96.0%	5.5%	108.3	222.5%
 RIGHTCROWD	Sep-17	Software	10.0	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	40.0	31.7%
 ixup	Nov-17	Software	12.5	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	31.7	(59.5%)
 DXN	Apr-18	Software	16.0	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	21.4	(90.5%)
 ReadyTech	Apr-19	SaaS	50.0	4.2x	3.9x	10.9x	9.5x	6.2%	89.5%	39.0%	120.8	38.4%
 Life360	May-19	SaaS	145.4	15.2x	8.3x	n.a.	n.a.	82.6%	n.a.	(51.5%)	689.2	(20.7%)
 whispir	Jun-19	SaaS	47.0	4.4x	3.5x	n.a.	n.a.	11.6%	76.7%	(39.1%)	163.0	125.0%
 FINEOS	Aug-19	Software	211.0	5.6x	n.a.	75.2x	n.a.	30.9%	n.a.	11.8%	661.0	48.0%
 DAMSTRA	Oct-19	SaaS	49.3	5.1x	n.a.	25.1x	n.a.	39.4%	69.5%	20.3%	123.7	73.3%
 nitro	Dec-19	SaaS	110.2	4.5x	n.a.	n.a.	n.a.	14.4%	49.9%	(13.1%)	325.0	86.0%
 limeade	Dec-19	SaaS	100.0	5.5x	n.a.	n.a.	n.a.	19.4%	96.2%	(19.1%)	452.9	(16.2%)
 nuix	Dec-20	SaaS	953.0	9.9x	9.0x	31.5x	27.5x	26.0%	88.7%	31.6%	1,684.9	55.4%
Median			49.6	5.2x	4.2x	25.1x	14.0x	22.1%	83.1%	11.8%	143.3	43.2%



ANZ SaaS and software sector performance



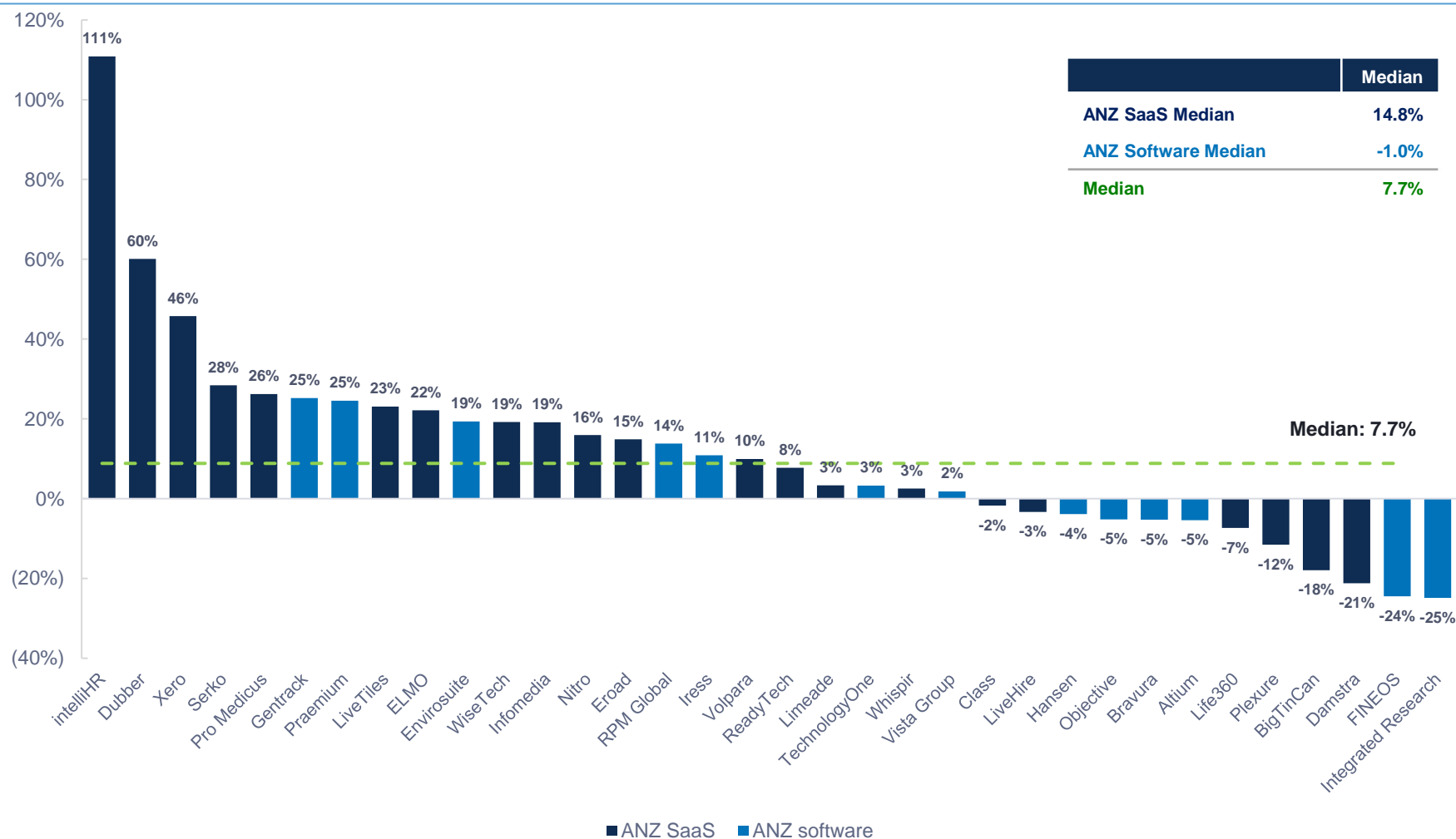
ANZ SaaS & software index performance¹



	ANZ SaaS	ANZ software	ASX 200	ASX 200 IT	ASX All Tech Index
6 months	84.6%	24.7%	11.7%	40.0%	35.2%
12 months	65.7%	10.7%	(1.6%)	55.9%	44.9%
Peak to trough	(59.4%)	(51.3%)	(36.5%)	(47.2%)	(47.3%)
Trough to current	295.8%	119.7%	44.9%	159.4%	145.7%

ANZ SaaS, software and the ASX tech indices outperformed the ASX 200

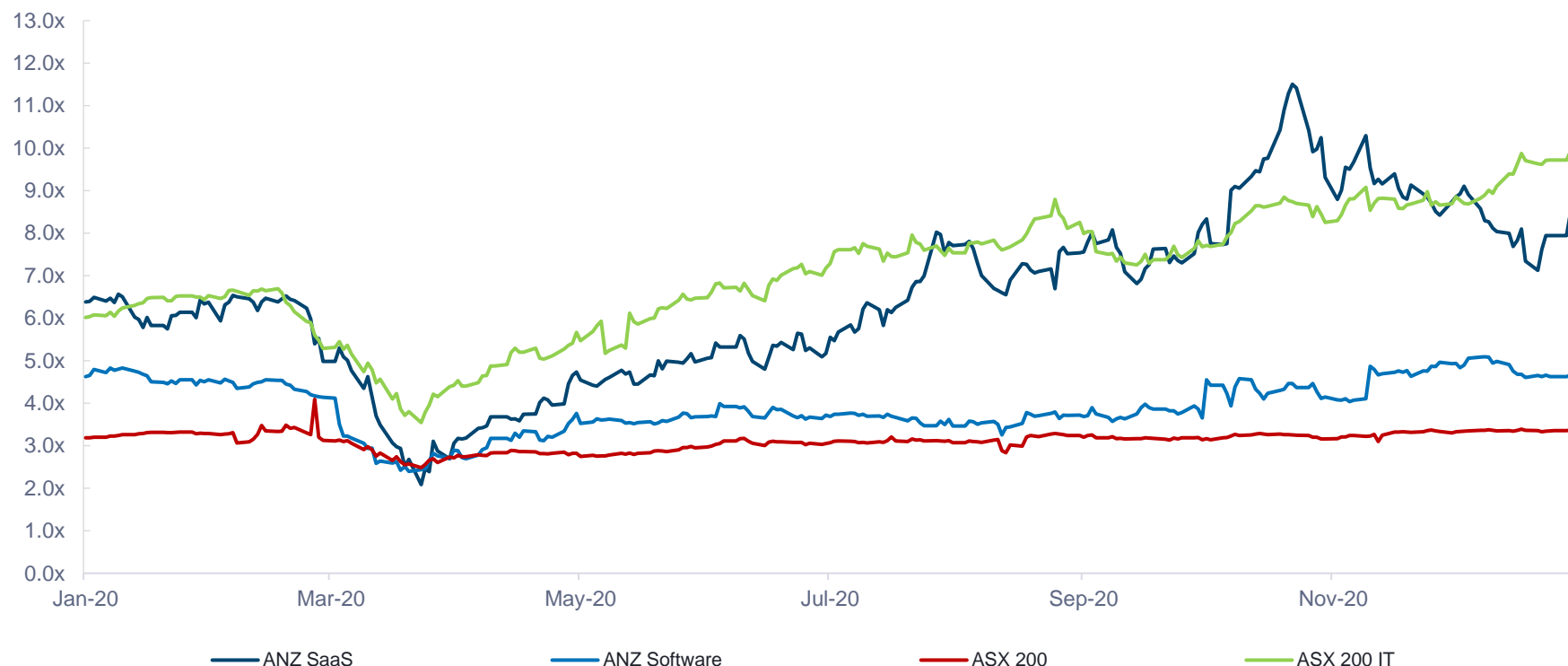
ANZ SaaS & Software last 3 months performance



	Median
ANZ SaaS Median	14.8%
ANZ Software Median	-1.0%
Median	7.7%

ANZ Software performance retraced slightly in 4Q20, underperforming relative to SaaS companies

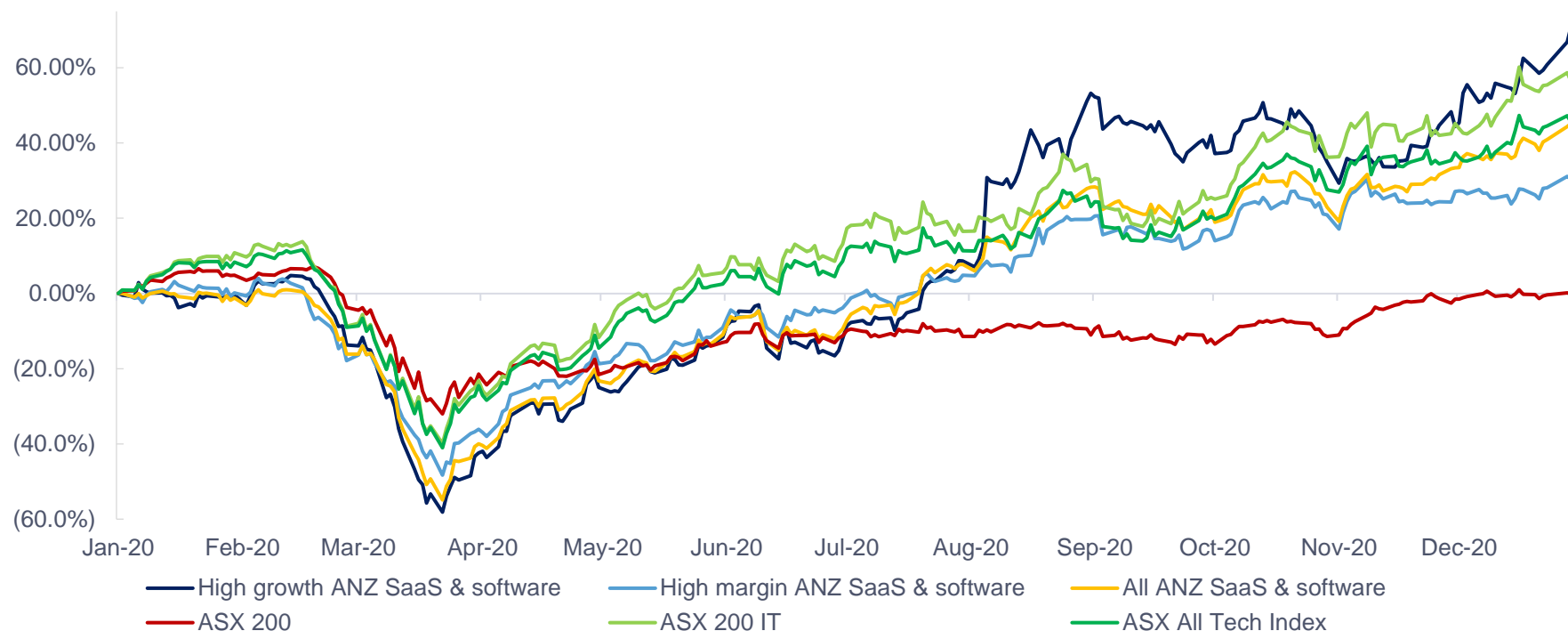
ANZ SaaS & software EV/ NTM revenue



	ANZ SaaS	ANZ software	ASX 200	ASX 200 IT
12 months ago	6.4x	4.6x	3.2x	6.0x
Current	8.4x	4.7x	3.3x	9.8x

ASX software valuations have rebounded to pre-COVID levels, while SaaS valuations have exceeded the levels reached 12 months prior, consistent with US peers

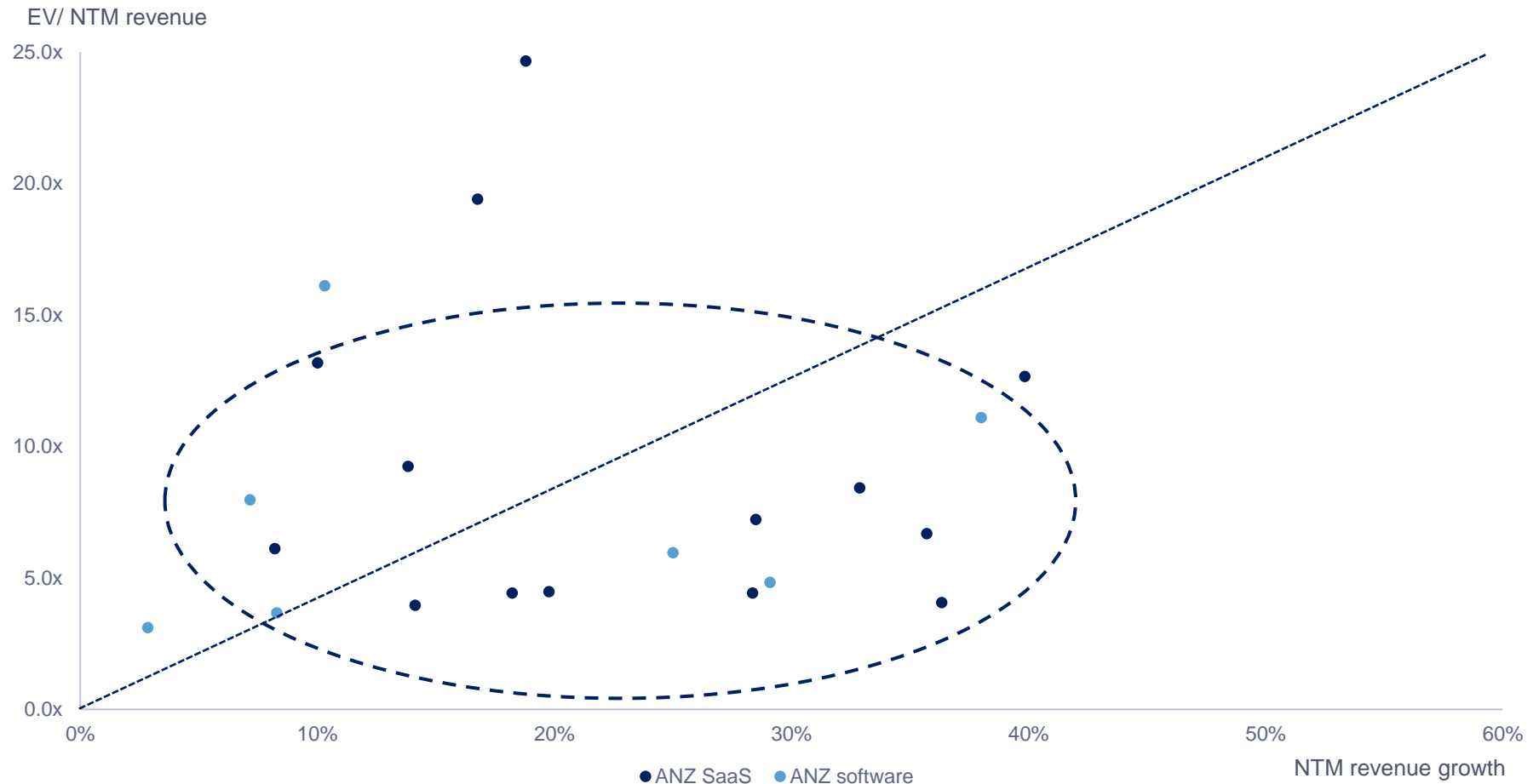
ANZ SaaS & software high growth¹ and margin² performance



	High growth SaaS & software	High margin SaaS & software	All SaaS & software	ASX 200	ASX 200 IT	ASX All Tech Index
6 months	101.0%	35.5%	62.0%	11.7%	40.0%	35.2%
12 months	70.5%	29.6%	44.8%	(1.6%)	55.9%	44.9%
Peak to trough	(60.0%)	(50.3%)	(55.3%)	(36.5%)	(47.2%)	(47.3%)
Trough to current	307.0%	150.7%	220.9%	44.9%	159.4%	145.7%

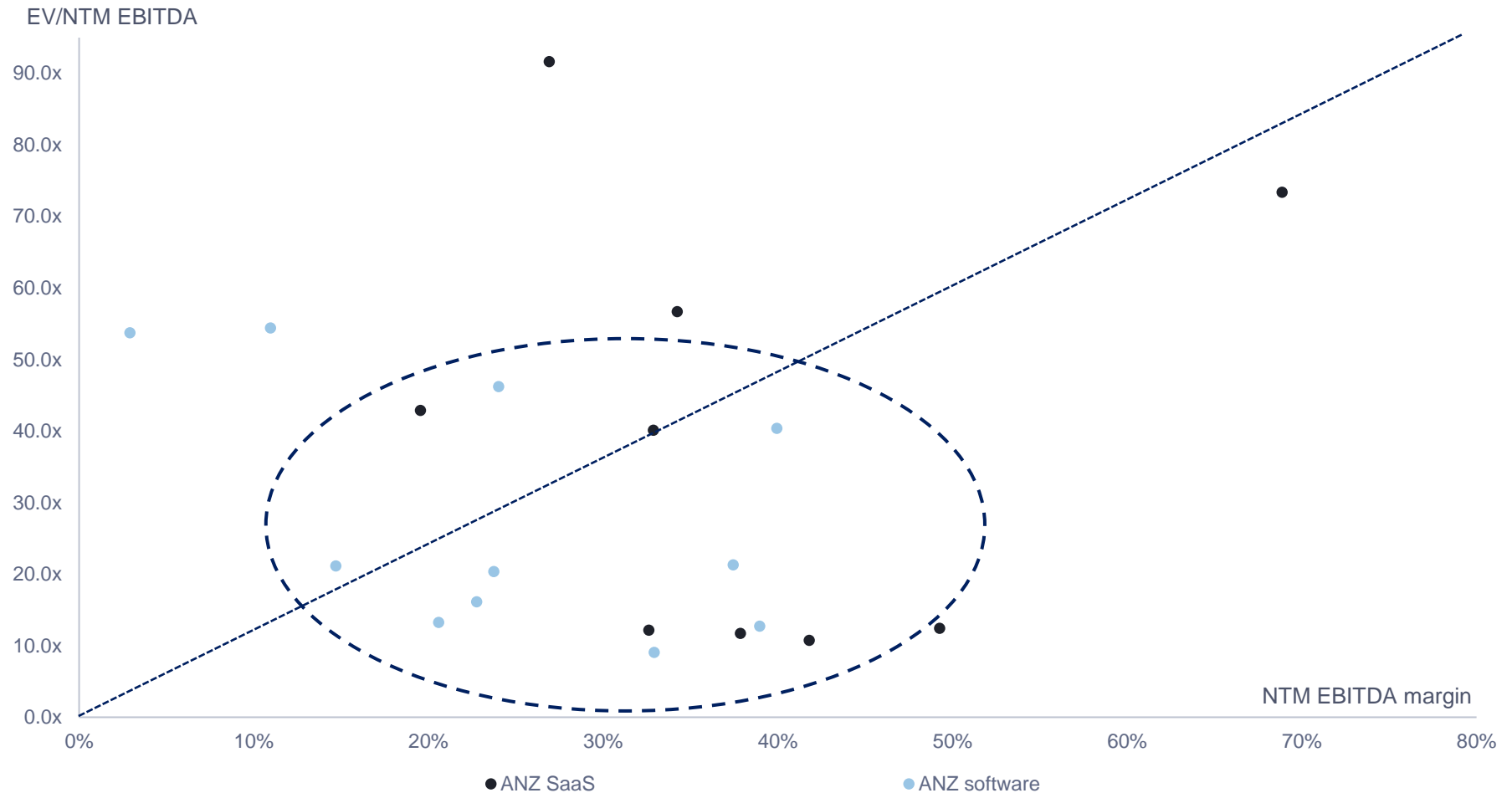
High growth SaaS & software companies continue to outperform their high margin ANZ peers

ANZ SaaS & software EV/ NTM revenue vs NTM revenue growth



ANZ SaaS companies regained their valuation premiums (particularly those with high growth) and are now trading at revenue multiples higher than ANZ software companies

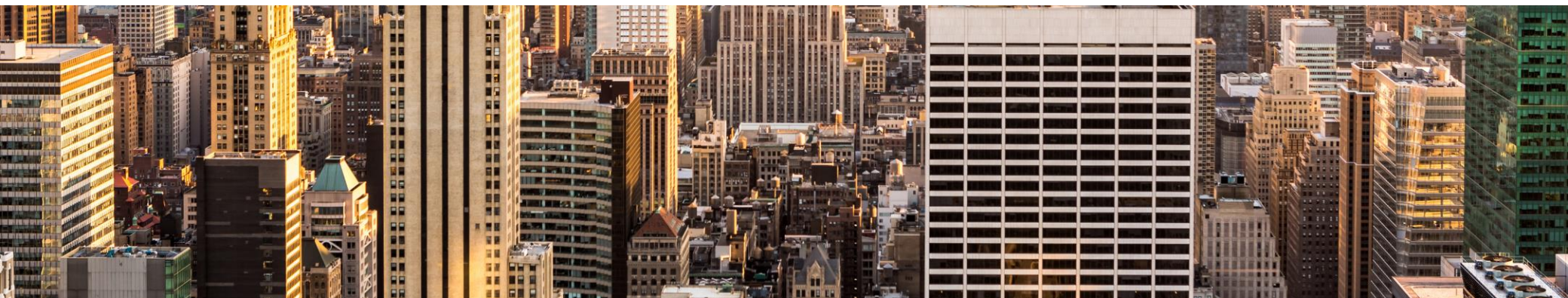
ANZ SaaS & software EV/ NTM EBITDA vs NTM EBITDA margin



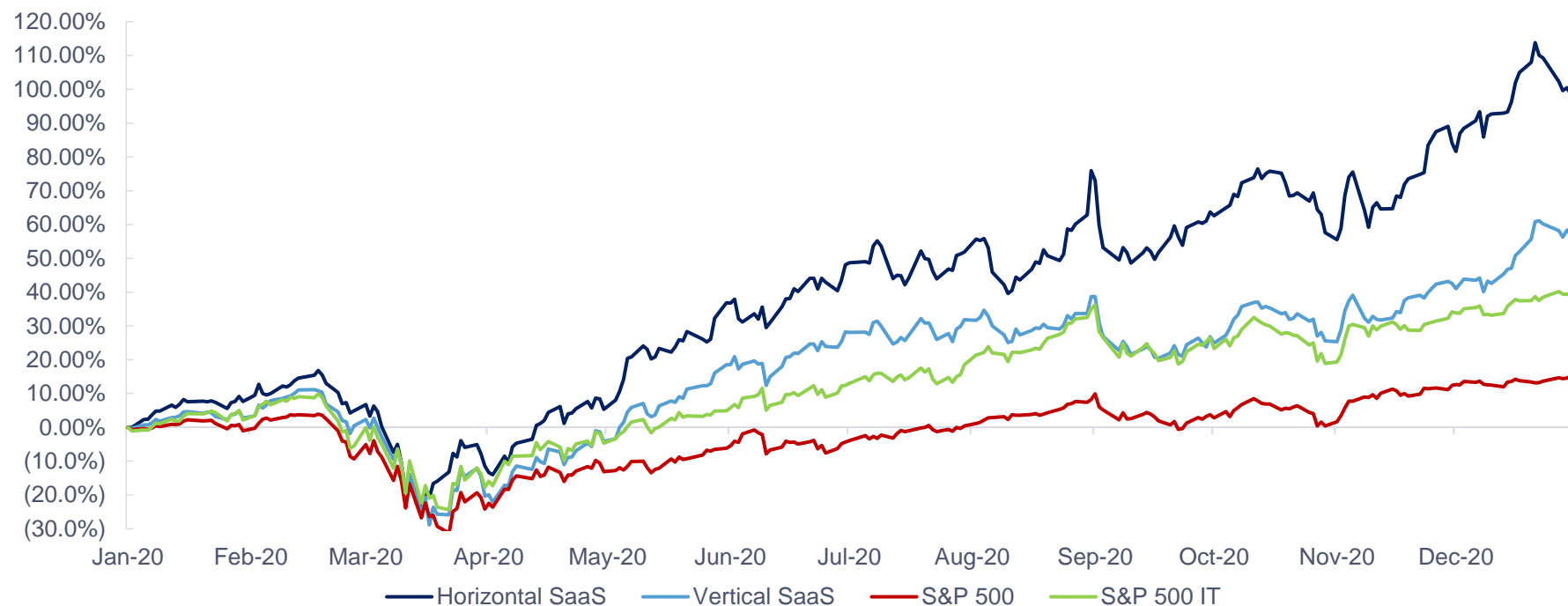
ANZ software companies tend to trade at similar EBITDA multiples



US SaaS sector performance



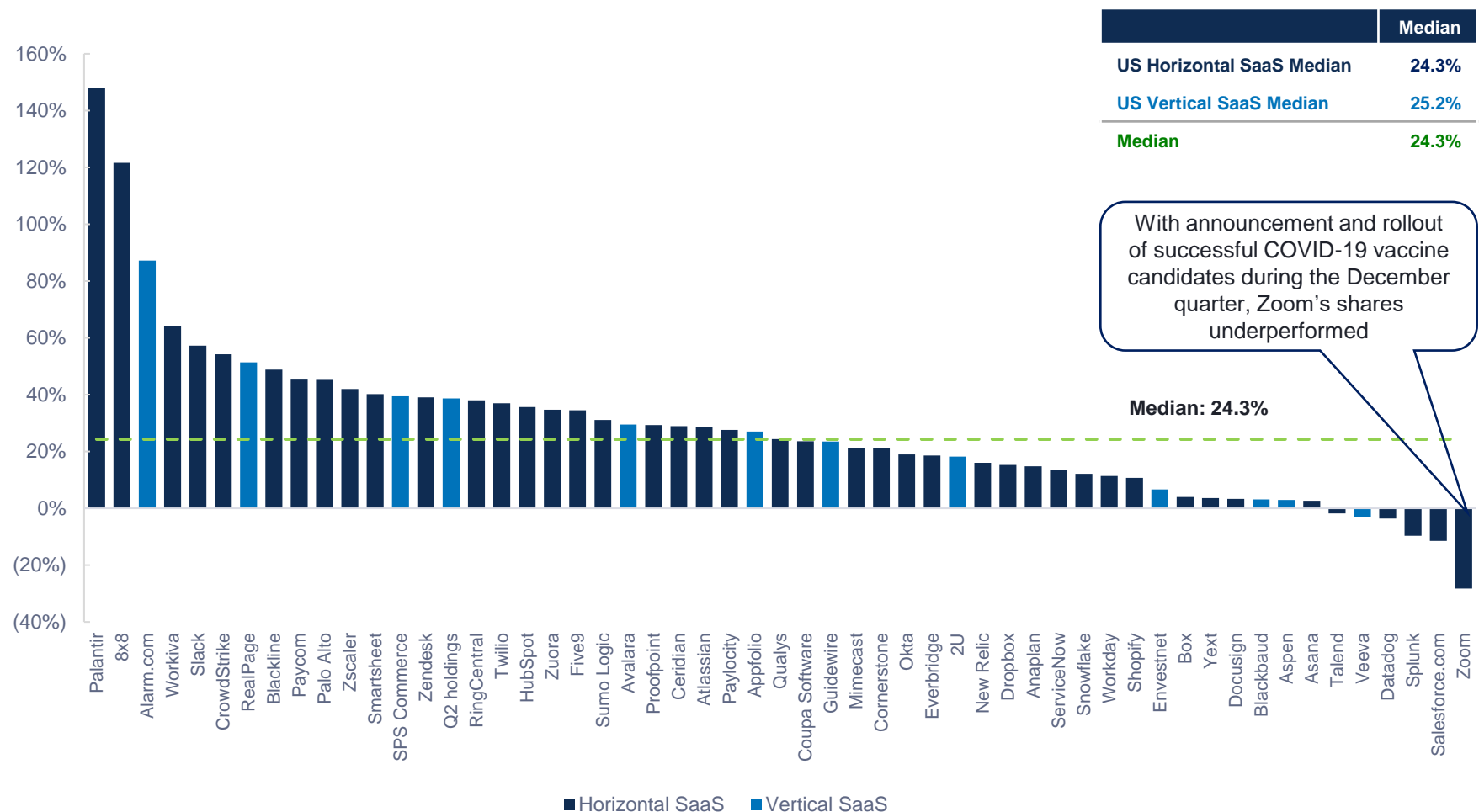
US SaaS index performance¹



	Horizontal SaaS	Vertical SaaS	S&P 500	S&P 500 IT
6 months	38.2%	25.3%	21.2%	24.5%
12 months	98.4%	57.1%	15.3%	39.8%
Peak to trough	(48.9%)	(44.5%)	(33.9%)	(31.3%)
Trough to current	161.3%	120.9%	67.9%	84.9%

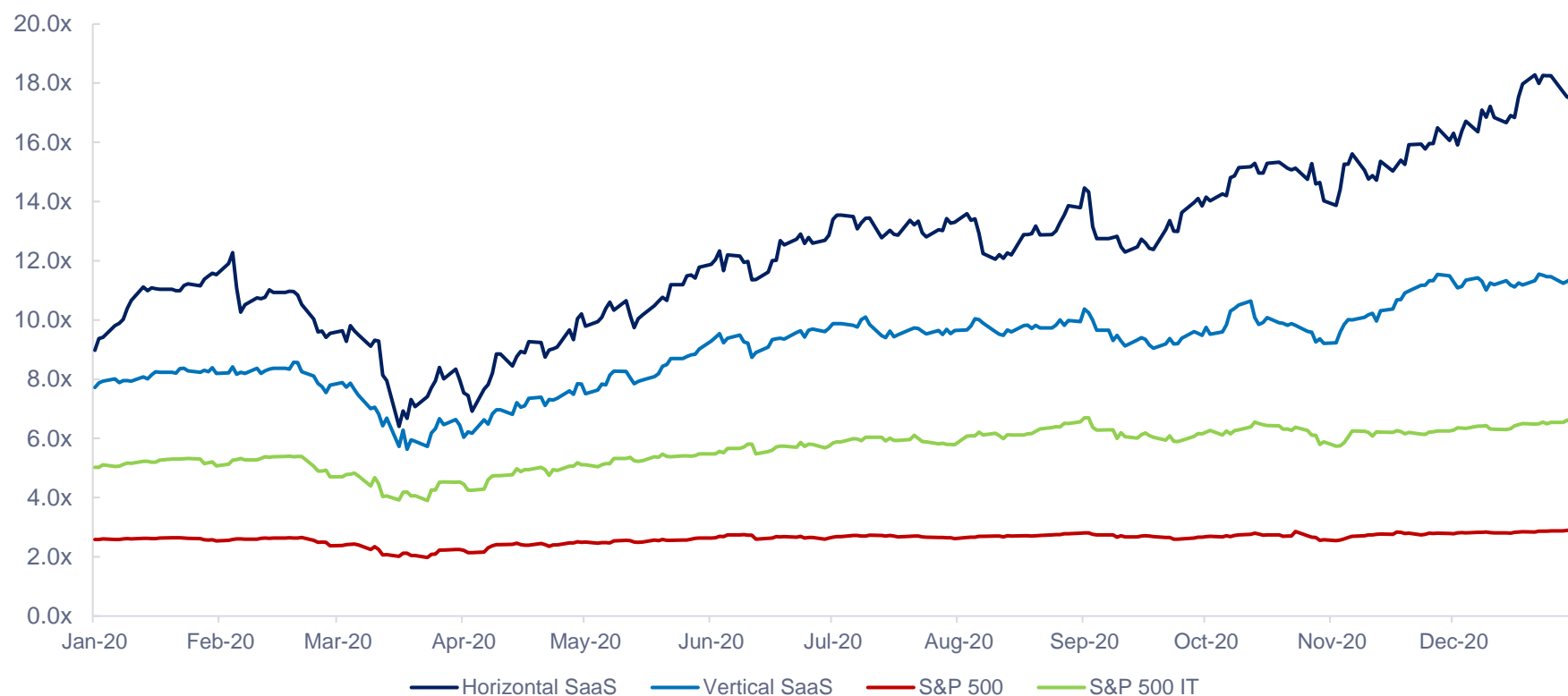
Horizontal SaaS companies significantly outperformed vertical SaaS co's and the market indices

US SaaS last 3 month performance



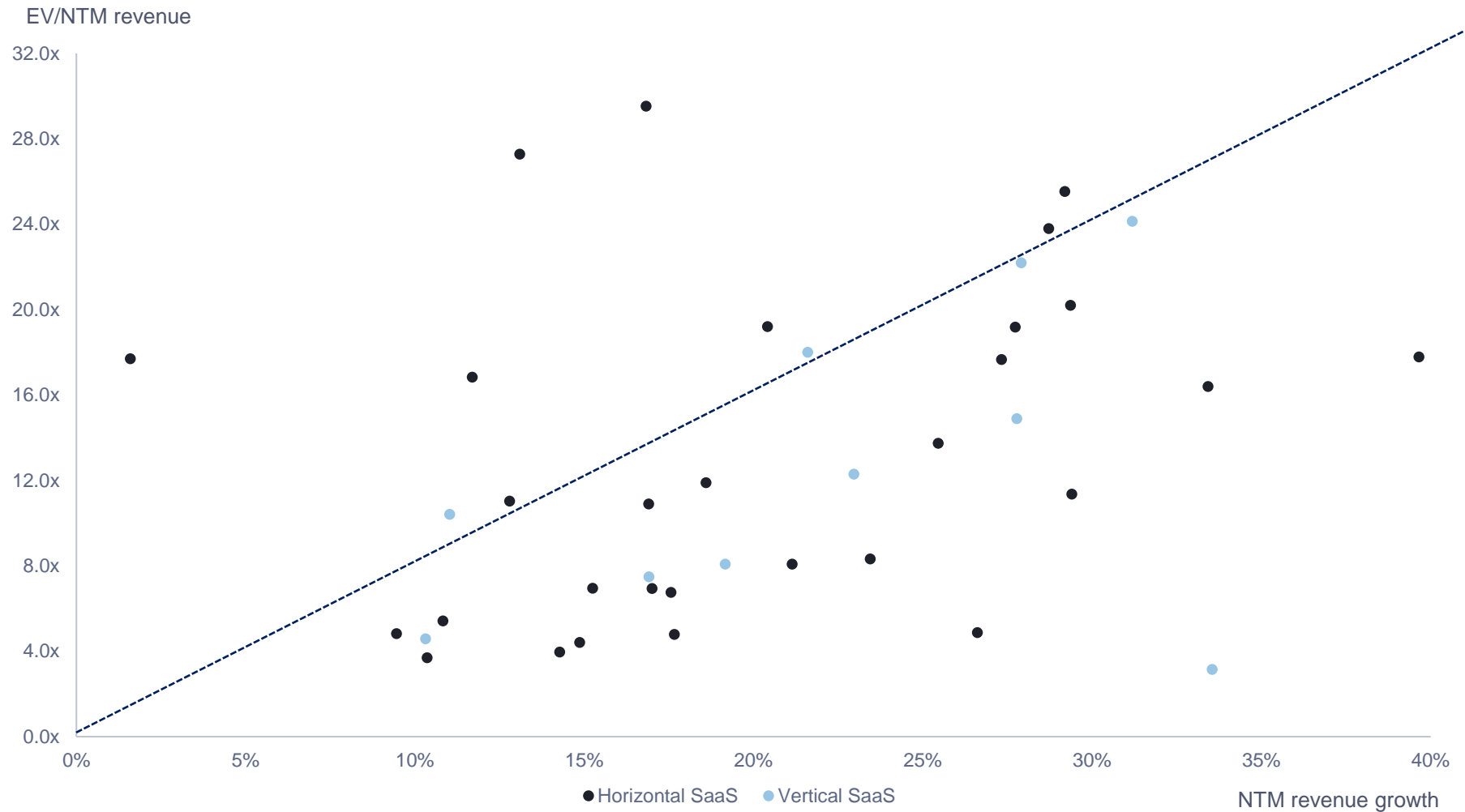
US vertical SaaS companies performed slightly better than their horizontal SaaS peers over the last quarter, however certain SaaS companies have lost some steam since their Q2 rally

US SaaS EV/ NTM revenue



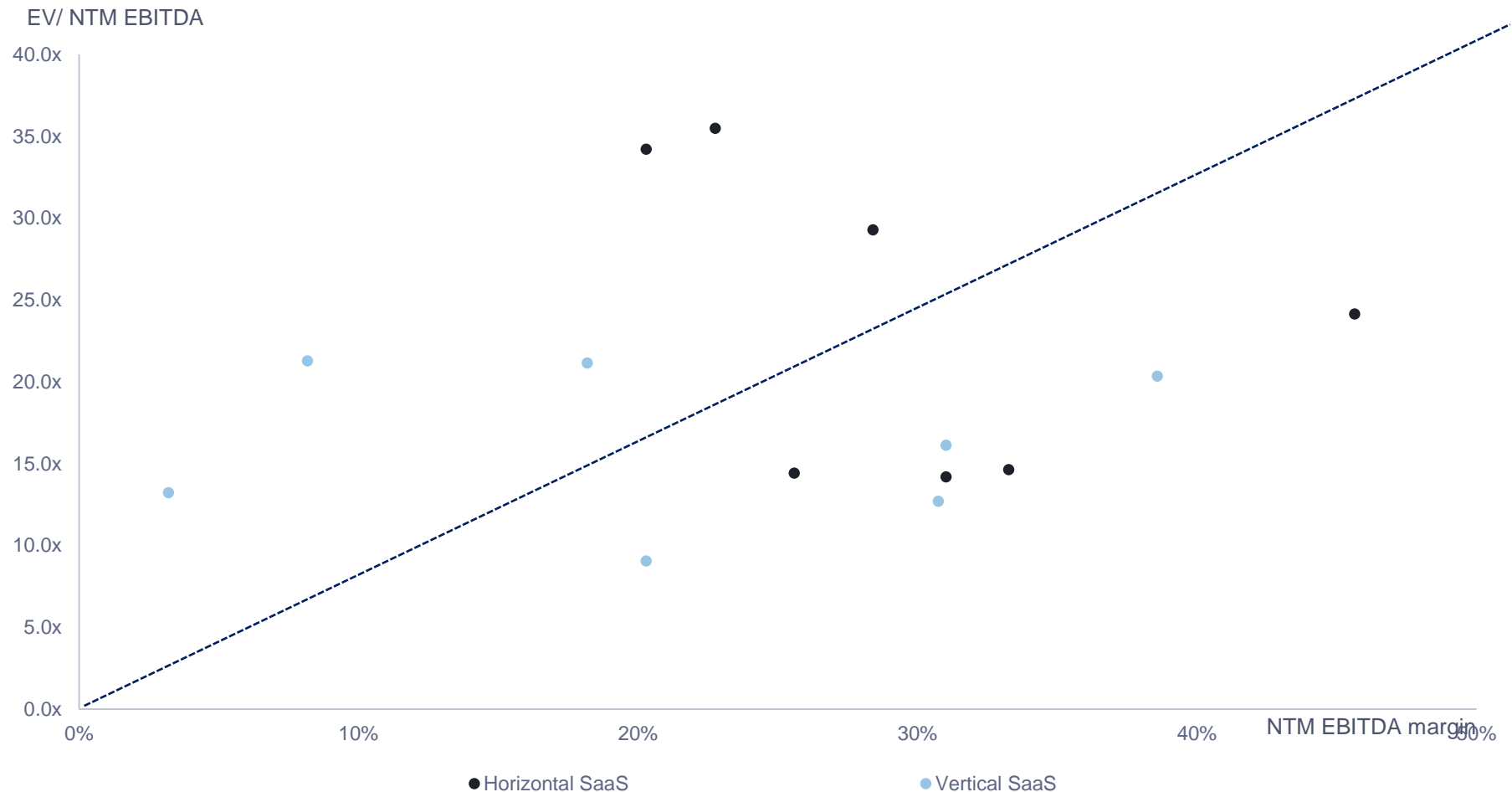
US SaaS revenue multiples have appreciated significantly over the past 12 months despite the COVID-19 market crash and are now at record highs

US SaaS EV/ NTM revenue vs NTM revenue growth



There is a strong correlation between US SaaS revenue multiples and growth rates

US SaaS EV/ NTM EBITDA vs NTM EBITDA margin



Investors tend to pay a premium for SaaS companies with higher EBITDA margins

































ANZ: Mergers and acquisitions




































ANZ SaaS & software: Mergers and acquisitions (> A\$10m)¹

Transaction overview				Multiples	
Target	Date	Acquirer	Transaction value (A\$m) ²	EV/ LTM revenue	EV/ LTM EBITDA
 Microlistics	Dec-17	 wisetech global	40.0	5.9x	23.5x
 aconex	Dec-17	 ORACLE	1,641.2	9.7x	n.a.
 PageUp	Feb-18	 Battery	n.a.	n.a.	n.a.
 Pivot	Feb-18	 ELMO	11.2	2.5x	n.a.
Forward/ Softcargo/ Easylog	Apr-18	 wisetech global	25.0	3.7x	31.3x
 ZUNOS	Jun-18	 Bigtincan™	11.0	n.a.	n.a.
 swipedon	Oct-18	 SMARTSPACE SOFTWARE	10.2	11.0x	n.a.
 SmartFreight [®] Brighter Shipping Software	Oct-18	 wisetech global	55.0	7.0x	55.0x
 AVOKA	Dec-18	 TEMENOS	339.2	7.2x	n.a.
 MICROMINE Intelligent Mining Software	Dec-18	 potentia	n.a.	n.a.	n.a.
 hronboard	Dec-18	 ELMO	15.0	5.8x	n.a.
 CONTAINERCHAIN	Feb-19	 wisetech global	97.6	6.4x	n.a.
 SONET SYSTEMS	Jun-19	 RM Education	13.4	2.4x	n.a.
 midwinter	Aug-19	 bravura solutions	50.0	7.0x	n.a.
 EDUCATION HORIZONS GROUP	Aug-19	 potentia	n.a.	n.a.	n.a.

ANZ SaaS & software: Mergers and acquisitions (> A\$10m)¹

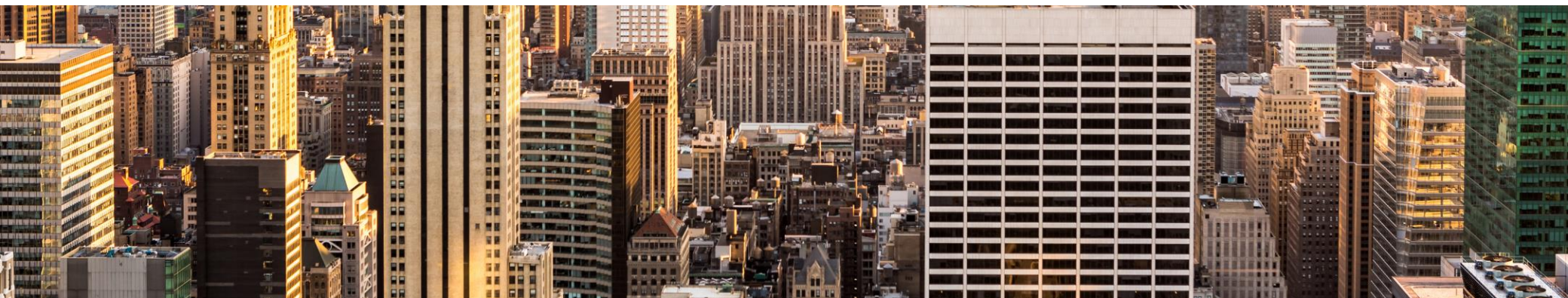
Transaction overview				Multiples	
Target	Date	Acquirer	Transaction value (A\$m) ²	EV/ LTM revenue	EV/ LTM EBITDA
 PC-EFTPOS	Aug-19	 potentia	n.a.	n.a.	n.a.
 astute payroll	Aug-19	 PayGroup	12.5	2.3x	n.a.
 RITEQ	Sep-19	 CERIDIAN	29.5	n.a.	n.a.
 today's plan	Oct-19	 zone5 VENTURES	10.0	n.a.	n.a.
 zambion	Oct-19	 ReadyTech	10.5	n.a.	n.a.
 KOUNTA	Oct-19	 lightspeed	63.0	6.8x	n.a.
 Cloud Conformity	Oct-19	 TREND MICRO	102.0	4.4x	n.a.
 BIDTRAXXER	Nov-19	 Domain	35.0	n.a.	n.a.
 XPLOR	Dec-19	 TISG	n.a.	n.a.	n.a.
 MANDOE	Dec-19	 ADVENT PARTNERS	n.a.	n.a.	n.a.
 SMART SPARROW	Jan-20	 Pearson	36.3	n.a.	n.a.
 complispace	Jan-20	 potentia	n.a.	n.a.	n.a.
 FireMate	Jan-20	 Halma	18.2	9.3x	n.a.
 NowInfinity	Jan-20	 Class	25.0	n.a.	n.a.
 MyDesktop	Mar-20	 real estate investor group	14.0	n.a.	n.a.

ANZ SaaS & software: Mergers and acquisitions (> A\$10m)¹

Transaction overview				Multiples	
Target	Date	Acquirer	Transaction value (A\$m) ²	EV/ LTM revenue	EV/ LTM EBITDA
 VULTRE	Mar-20	 real estate investor group	10.0	n.a.	n.a.
 assetic	Mar-20	 Dude Solutions	n.a.	n.a.	n.a.
 medtech	Jun-20	 ADVENT PARTNERS  acclivis group	n.a.	n.a.	n.a.
 totaralearn	Jun-20	 FIVE V CAPITAL	50.0	n.a.	n.a.
 flintfox	Jun-20	 ADVENT PARTNERS	n.a.	n.a.	n.a.
 itree	Jul-20	 Objective	18.5	n.a.	n.a.
 VAULT	Jul-20	 DAMSTRA	61.9	12.7x	n.a.
 SnapComms	Aug-20	 everbridge®	52.5	n.a.	n.a.
 thedocyard	Aug-20	 ansarada	n.a.	n.a.	n.a.
 WEALTH CENTRAL	Aug-20	 ICOF	30.0	n.a.	n.a.
 edapp	Sep-20	 SafetyCulture	50.0	n.a.	n.a.
 PREMIER technologies Payments Business	Sep-20	 linkly	n.a.	n.a.	n.a.
 roubler.	Oct-20	 myob	44.0	n.a.	n.a.
 webexpenses	Dec-20	 ELMO	58.3	7.4x	58.3x
 SAI GLOBAL Property Division	Dec-20	 D&D Dye & Durham	91.0	n.a.	n.a.
 merlot.aero	Dec-20	 CAE	46.4	n.a.	n.a.
Median				6.8x	31.3x


























US: Mergers and acquisitions



























US SaaS & Software: Mergers and acquisitions (> A\$100m)¹

Transaction overview				Multiples	
Target	Date	Acquirer	Transaction value (A\$m) ²	EV/ LTM revenue	EV/ LTM EBITDA
	Sep-19		639.1	n.a.	n.a.
	Oct-19		162.9	n.a.	n.a.
	Oct-19		313.2	n.a.	n.a.
	Oct-19		4,191.7	3.7x	11.4x
	Oct-19		686.6	n.a.	n.a.
	Nov-19		743.9	n.a.	n.a.
	Nov-19		841.6	11.6x	n.a.
	Nov-19		101.4	n.a.	n.a.
	Nov-19		212.8	n.a.	n.a.
	Dec-19		280.8	n.a.	n.a.
	Dec-19		3,072.3	7.6x	n.a.
	Dec-19		171.1	n.a.	n.a.

























US SaaS & Software: Mergers and acquisitions (> A\$100m)¹

Transaction overview				Multiples	
Target	Date	Acquirer	Transaction value (A\$m) ²	EV/ LTM revenue	EV/ LTM EBITDA
 CHURCH COMMUNITY BUILDER	Dec-19	 Pushpay	126.8	8.8x	n.a.
 bridgevine	Dec-19	 updater	109.3	n.a.	n.a.
 revolutionEHR freedom to focus	Dec-19	n.a.	101.3	n.a.	n.a.
 yapta	Jan-20	 coupa	162.5	n.a.	n.a.
 KUEBIX	Jan-20	 Trimble	293.4	n.a.	n.a.
 clearpool	Jan-20	 BMO Bank of Montreal	214.8	n.a.	n.a.
 emailage	Feb-20	 LexisNexis [®] RISK SOLUTIONS	717.3	n.a.	n.a.
 evergage	Feb-20	 salesforce	149.4	n.a.	n.a.
 Localytics	Feb-20	 upland	101.9	n.a.	n.a.
 SIMPLUS	Feb-20	 Infosys	299.6	3.0x	n.a.
 docutech	Feb-20	 First American	519.9	n.a.	n.a.
 saba	Feb-20	 Cornerstone	2,049.3	n.a.	n.a.

US SaaS & Software: Mergers and acquisitions (> A\$100m)¹

Transaction overview				Multiples	
Target	Date	Acquirer	Transaction value (A\$m) ²	EV/ LTM revenue	EV/ LTM EBITDA
 Vlocity™	Feb-20	 salesforce	2,120.3	n.a.	n.a.
 Seal	Feb-20	DocuSign®	285.8	n.a.	n.a.
 AZUL SYSTEMS®	Mar-20	 VITRUVIAN PARTNERS  LEADEDGE CAPITAL	514.3	n.a.	n.a.
 P O N D E R A	Mar-20	 THOMSON REUTERS	212.8	n.a.	n.a.
 CLOUDGENIX	Mar-20	 paloalto® NETWORKS	656.4	n.a.	n.a.
 DivvyCloud	Apr-20	 RAPID7	203.0	23.2x	n.a.
 INNOVEST SYSTEMS	Apr-20	 SS&C	183.5	n.a.	n.a.
 idaptive	May-20	 CYBERARK®	108.2	n.a.	n.a.
 lastline™	Jun-20	 vmware®	164.3	n.a.	n.a.
 4C	Jul-20	 mediaocean	214.8	n.a.	n.a.
 GLOBALSCAPE	Jul-20	 helpsystems	331.3	5.4x	13.6x
 MAJESCO	Jul-20	 THOMABRAVO	1,021.4	4.7x	35.6x








US SaaS & Software: Mergers and acquisitions (> A\$100m)¹

Transaction overview				Multiples	
Target	Date	Acquirer	Transaction value (A\$m) ²	EV/ LTM revenue	EV/ LTM EBITDA
 REFLEXIS	Jul-20	 ZEBRA TECHNOLOGIES	803.4	8.7x	n.a.
 EllieMae	Aug-20	 Ice	15,272.8	18.1x	n.a.
 LimelightHealth	Aug-20	 FINEOS	104.7	n.a.	n.a.
 Vertafore	Aug-20	 Roper	7,465.4	n.a.	n.a.
 Brandfolder	Aug-20	 smartsheet	216.3	n.a.	n.a.
 Signal Sciences	Aug-20	 fastly	1,071.2	n.a.	n.a.
 mycase	Sep-20	 Apax PARTNERS	266.7	n.a.	n.a.
 CHEF	Sep-20	 Progress	304.0	3.1x	n.a.
 XCM	Sep-20	 Wolters Kluwer	221.2	7.2x	n.a.
 RUNDECK	Sep-20	 PagerDuty	138.8	n.a.	n.a.
 preempt SECURITY	Sep-20	 CROWDSTRIKE	135.2	n.a.	n.a.
 segment	Oct-20	 twilio	4,045.3	n.a.	n.a.

US SaaS & Software: Mergers and acquisitions (> A\$100m)¹

Transaction overview				Multiples	
Target	Date	Acquirer	Transaction value (A\$m) ²	EV/ LTM revenue	EV/ LTM EBITDA
 SentryOne	Oct-20	 solarwinds	200.4	n.a.	n.a.
 Forcepoint	Oct-20	 FP FRANCISCO PARTNERS	1,544.2	1.7x	n.a.
 LLamasoft	Nov-20	 coupa	2,043.9	n.a.	n.a.
 Business License Solutions	Nov-20	 Avalara	133.4	n.a.	n.a.
 workfront	Nov-20	 Adobe	2,060.3	n.a.	n.a.
 TITAN SCHOOL SOLUTIONS	Nov-20	 LINQ	103.1	n.a.	n.a.
 planview	Nov-20	 TA ASSOCIATES  TPG	2,199.4	n.a.	16.0x
 EXPANSE	Nov-20	 paloalto NETWORKS	1,101.0	n.a.	n.a.
 CODEOBJECTS	Nov-20	 insurity	130.9	n.a.	n.a.
 TAPAD	Nov-20	 experian	385.2	n.a.	n.a.
 respond	Nov-20	 FIREEYE™	256.8	n.a.	n.a.

US SaaS & Software: Mergers and acquisitions (> A\$100m)¹

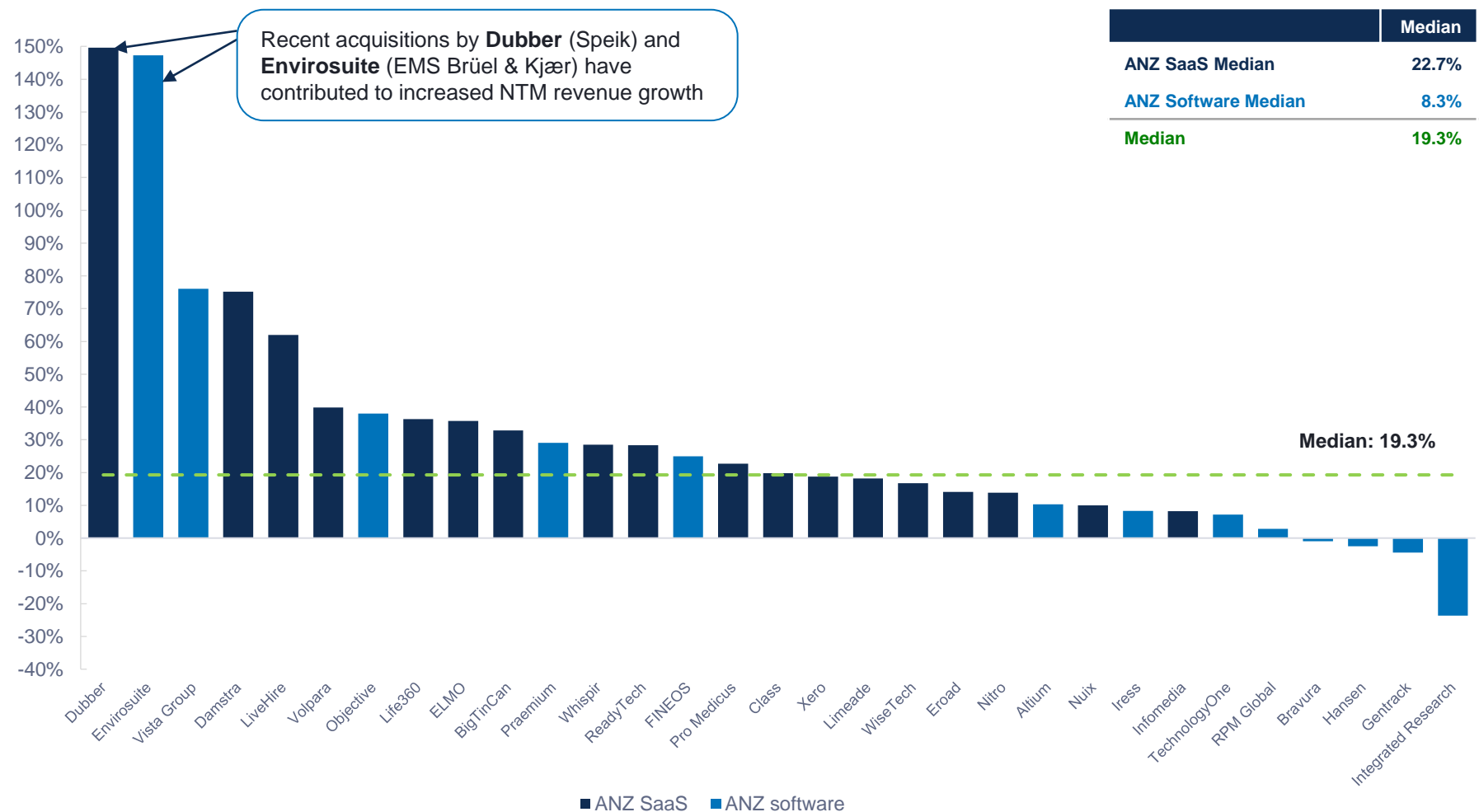
Transaction overview				Multiples	
Target	Date	Acquirer	Transaction value (A\$m) ²	EV/ LTM revenue	EV/ LTM EBITDA
 Gainsight	Nov-20	 VISTA EQUITY PARTNERS	1,496.9	n.a.	n.a.
 Upserve	Dec-20	 lightspeed	584.5	10.8x	n.a.
 Paperless TRANSACTIONS	Dec-20	 Wolters Kluwer	372.3	n.a.	n.a.
 eOriginal	Dec-20	 Wolters Kluwer	373.2	n.a.	n.a.
 DATA MASONS	Dec-20	 SPS COMMERCE	131.3	n.a.	n.a.
Median				7.4x	13.6x



Benchmarking: SaaS and software metrics

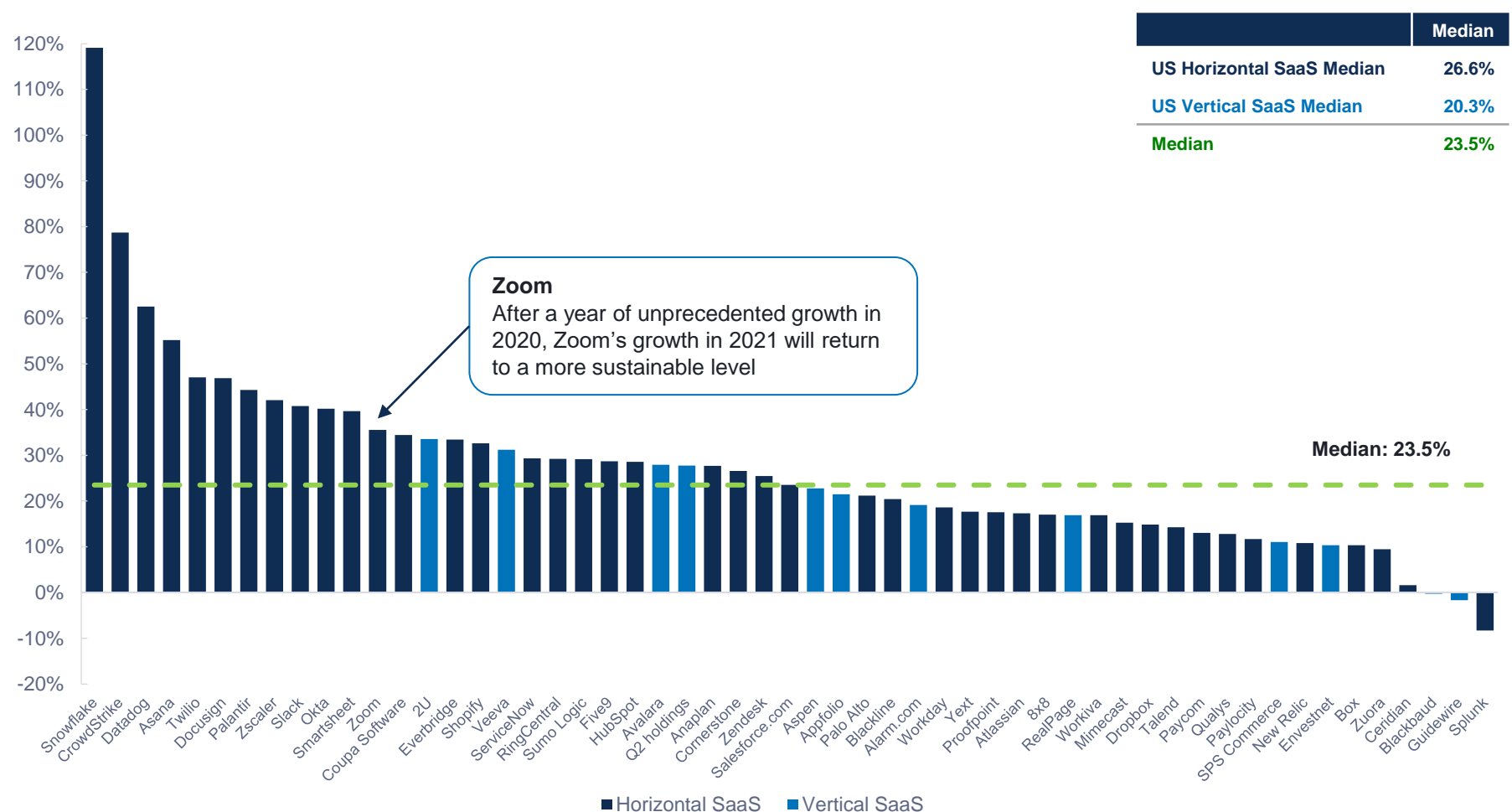


Benchmarking: ANZ NTM revenue growth



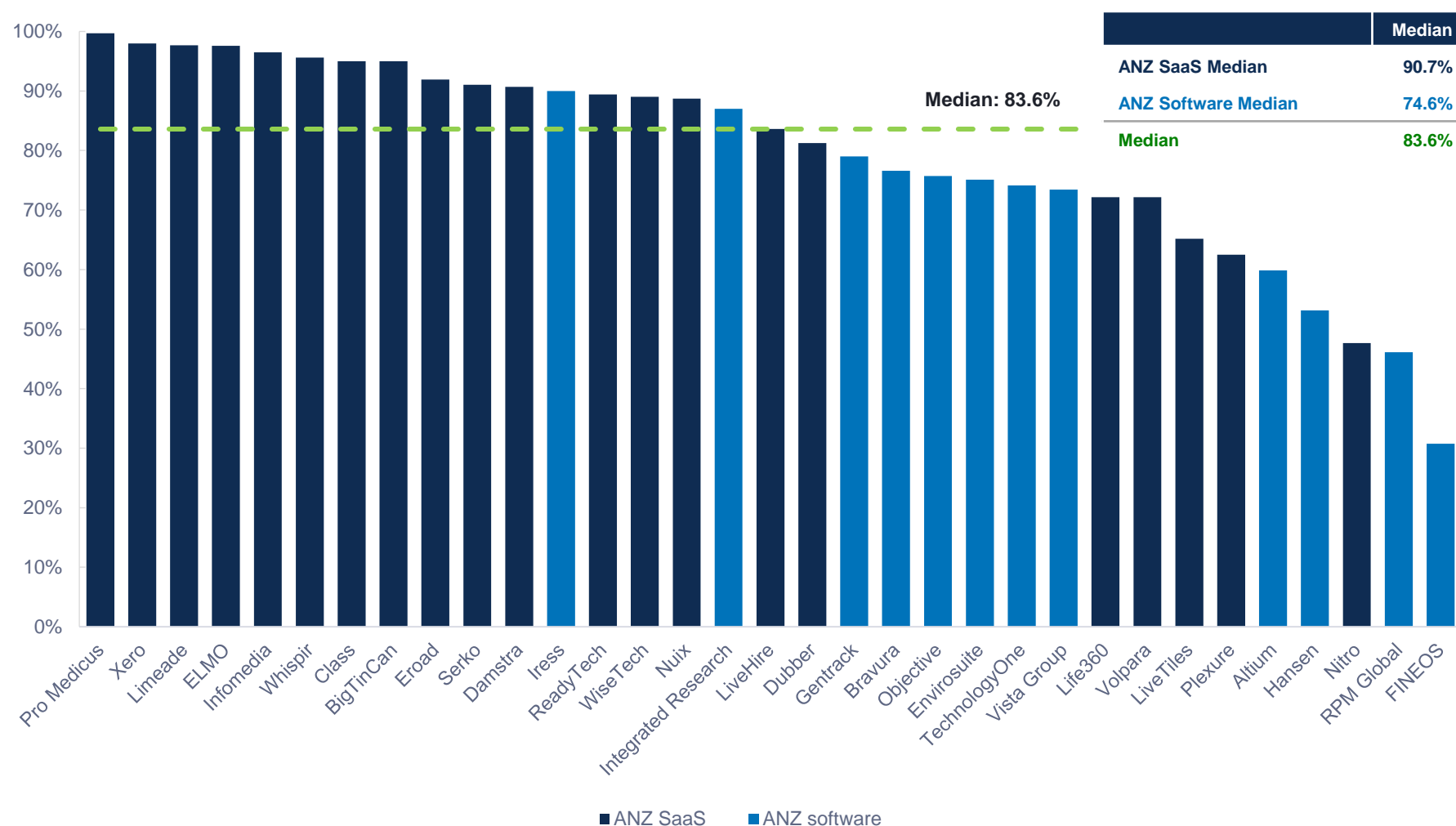
ANZ SaaS companies have significantly higher growth rates than traditional software companies

Benchmarking: US NTM revenue growth



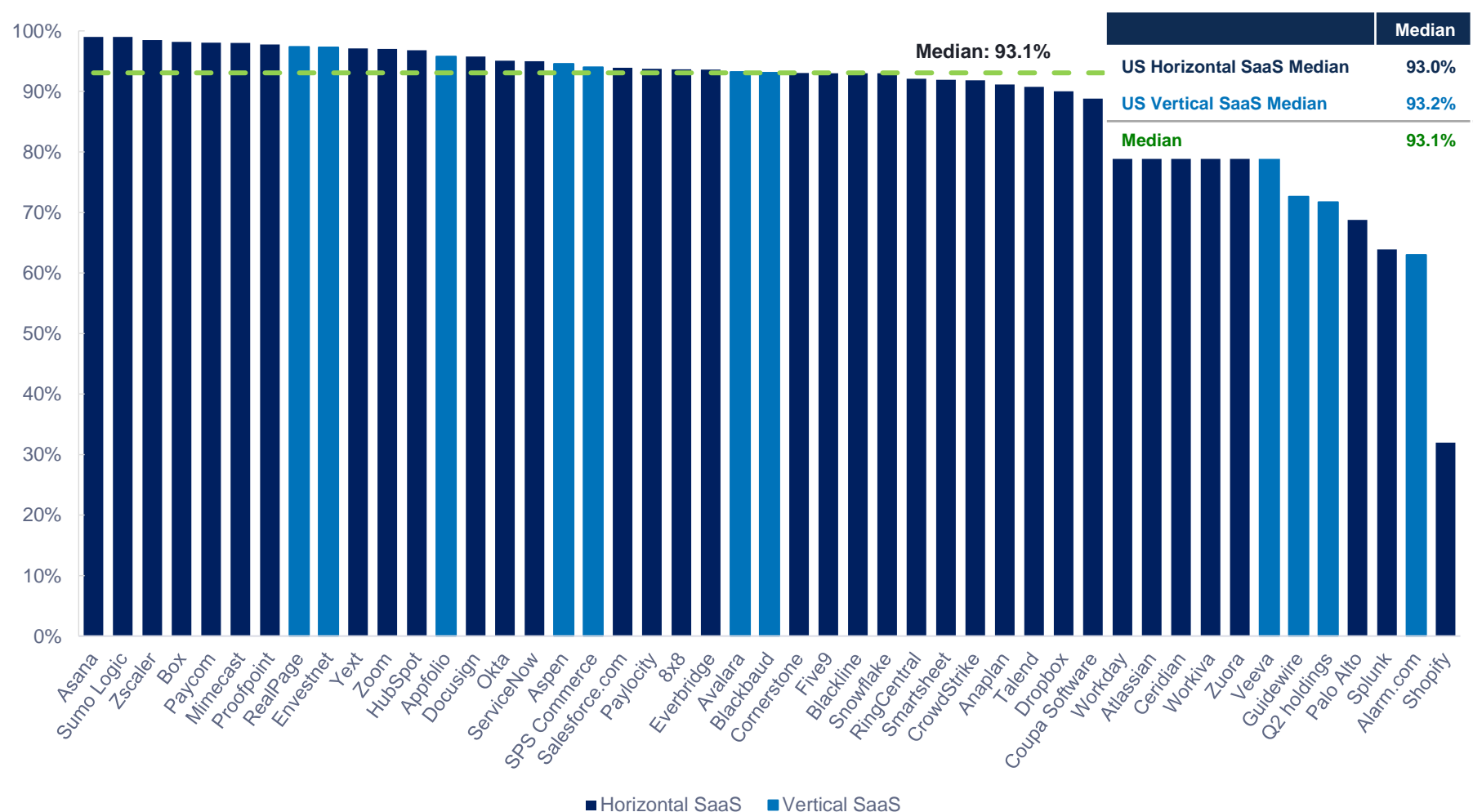
Due to the COVID-19 crisis, US SaaS companies are expected to experience weaker growth than what we have seen in previous periods

Benchmarking: ANZ recurring revenue



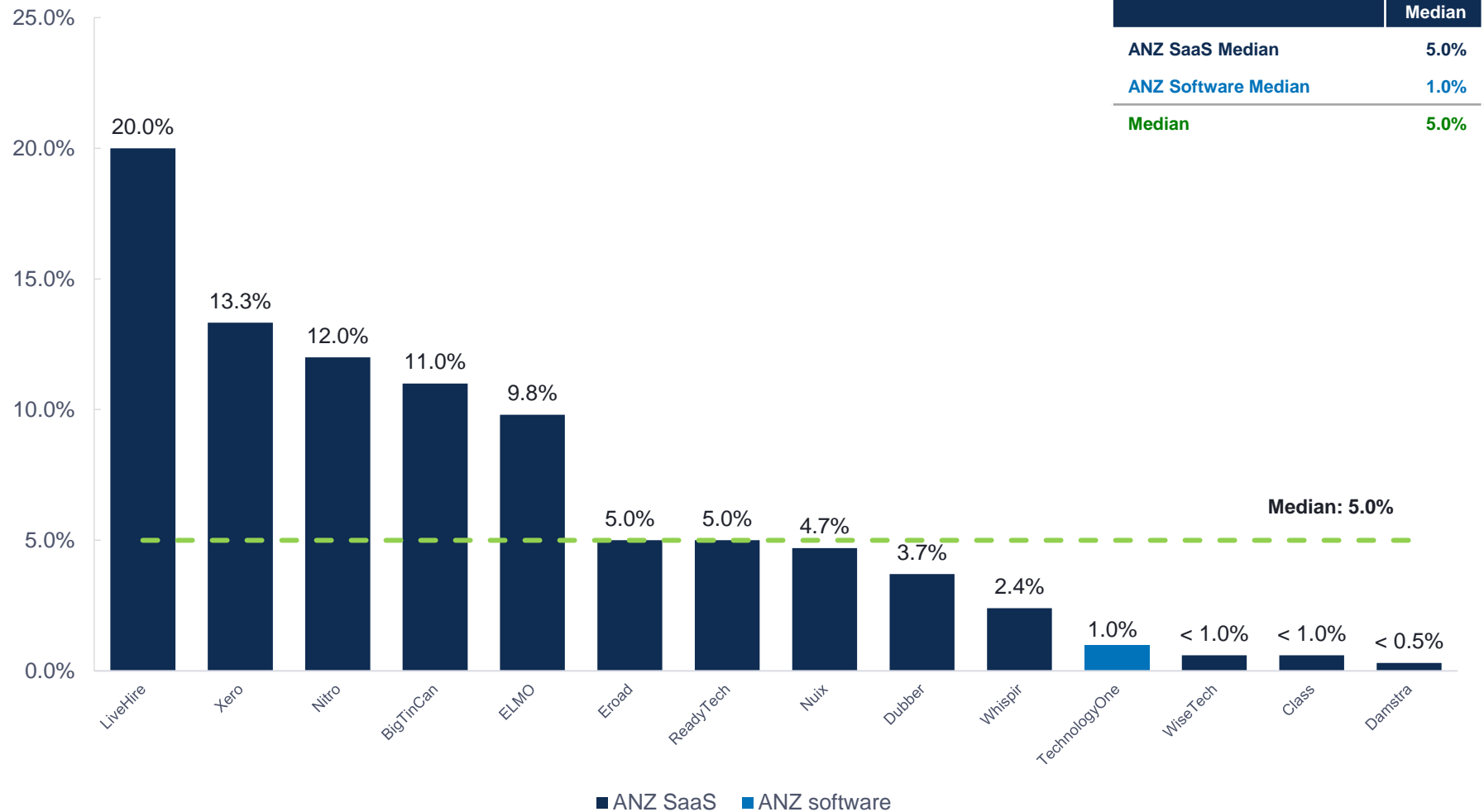
SaaS companies have significantly higher levels of recurring revenue than traditional software co's

Benchmarking: US recurring revenue



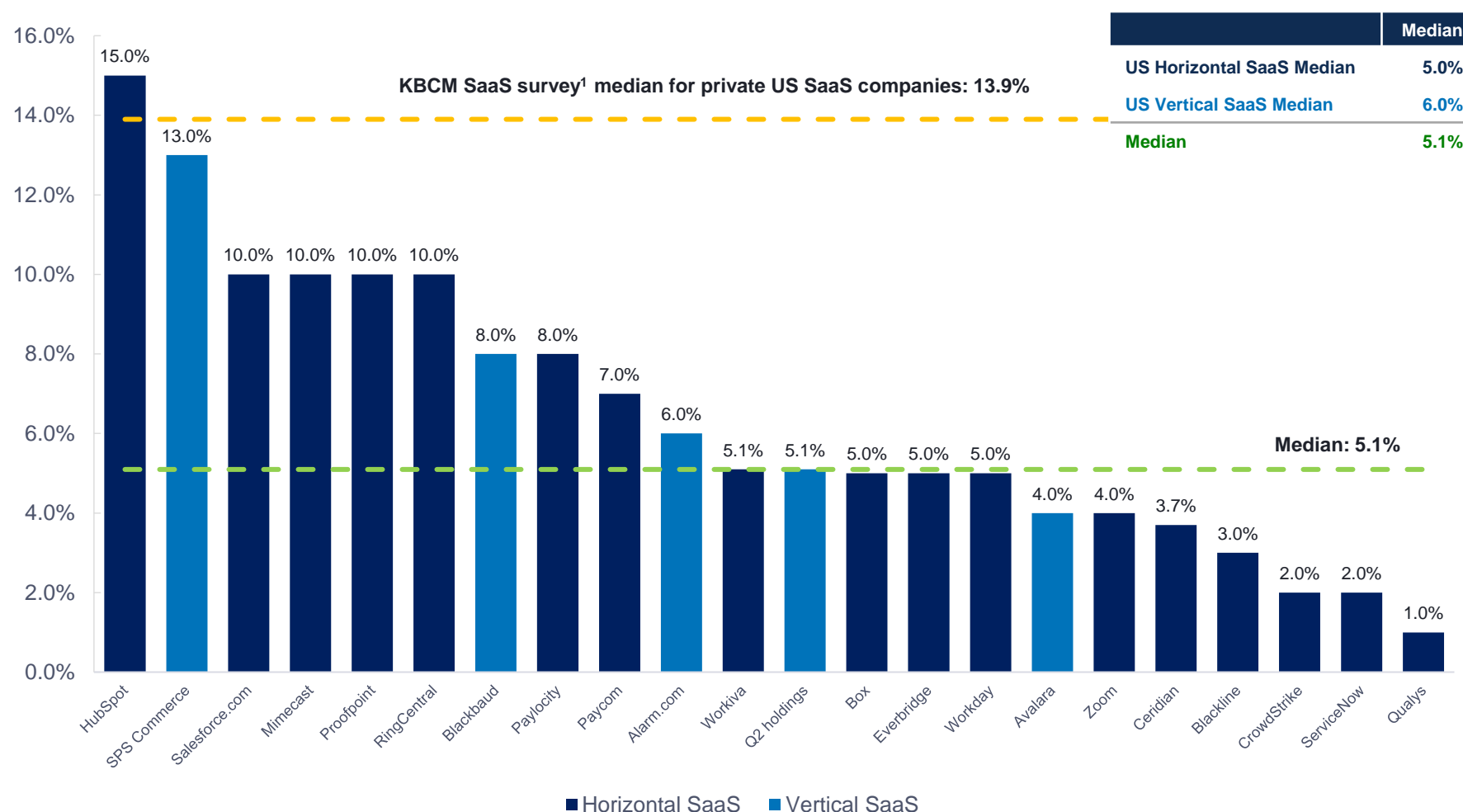
US SaaS companies have a median of ~93% recurring revenue

Benchmarking: ANZ attrition rate



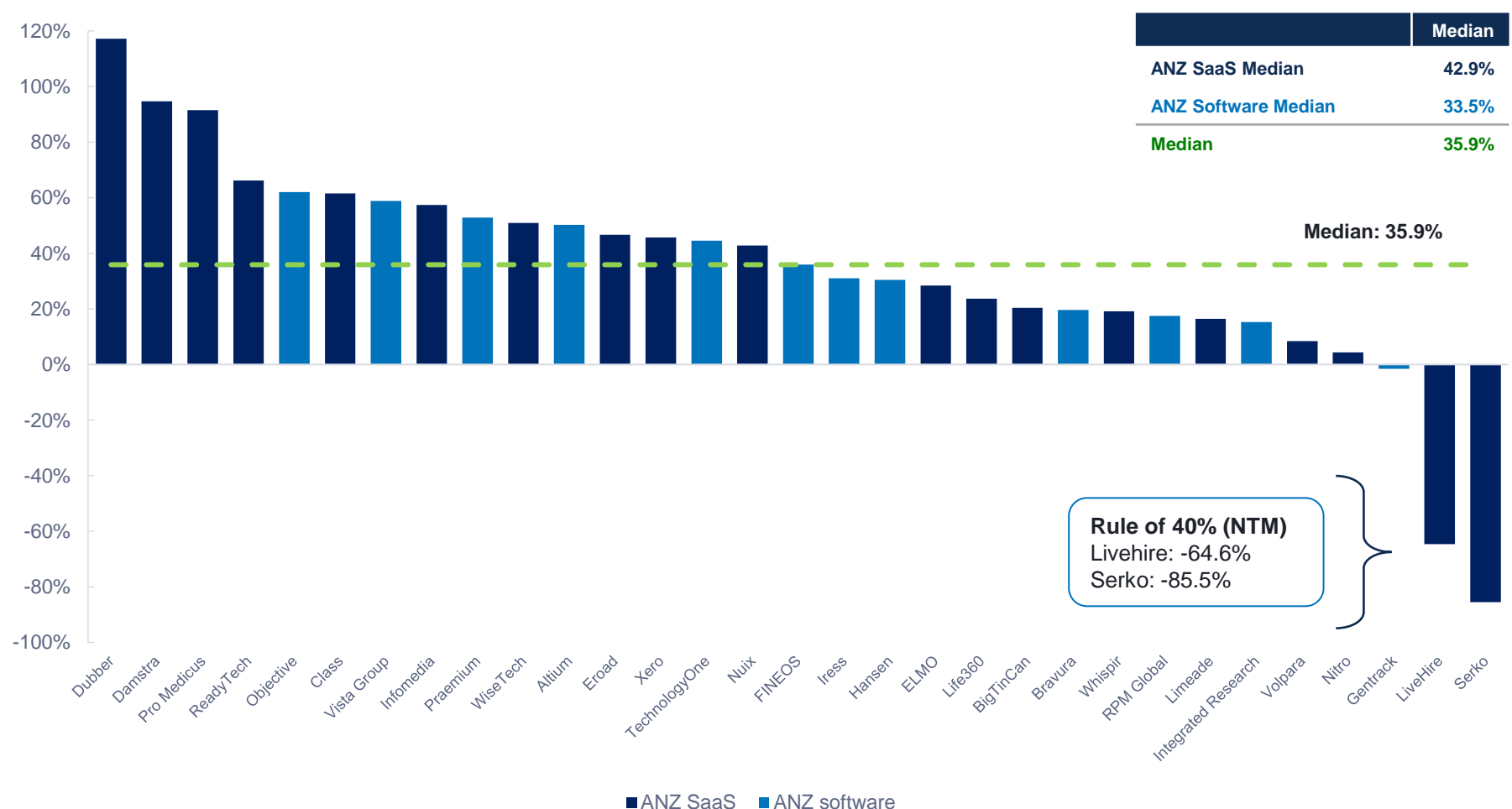
Limited reporting on gross attrition but investors pay premiums for low attrition (e.g. WiseTech)

Benchmarking: US attrition rate



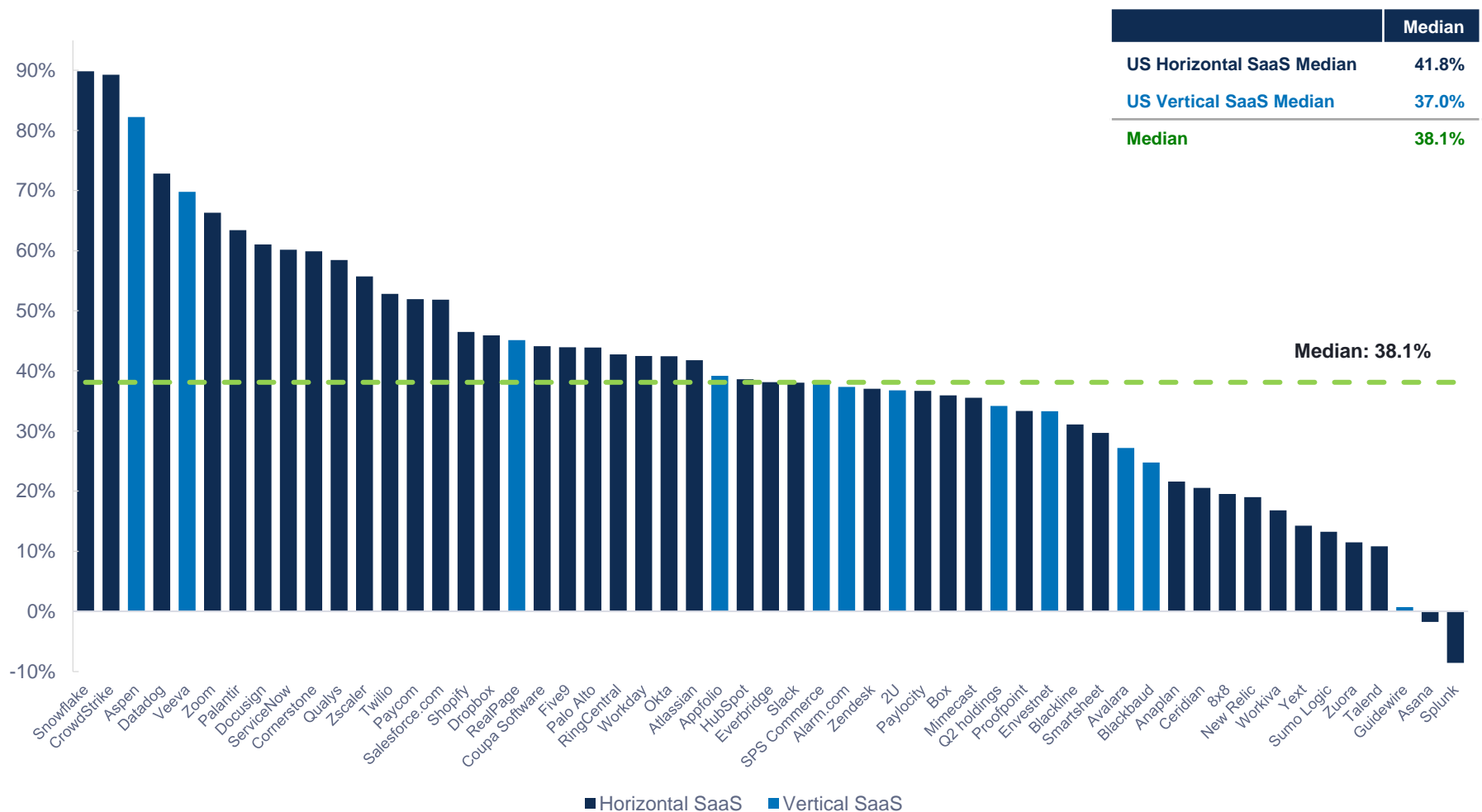
US SaaS companies typically have attrition rates of 5-10% pa

Benchmarking: ANZ rule of 40% (NTM)



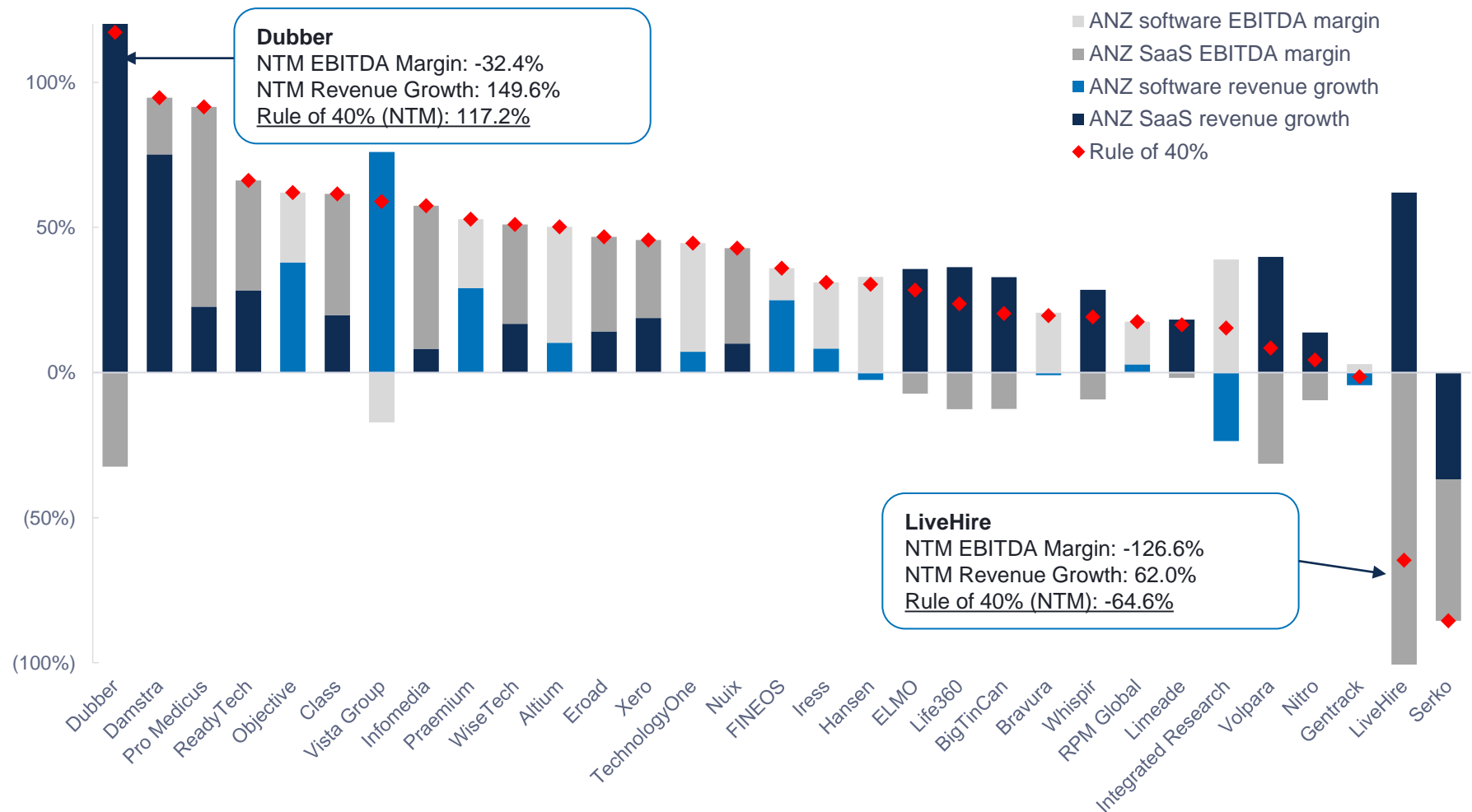
Improved NTM revenue growth outlooks have helped to improve overall rule of 40 scores for ANZ SaaS and software companies as of 4Q20, but the median is still expected to fall short

Benchmarking: US rule of 40% (NTM)



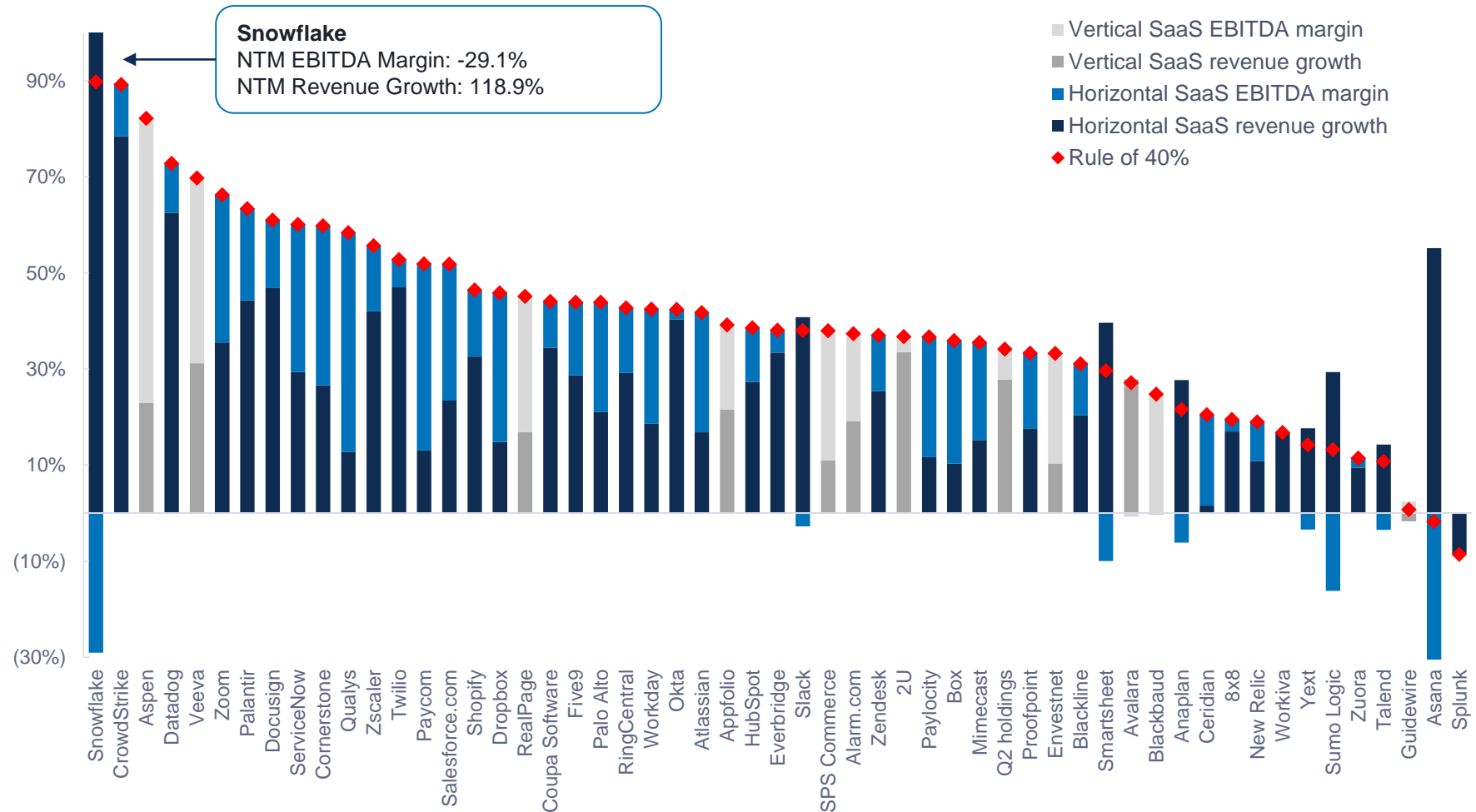
The median US SaaS company is expected be in line with the rule of 40

Benchmarking: ANZ rule of 40% contributions (NTM)



High growth SaaS companies tend to forego EBITDA margin in the early stages of their lifecycle

Benchmarking: US rule of 40% contributions (NTM)



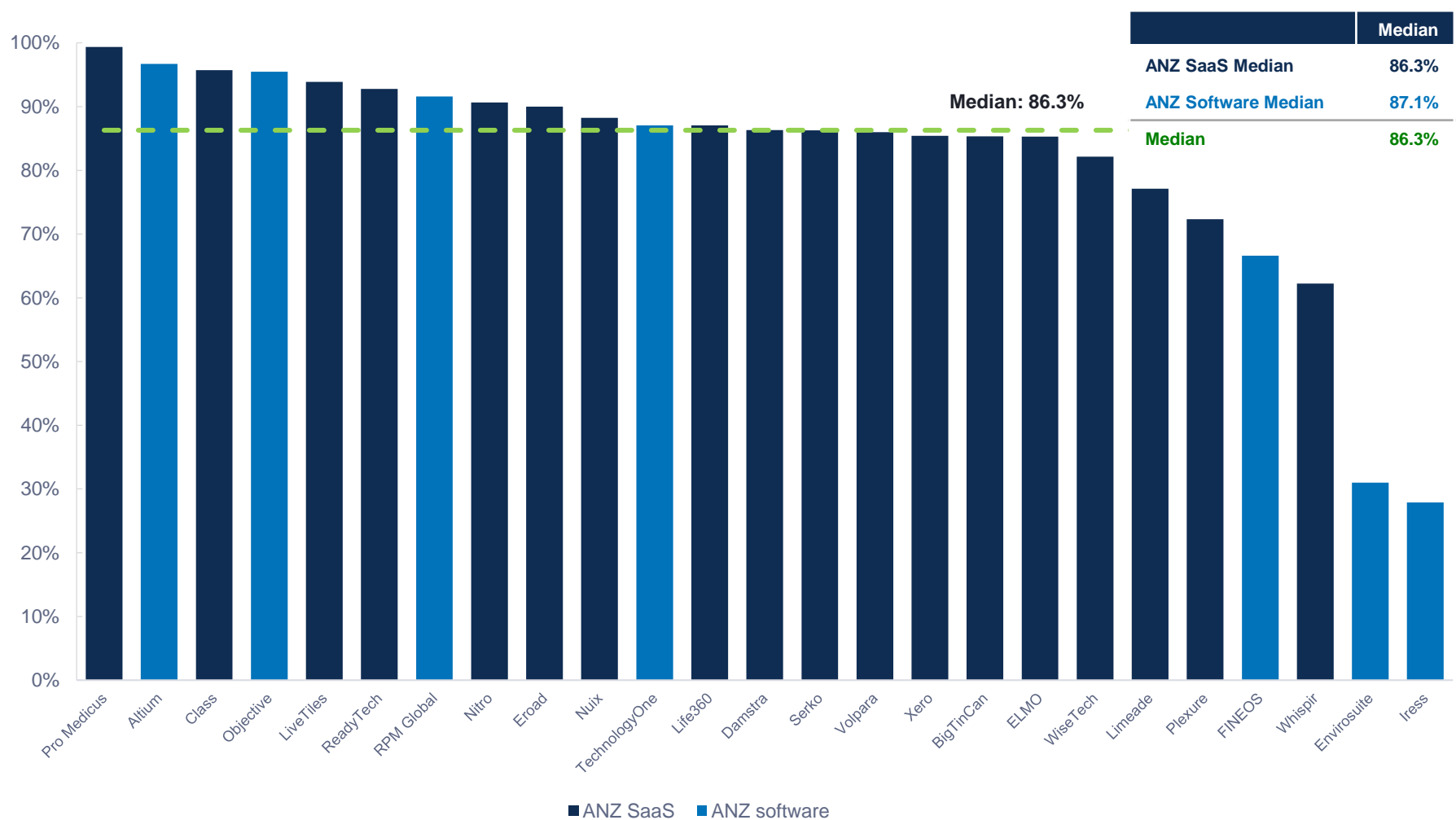
US SaaS companies are typically more focused on revenue growth



Benchmarking: SaaS and software margins

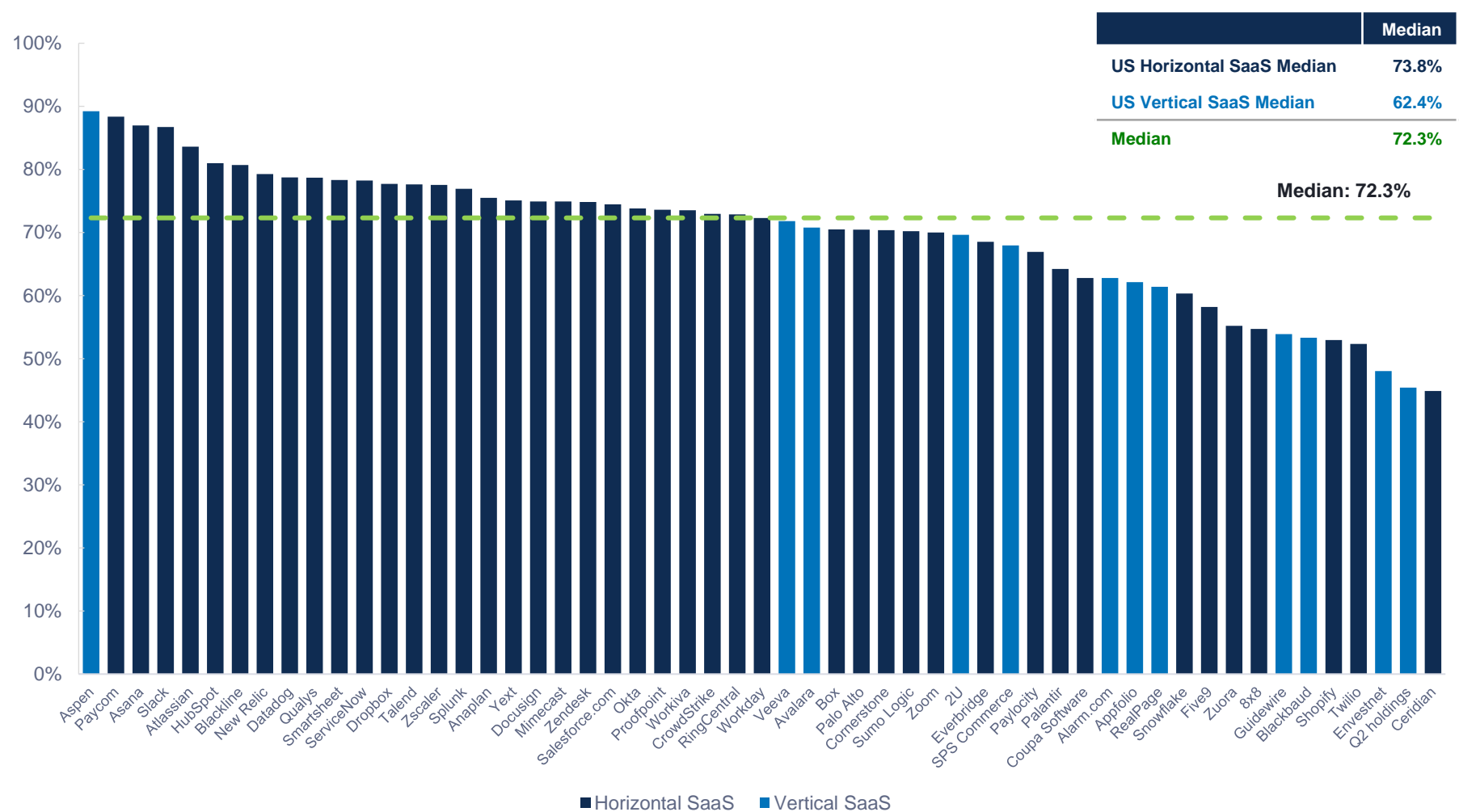


Benchmarking: ANZ gross margin¹



ANZ SaaS and software companies have highly competitive gross margins

Benchmarking: US LTM gross margin¹

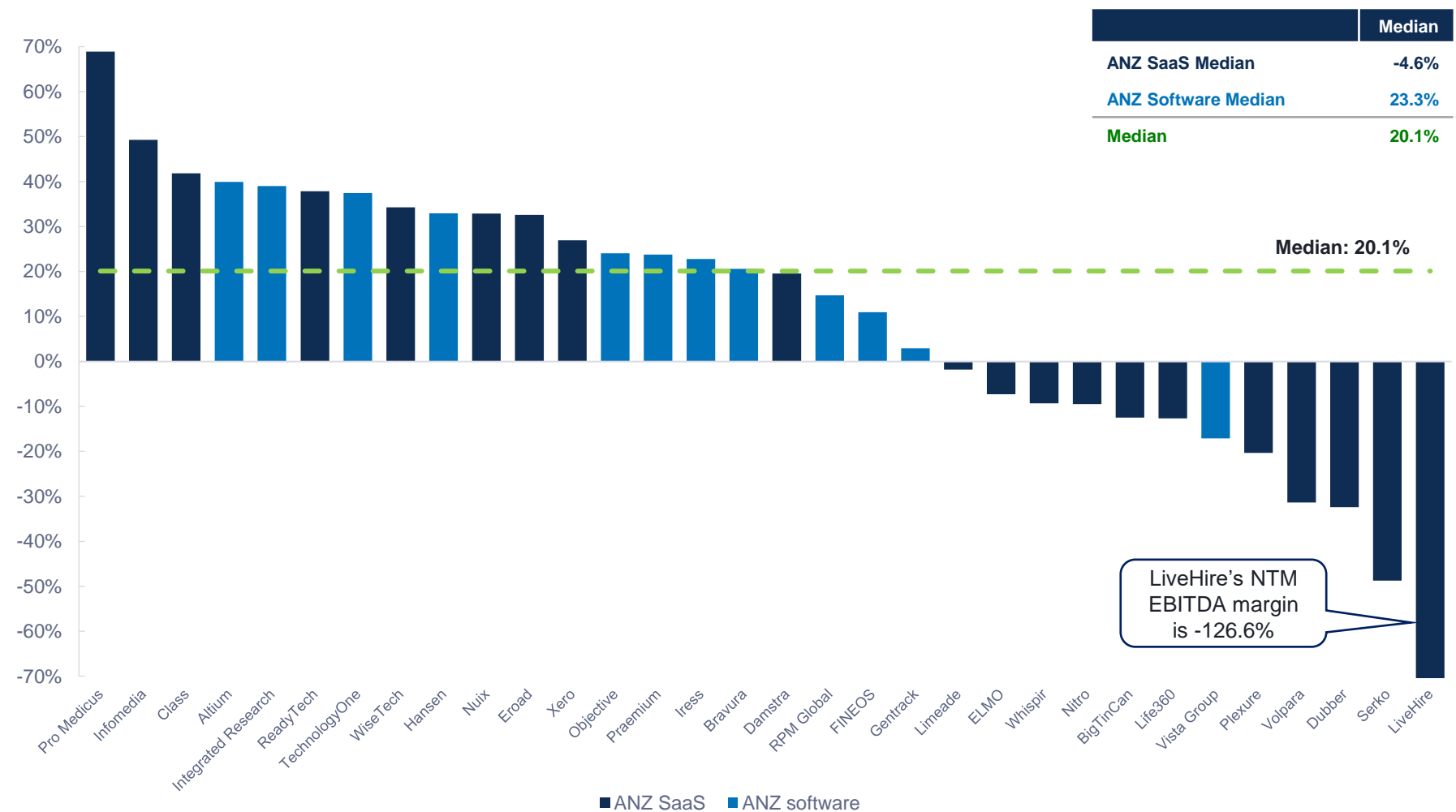


	Median
US Horizontal SaaS Median	73.8%
US Vertical SaaS Median	62.4%
Median	72.3%

Median: 72.3%

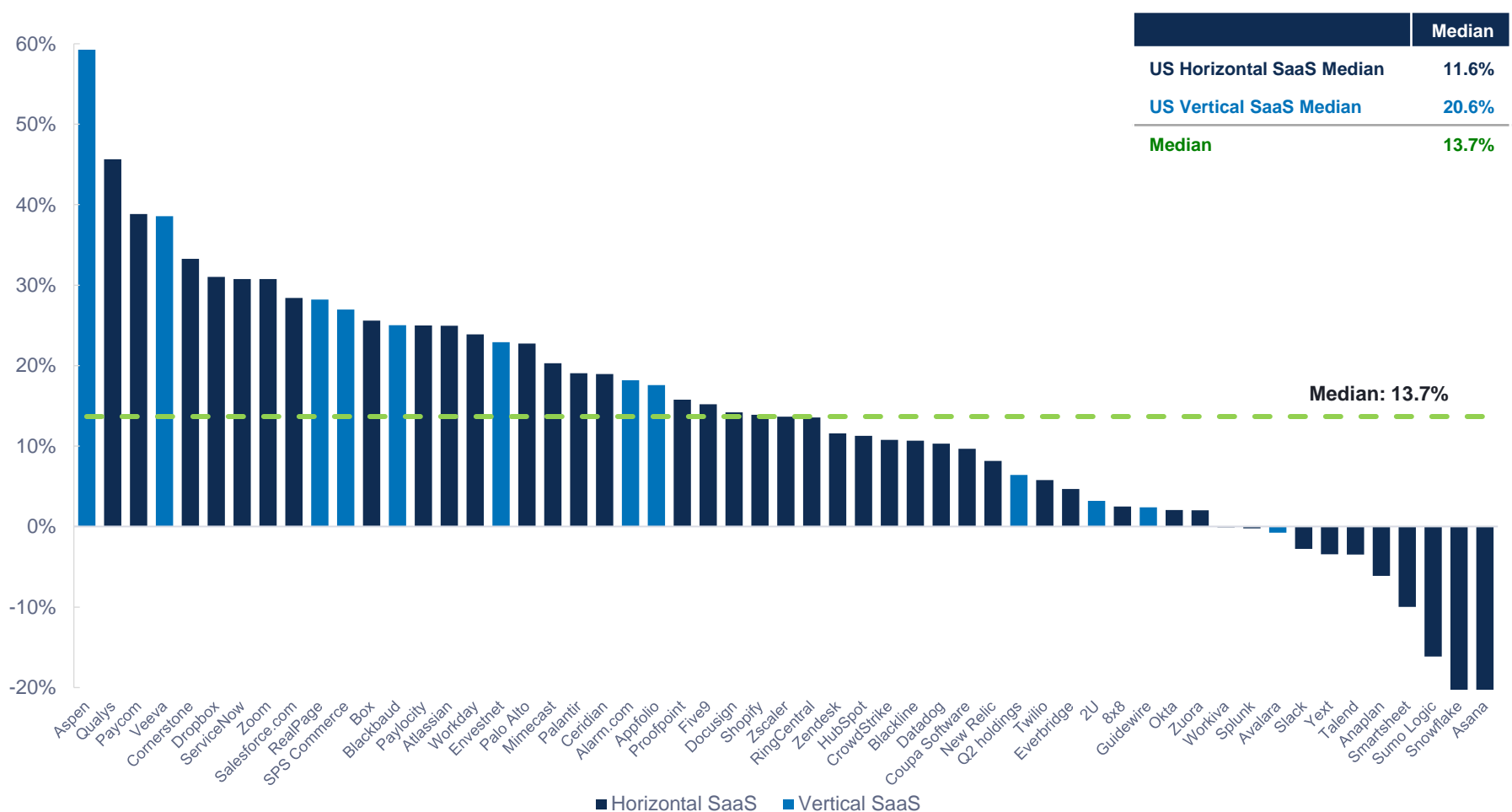
US SaaS companies have a median gross margin of ~72%, with horizontal SaaS typically higher

Benchmarking: ANZ NTM EBITDA margin %



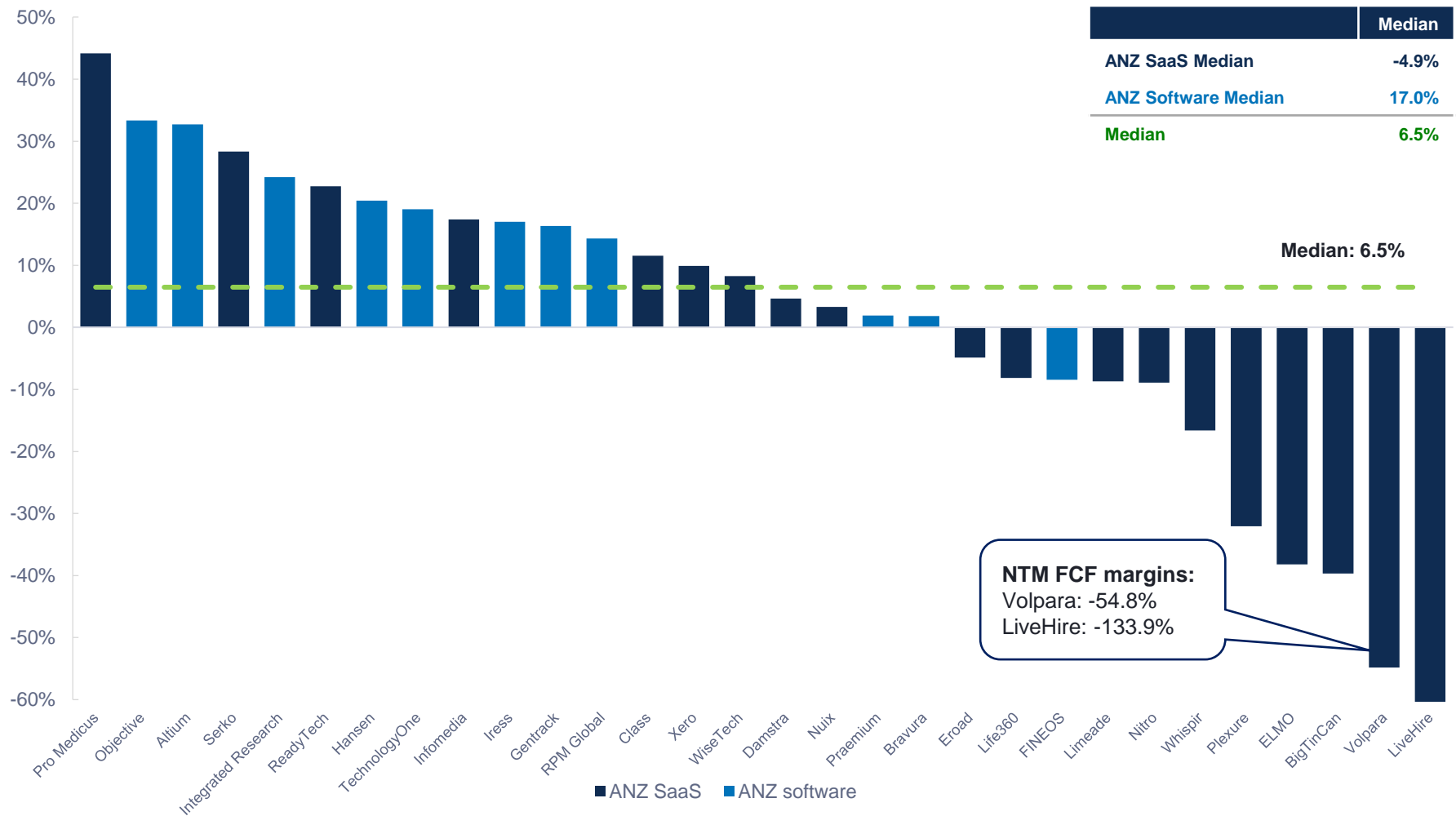
ANZ software companies are generally expected to be more profitable than their SaaS peers

Benchmarking: US NTM EBITDA margin %



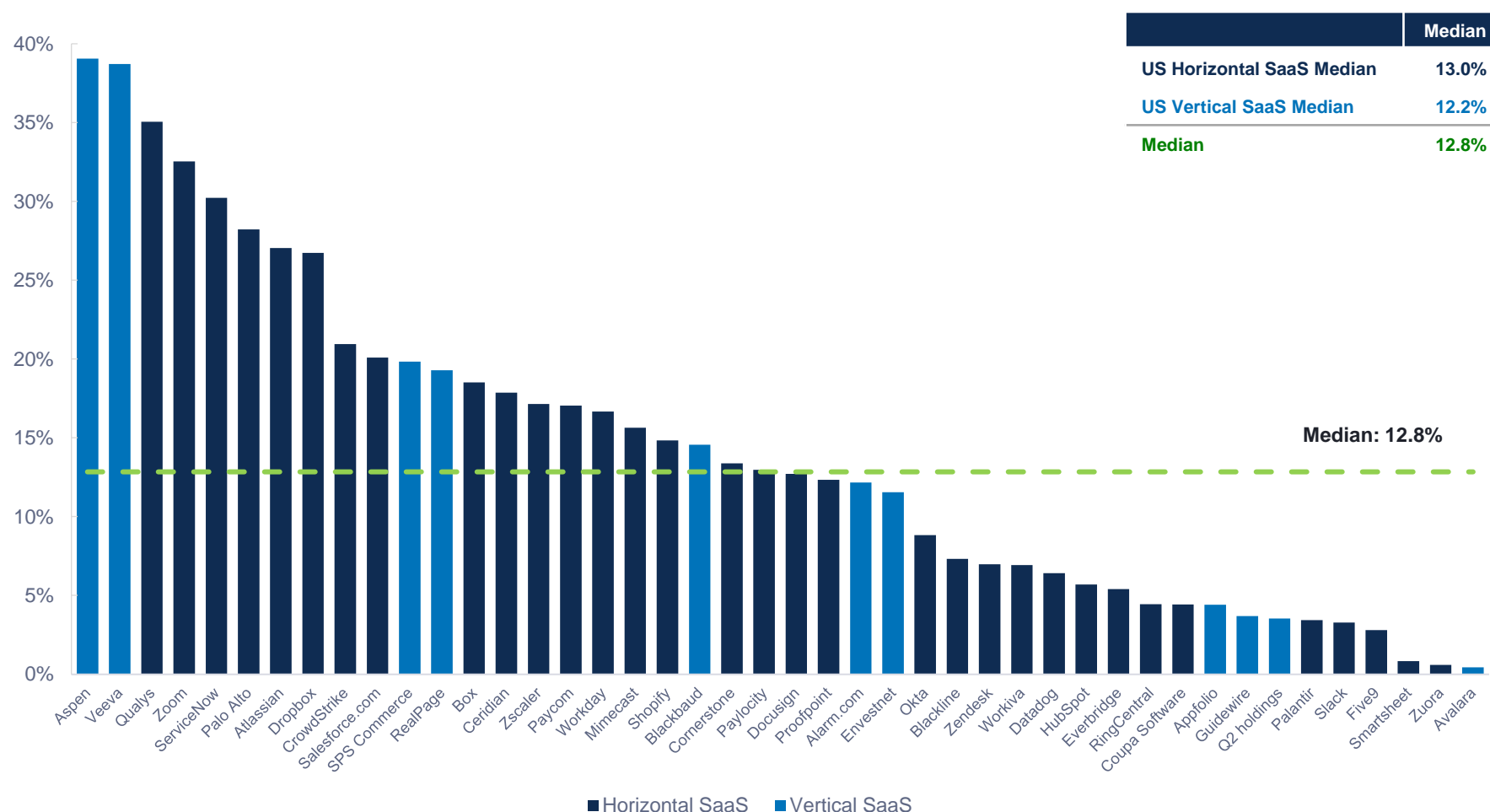
US vertical SaaS companies demonstrate stronger EBITDA margins than horizontal SaaS peers

Benchmarking: ANZ NTM FCF margin¹



ANZ software companies typically have significantly higher FCF margins than ANZ SaaS co's

Benchmarking: US NTM FCF margin¹



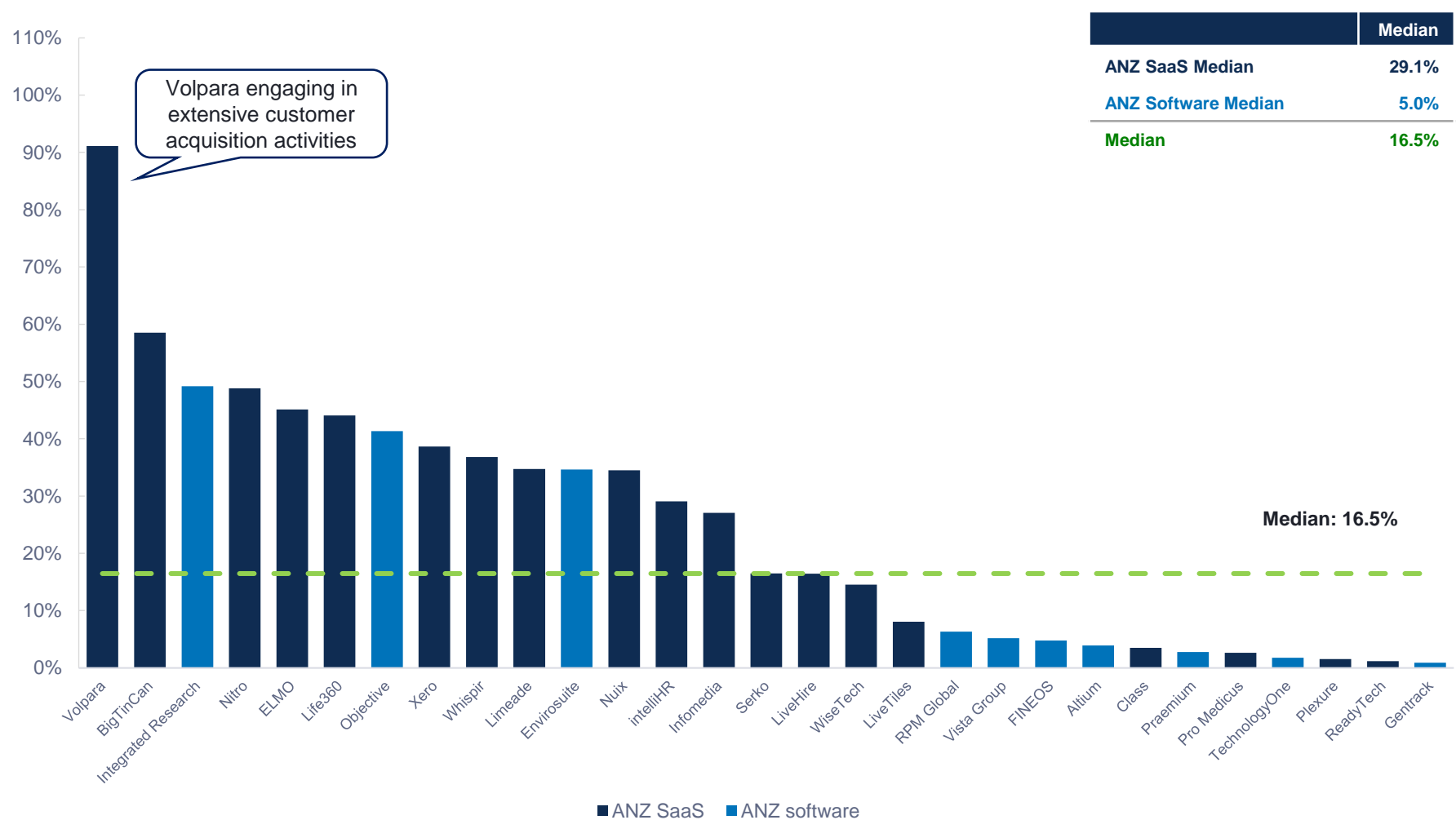
US SaaS FCF margins are positively impacted by deferred revenue accounting policy on subscription revenue and executive remuneration



Benchmarking: SaaS and software expenses

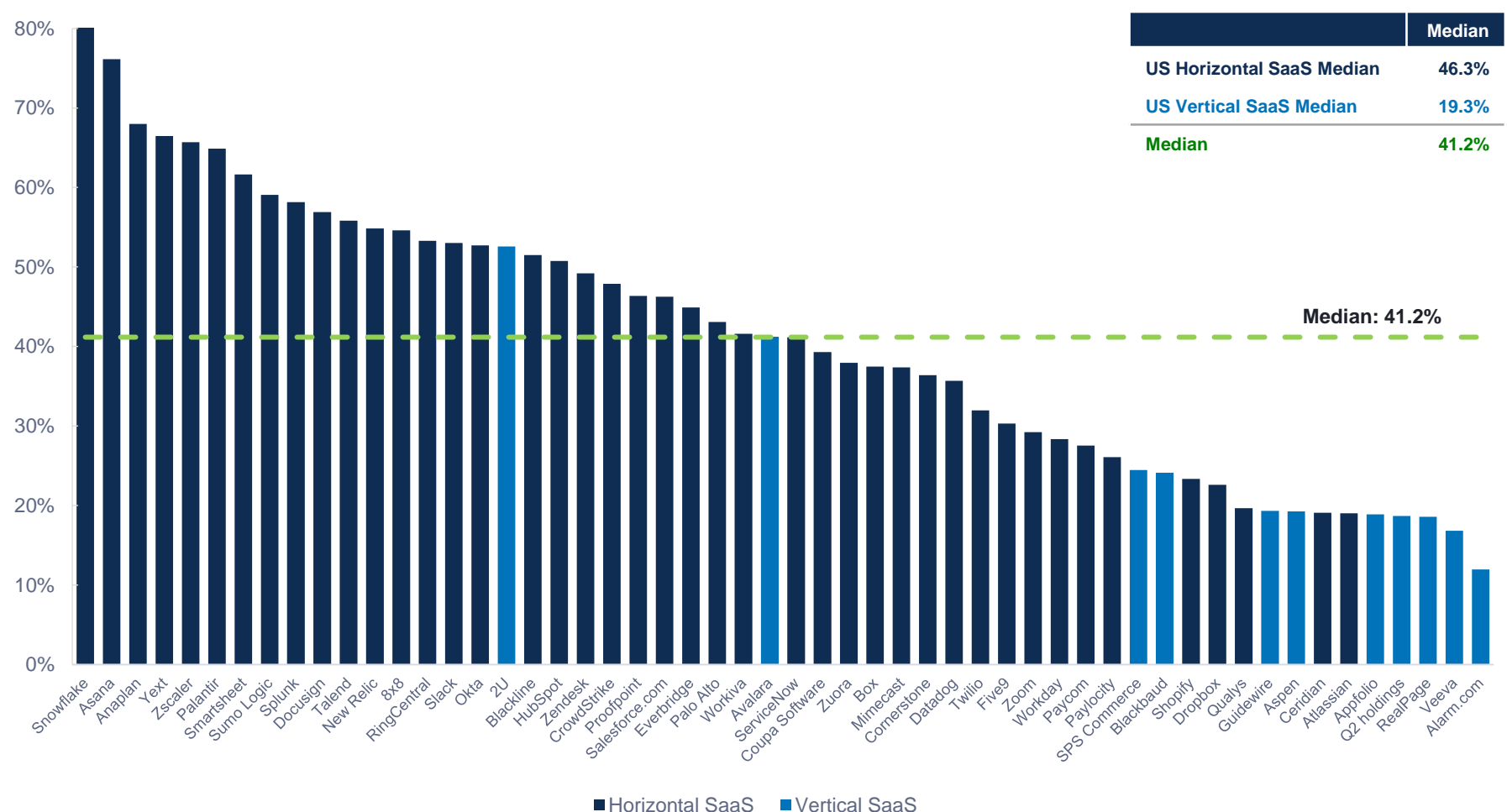


Benchmarking: ANZ LTM S&M expense/ LTM revenue



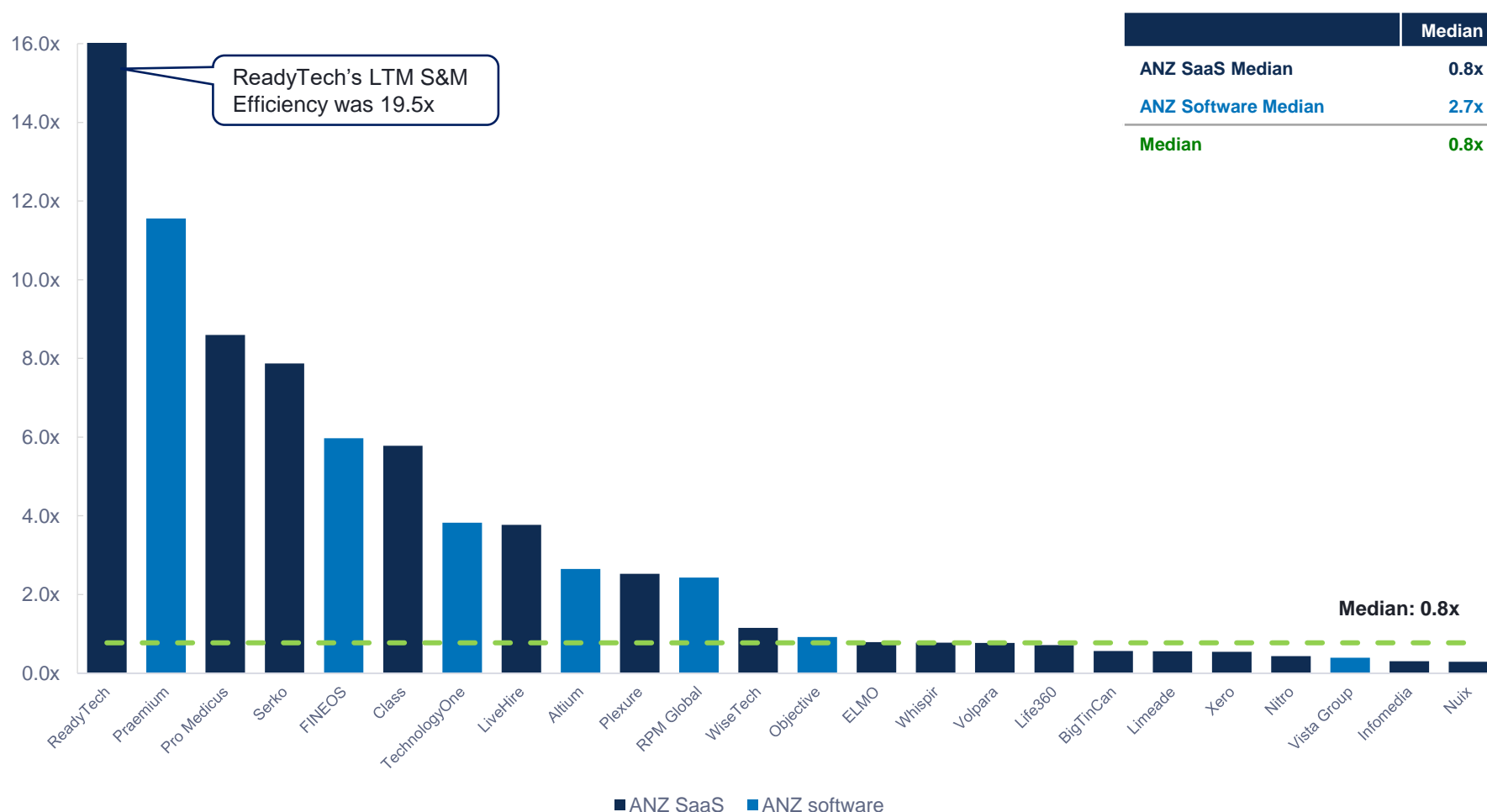
ANZ SaaS companies tend to have significantly higher S&M spend as a proportion of revenue

Benchmarking: US LTM S&M expense/ LTM revenue



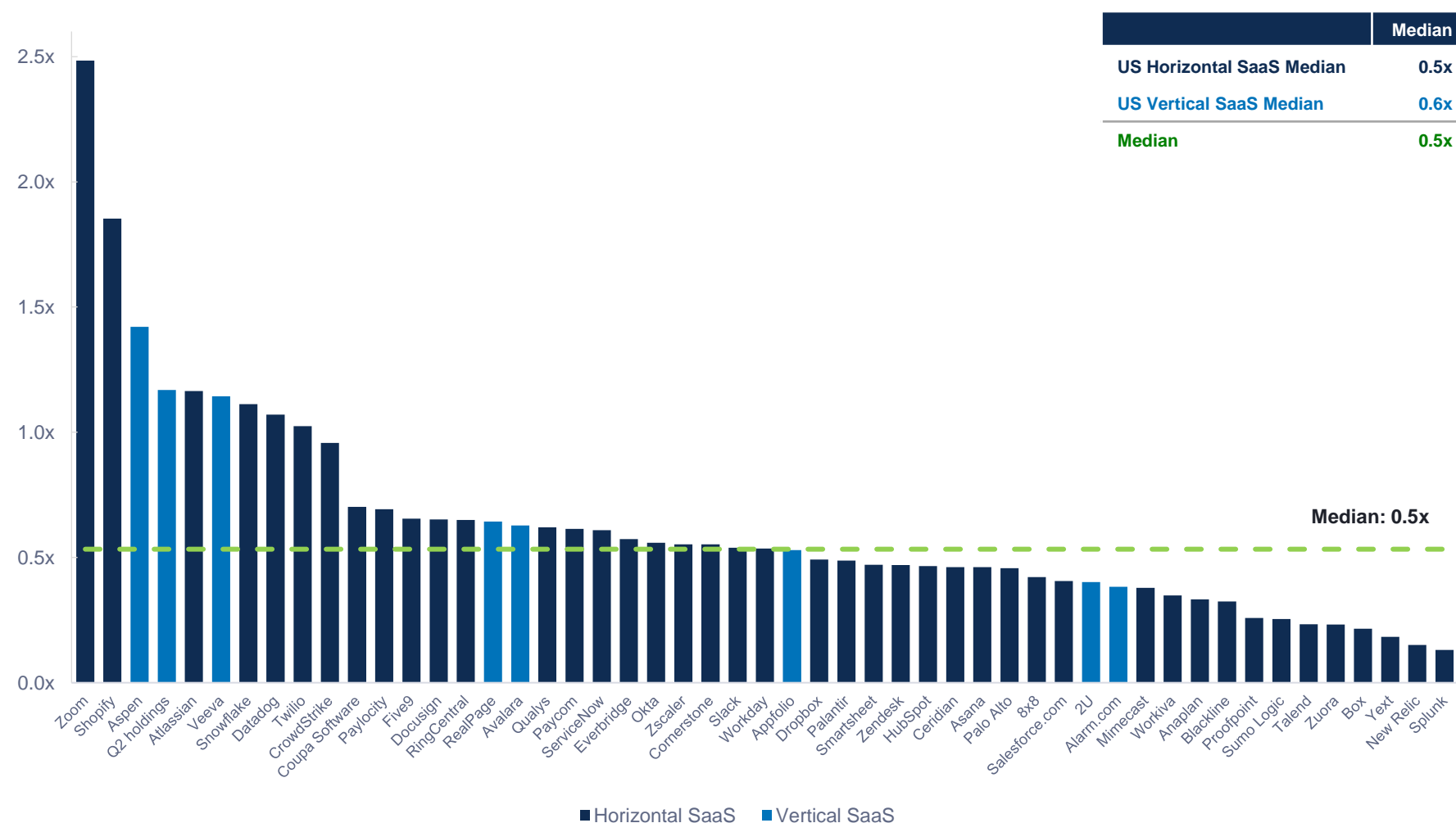
US SaaS companies invest ~41% of revenue on S&M, demonstrating greater focus on growth – vertical SaaS companies are much more efficient in their S&M spend

Benchmarking: ANZ LTM S&M efficiency¹



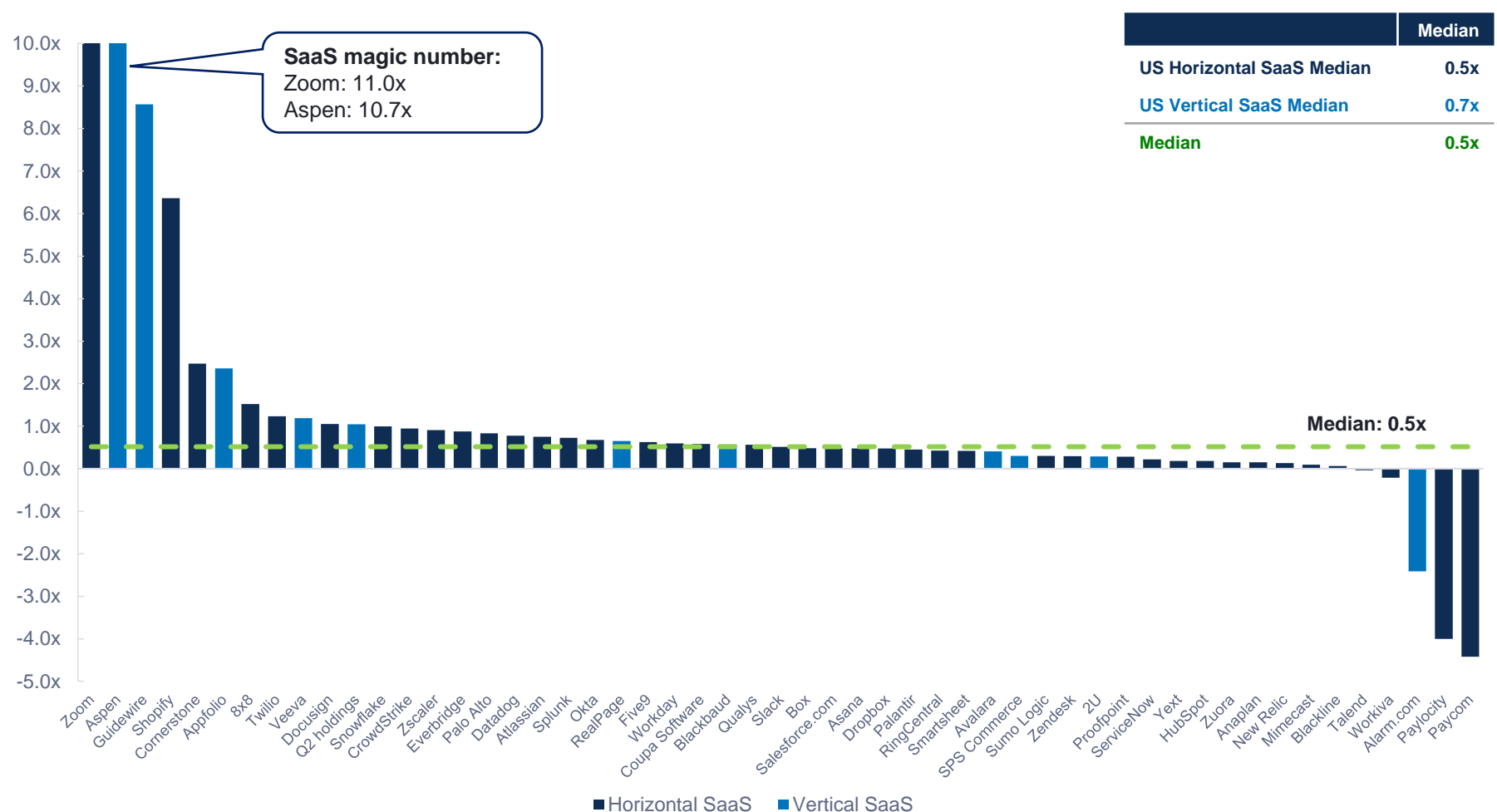
The median S&M efficiency multiple for ANZ SaaS and software companies is 0.8x, with the pandemic having a material impact on the efficiency of the sector's sales and marketing spend

Benchmarking: US LTM S&M efficiency¹



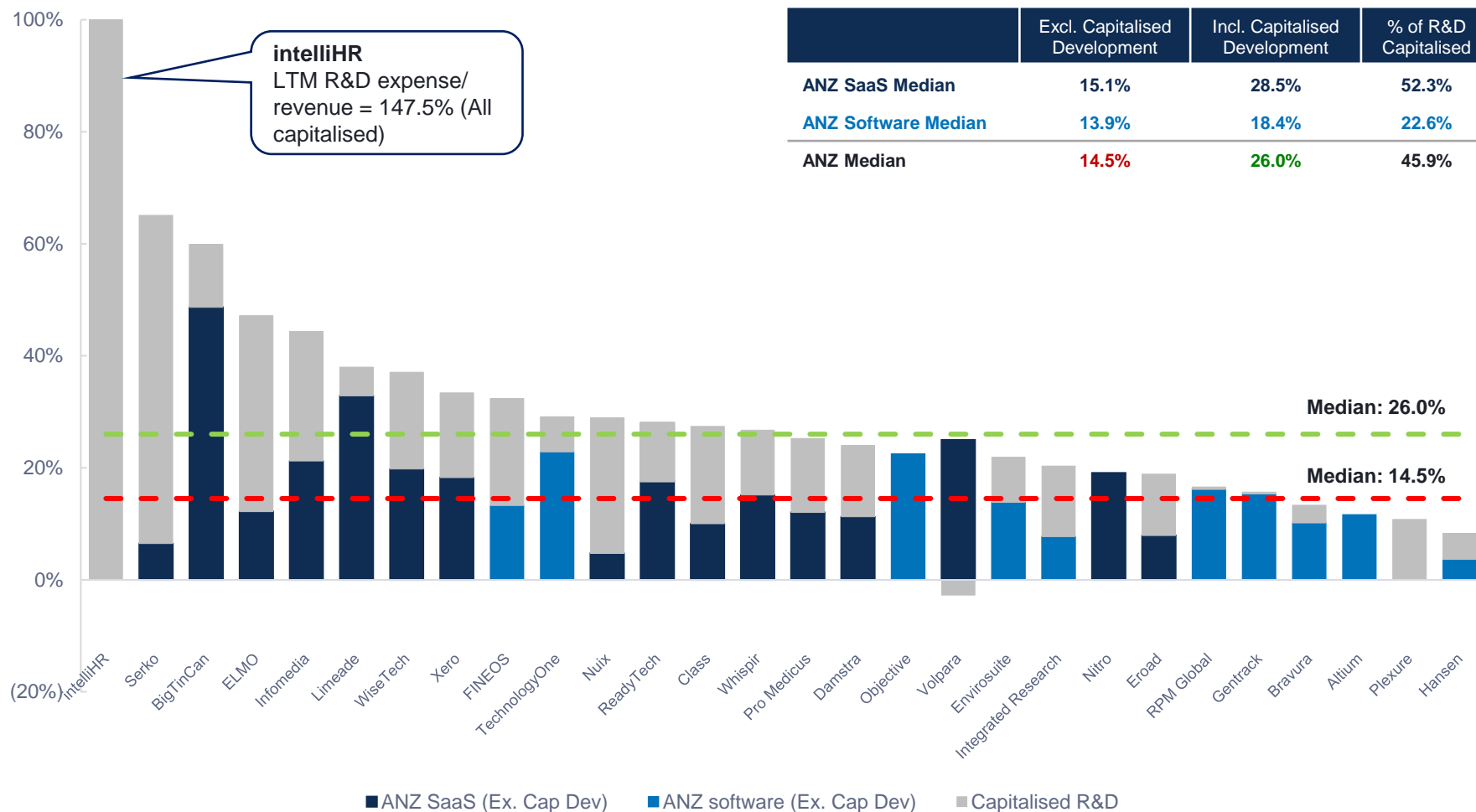
The median S&M efficiency multiple for US SaaS companies is slightly lower than for ANZ peers

Benchmarking: US SaaS magic number¹



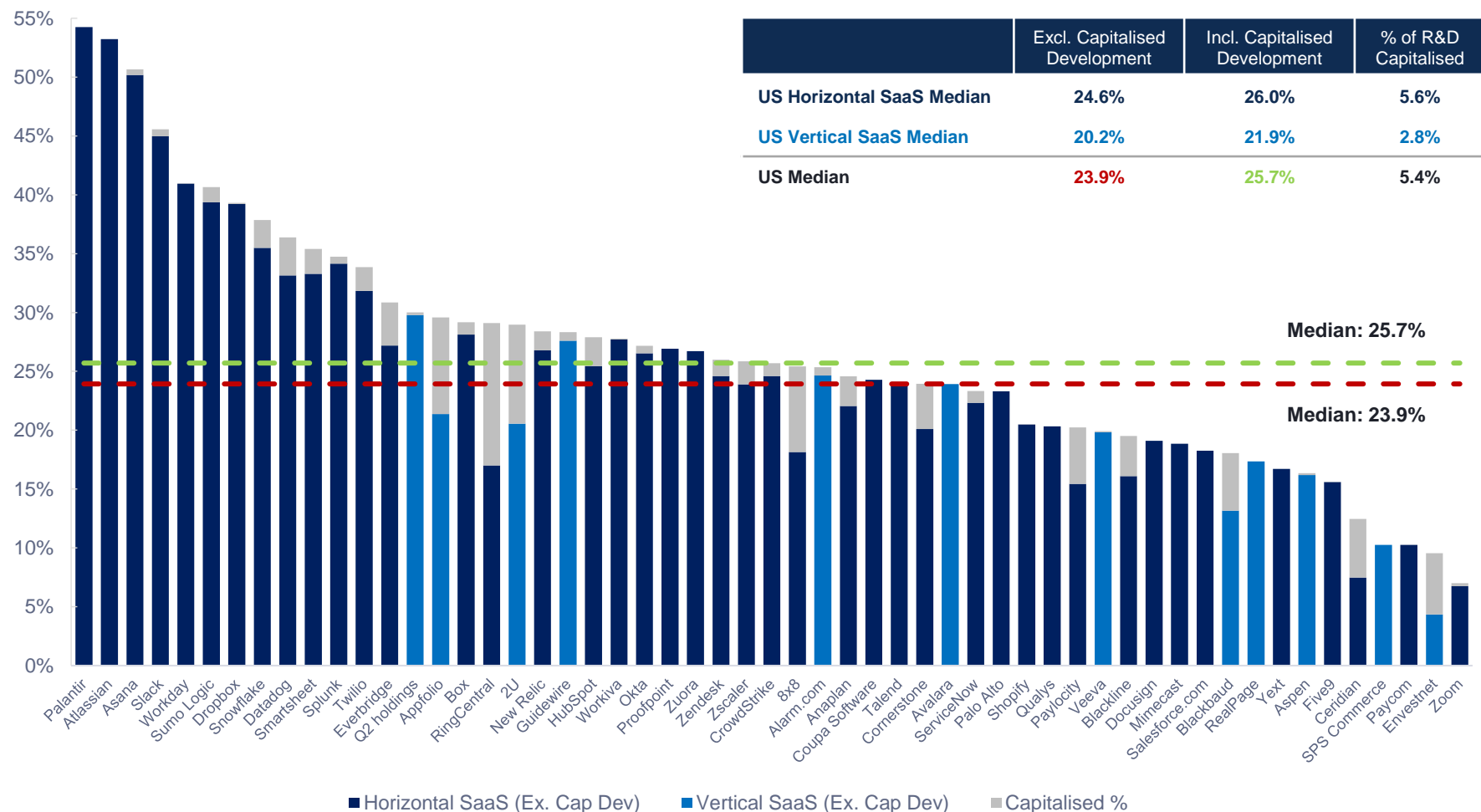
The median US SaaS company achieves a relatively low SaaS magic number

Benchmarking: ANZ LTM total R&D expense/ LTM revenue



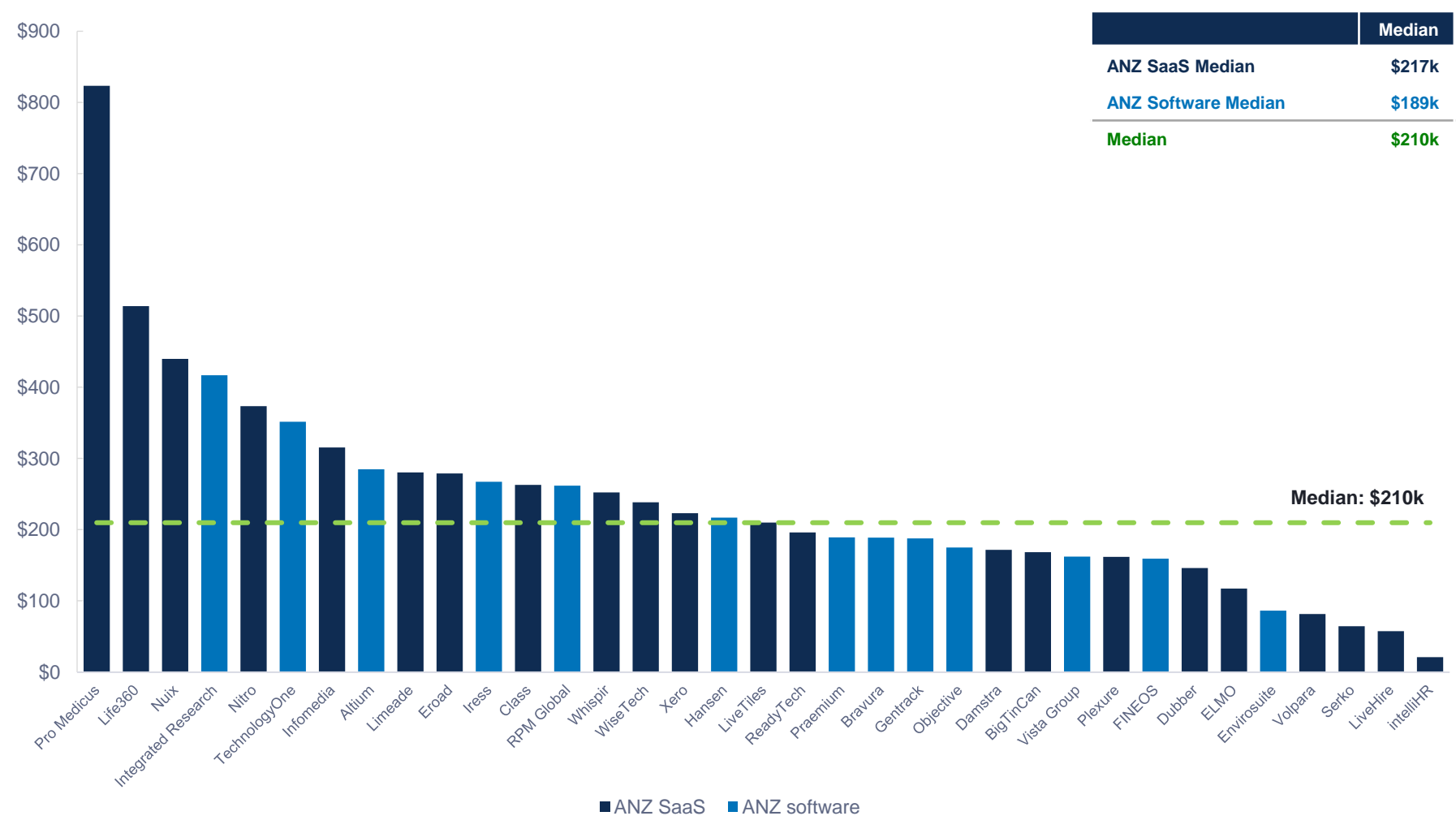
ANZ SaaS co's invest a greater portion of revenue into R&D compared to their software peers

Benchmarking: US LTM total R&D expense/ LTM revenue



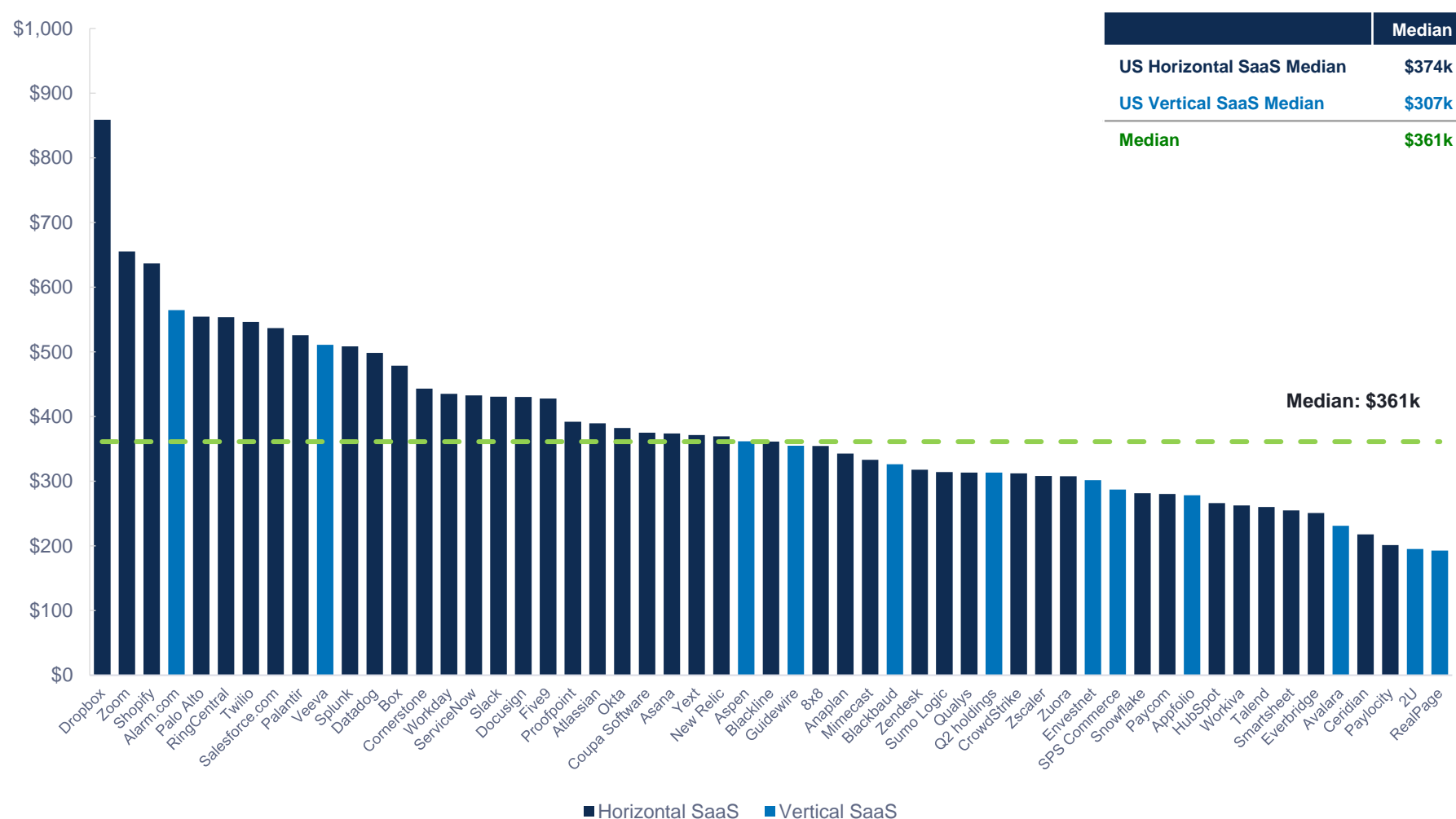
US SaaS companies tend to capitalise a significantly lower % of R&D than their ANZ counterparts

Benchmarking: ANZ revenue per employee (\$'000)



ANZ SaaS and software companies typically earn ~\$210k of revenue per employee

Benchmarking: US revenue per employee (\$'000)¹



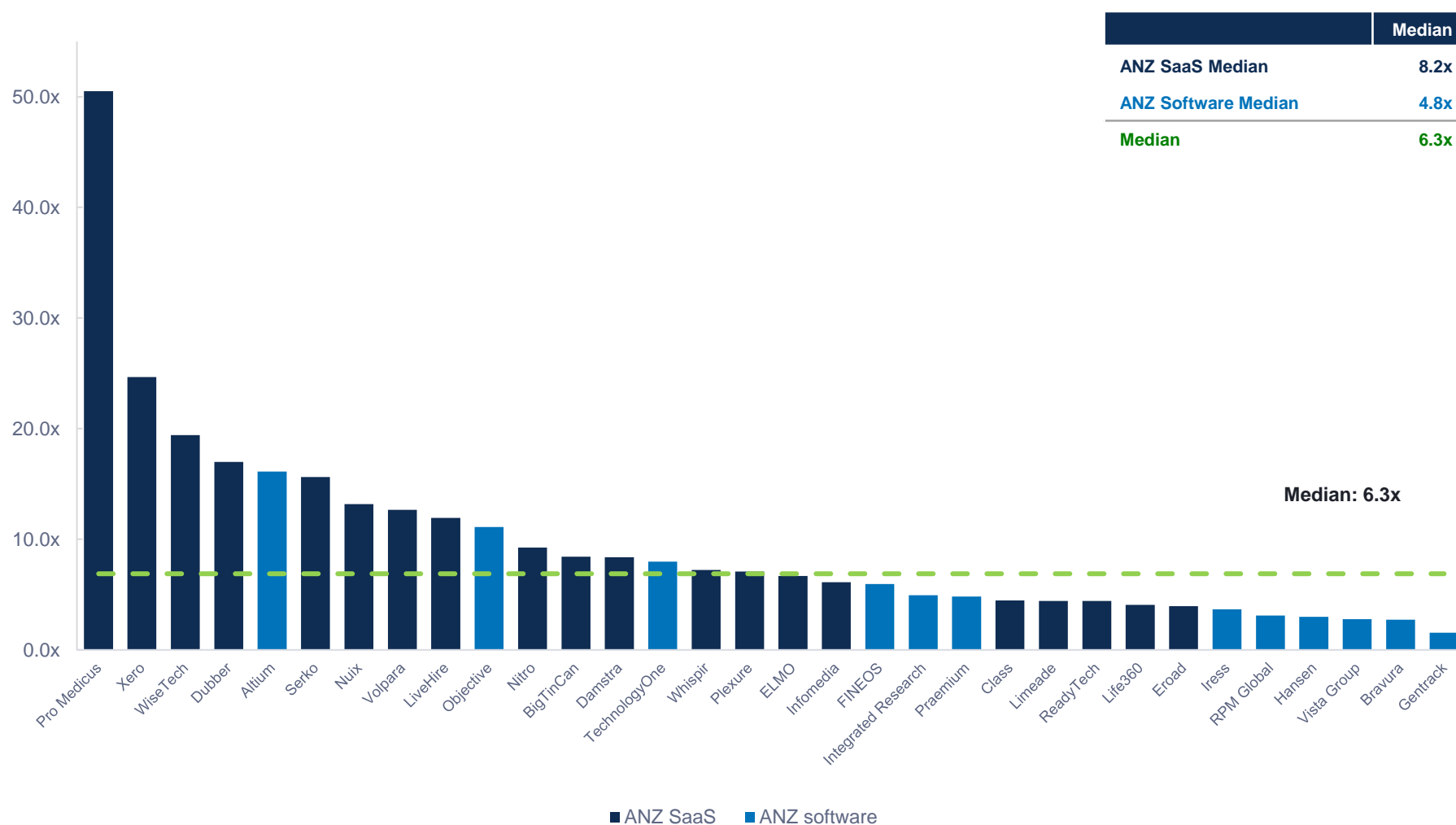
US SaaS companies earn significantly more revenue per employee than their ANZ counterparts



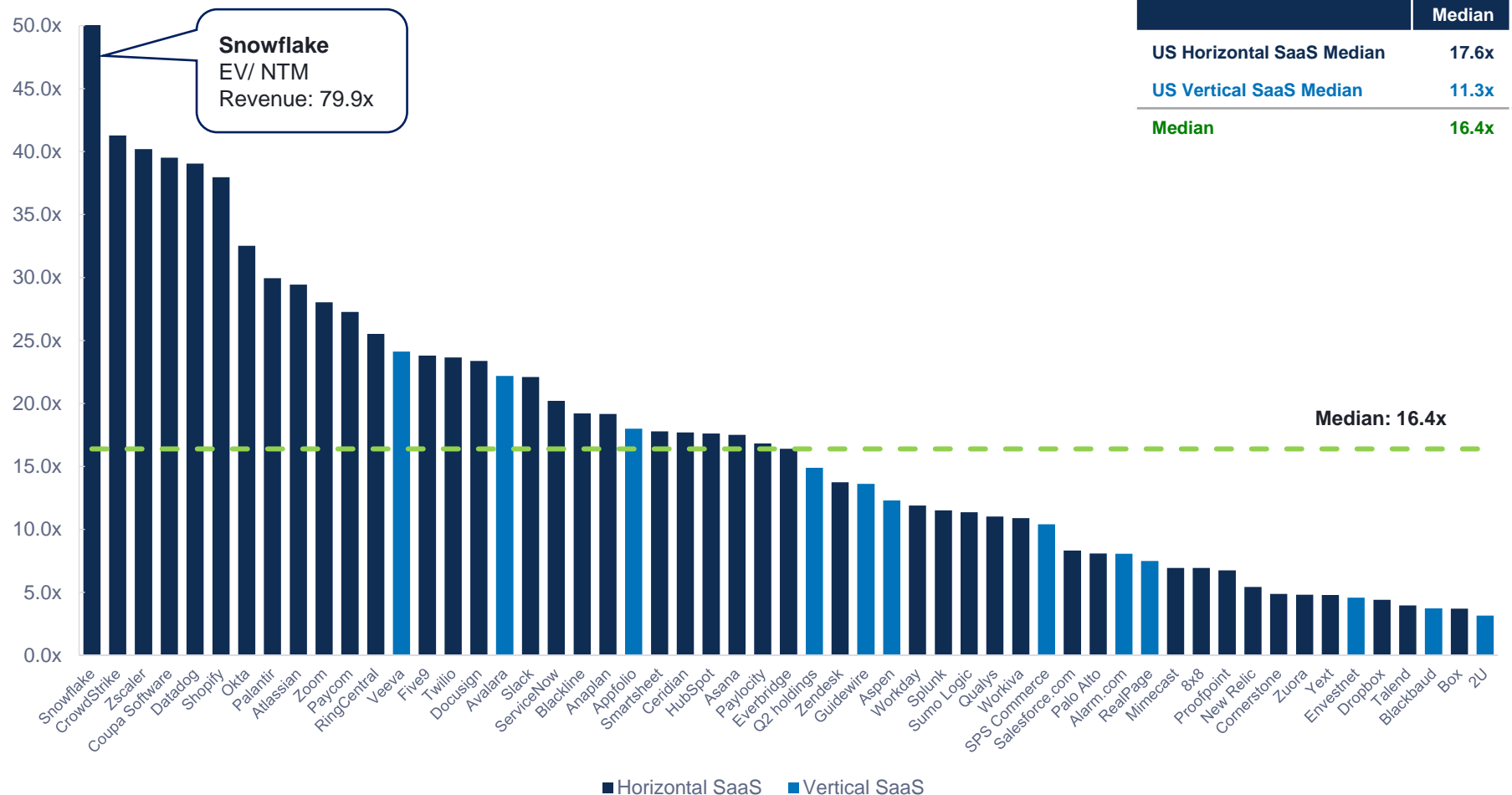
SaaS and software trading multiples



ANZ: EV/ NTM revenue

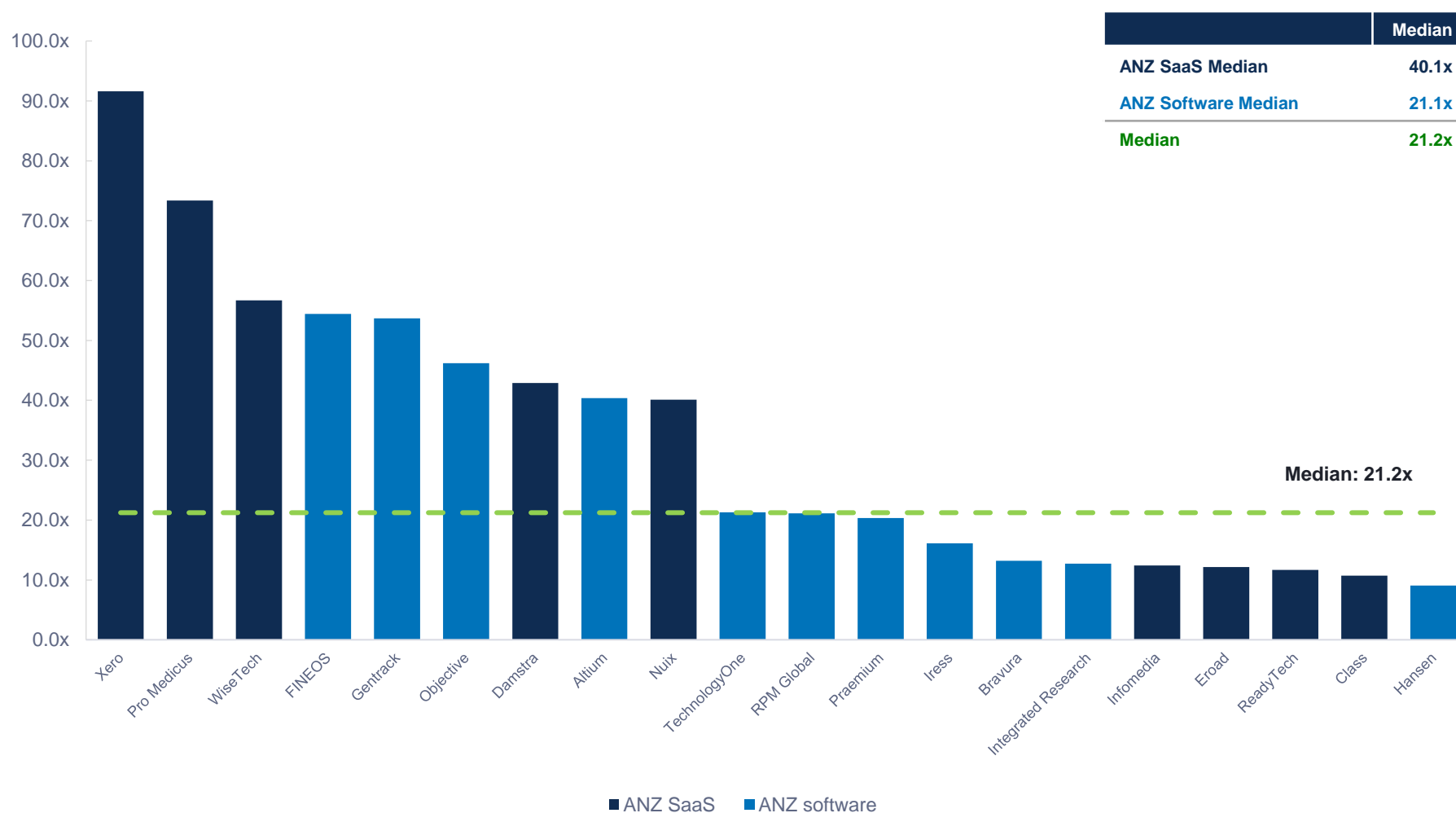


US: EV/ NTM revenue



US SaaS trade at a significant premium compared to their ANZ peers, horizontal SaaS companies are trading at higher multiples than vertical SaaS companies – reflecting higher growth rates

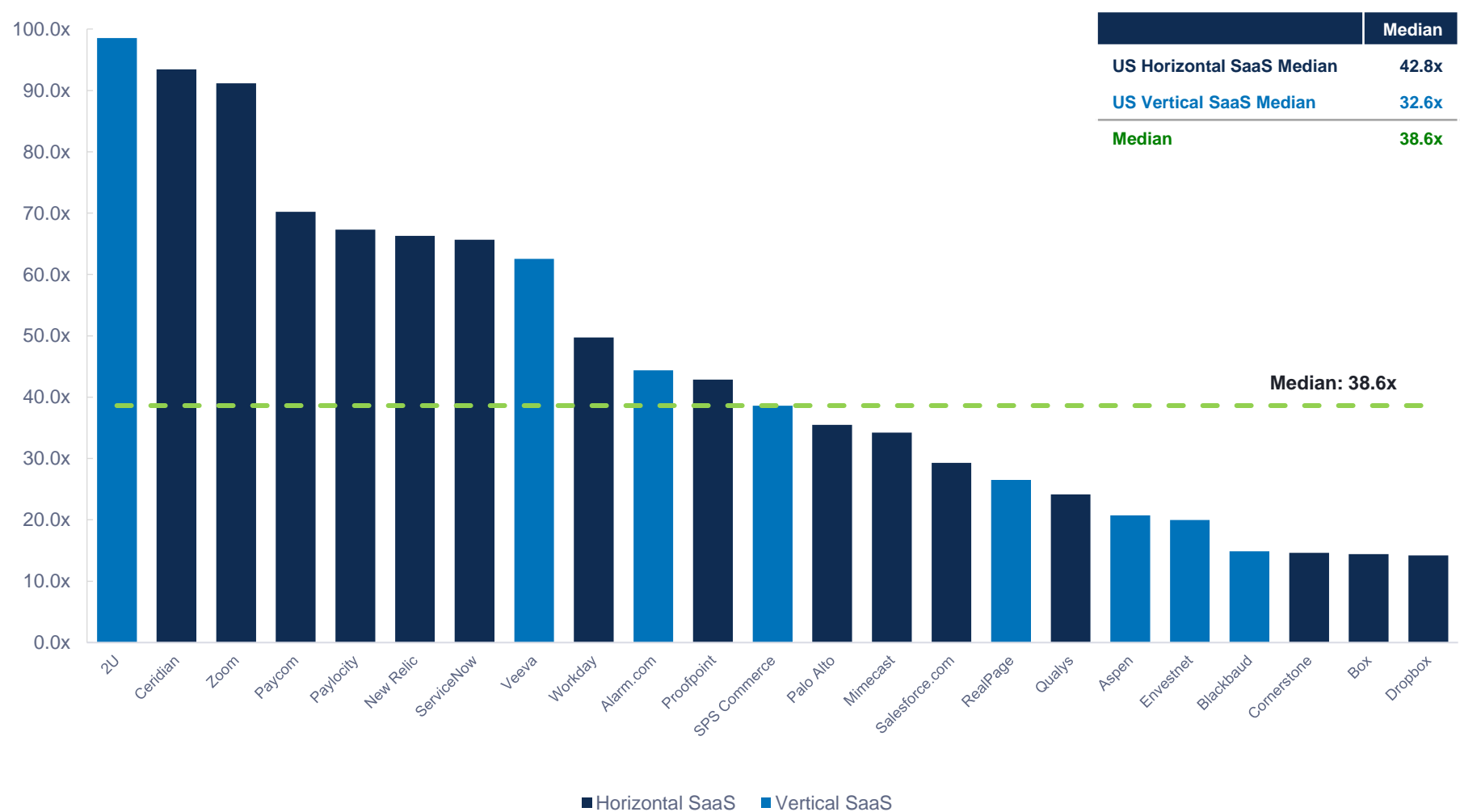
ANZ: EV/ NTM EBITDA¹



	Median
ANZ SaaS Median	40.1x
ANZ Software Median	21.1x
Median	21.2x

ANZ SaaS companies trade on far higher EBITDA multiples (~40x) than ANZ software co's (~21x)

US: EV/ NTM EBITDA



US SaaS companies trade on materially higher EBITDA multiples than their ANZ peers



Appendix: Index constituents



Blackpeak ANZ tech indices constituents

Company	Capitalisation		Multiples										Operating metrics							
			EV/ Revenue		EV/ EBITDA		FCF margin ¹	Margins (LTM)		Revenue growth		Expenses (LTM) ²			SaaS ³	S&M Efficiency ⁴	Rule of 40% ⁵	Recurring revenue	Attrition	Revenue/employee
	Equity Value (A\$m)	Enterprise Value (A\$m)	FY20	NTM	FY20	NTM	NTM	Gross	EBITDA	LTM	NTM	S&M/revenue	R&D (inc)/revenue	R&D (exc)/revenue	SaaS magic number	LTM	NTM	Last reported	Last reported	LTM
ANZ SaaS																				
WiseTech	9,910	9,731	22.7x	19.4x	76.8x	56.7x	17.7%	82.1%	29.5%	23.3%	16.8%	14.5%	37.1%	19.8%	2.2x	1.2x	51.1%	89.0%	0.6%	238.56
Xero	21,486	21,417	32.0x	24.7x	n.a.	91.6x	15.4%	85.4%	17.9%	24.3%	18.8%	38.6%	33.4%	18.3%	0.8x	0.5x	45.7%	98.0%	13.3%	223.08
Class	242	237	5.4x	4.5x	13.0x	10.7x	23.1%	95.7%	41.5%	14.7%	19.8%	3.5%	27.4%	10.0%	15.0x	5.8x	61.6%	95.0%	0.6%	262.90
ELMO	575	454	9.1x	6.7x	n.a.	n.a.	(18.6%)	85.3%	(8.4%)	25.0%	35.7%	45.1%	47.2%	12.2%	1.0x	0.8x	28.4%	97.6%	9.8%	117.22
Eroad	374	369	4.9x	4.0x	14.6x	12.1x	(4.9%)	90.0%	34.5%	24.0%	14.1%	n.a.	18.9%	7.9%	n.a.	n.a.	46.7%	91.9%	5.0%	278.91
BigTinCan	417	347	11.2x	8.4x	n.a.	n.a.	(39.7%)	85.3%	(32.7%)	56.0%	32.9%	58.5%	59.9%	48.7%	1.2x	0.6x	20.4%	95.0%	11.0%	168.51
ReadyTech	195	214	5.4x	4.4x	13.7x	11.7x	22.8%	92.8%	39.7%	20.0%	23.0%	1.2%	28.0%	17.6%	13.2x	19.5x	66.2%	89.4%	5.0%	196.27
Serko	572	544	22.5x	15.6x	n.a.	n.a.	28.3%	86.3%	(37.5%)	(39.1%)	(36.8%)	16.5%	65.1%	6.4%	(13.9x)	7.9x	(85.5%)	91.0%	n.a.	64.54
Whispir	375	363	9.3x	7.2x	n.a.	n.a.	(16.6%)	62.2%	(14.3%)	25.5%	28.5%	36.8%	26.7%	15.1%	1.5x	0.8x	19.2%	95.6%	2.4%	252.23
LiveTiles	209	176	4.0x	n.a.	n.a.	n.a.	n.a.	93.9%	(52.6%)	108.9%	n.a.	8.0%	n.a.	n.a.	4.3x	(12.4x)	n.a.	65.2%	n.a.	209.95
LiveHire	87	67	19.3x	11.9x	n.a.	n.a.	(133.9%)	n.a.	(383.8%)	31.8%	62.0%	16.4%	n.a.	n.a.	n.a.	3.8x	(64.6%)	83.6%	20.0%	57.61
Damstra	291	287	12.2x	8.4x	42.2x	42.9x	4.7%	86.3%	34.7%	28.1%	75.2%	n.a.	24.0%	11.2%	n.a.	n.a.	94.7%	90.7%	0.3%	171.73
Life360	570	500	4.8x	4.1x	n.a.	n.a.	(8.1%)	87.0%	(26.8%)	59.8%	36.3%	44.1%	n.a.	48.0%	0.8x	0.7x	23.7%	72.2%	n.a.	513.82
Pro Medicus	3,560	3,519	61.9x	50.5x	93.8x	73.4x	44.2%	99.4%	66.0%	13.4%	22.6%	2.6%	25.2%	12.0%	(6.0x)	8.6x	91.6%	99.7%	n.a.	823.49
Volpara	360	306	26.0x	12.7x	n.a.	n.a.	(54.8%)	86.0%	(131.2%)	59.6%	39.8%	91.1%	22.3%	25.0%	2.0x	0.8x	8.4%	72.1%	n.a.	81.61
Infomedia	724	626	6.6x	6.1x	13.6x	12.4x	17.4%	n.a.	48.6%	11.8%	8.2%	27.0%	44.4%	21.2%	(0.4x)	0.3x	57.5%	96.5%	n.a.	315.39
Limeade	382	350	4.8x	4.4x	n.a.	n.a.	(9.5%)	77.1%	(2.2%)	21.5%	18.2%	34.7%	38.0%	32.9%	1.8x	0.6x	16.4%	97.7%	n.a.	280.50
Nitro	606	552	10.5x	9.2x	n.a.	n.a.	(10.1%)	90.6%	(11.5%)	n.a.	13.8%	48.8%	19.1%	19.1%	1.1x	0.4x	4.3%	47.6%	12.0%	373.50
intelliHR	135	134	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	(375.2%)	161.1%	n.a.	29.1%	192.8%	112.9%	3.2x	n.a.	n.a.	n.a.	n.a.	20.84
Plexure	198	192	8.1x	7.1x	n.a.	n.a.	(32.0%)	72.3%	(15.4%)	37.0%	n.a.	1.5%	10.8%	-	21.0x	2.5x	n.a.	62.5%	n.a.	162.01
Dubber	425	409	42.4x	17.0x	n.a.	n.a.	n.a.	n.a.	(170.7%)	74.5%	149.6%	n.a.	n.a.	n.a.	n.a.	0.0x	117.2%	81.3%	n.a.	146.21
Nuix	2,618	2,618	14.9x	13.5x	47.2x	41.2x	26.3%	88.2%	31.6%	26.0%	10.0%	34.5%	28.9%	4.7%	n.a.	0.3x	42.9%	88.7%	4.7%	439.75
Median			10.5x	8.4x	28.4x	41.2x	(4.9%)	86.3%	(9.9%)	25.5%	22.7%	29.1%	28.5%	17.6%	1.5x	0.8x	42.9%	90.7%	5.0%	217
Max			61.9x	50.5x	93.8x	91.6x	44.2%	99.4%	66.0%	161.1%	149.6%	91.1%	192.8%	112.9%	21.0x	19.5x	117.2%	99.7%	20.0%	823
Min			4.0x	4.0x	13.0x	10.7x	(133.9%)	62.2%	(383.8%)	(39.1%)	(36.8%)	1.2%	10.8%	-	(13.9x)	(12.4x)	(85.5%)	47.6%	0.3%	21

Blackpeak ANZ software index constituents

Company	Capitalisation		Multiples					Operating metrics											
			EV/ Revenue		EV/ EBITDA		FCF margin ¹	Margins (LTM)		Revenue growth		Expenses (LTM) ²			S&M Efficiency ³	Rule of 40% ⁴	Recurring revenue	Attrition	Revenue/ employee
	Equity Value (A\$m)	Enterprise Value (A\$m)	FY20	NTM	FY20	NTM	NTM	Gross	EBITDA	LTM	NTM	S&M/ revenue	R&D(exc)/ revenue	R&D(inc)/ revenue	LTM	NTM	Last reported	Last reported	LTM
ANZ software																			
FINEOS	1,116	1,065	7.7x	6.0x	42.8x	54.4x	(8.4%)	66.6%	17.9%	39.8%	25.0%	4.8%	32.4%	13.3%	4.8%	35.9%	30.8%	n.a.	159.12
Iress	2,024	2,136	3.9x	3.7x	16.8x	16.1x	17.0%	27.9%	24.0%	12.8%	8.3%	n.a.	n.a.	24.1%	n.a.	31.0%	90.0%	n.a.	267.46
TechnologyOne	2,634	2,538	8.5x	8.0x	29.0x	21.3x	19.0%	87.1%	30.2%	4.7%	7.2%	1.8%	29.1%	22.8%	1.8%	44.6%	74.1%	1.0%	351.73
Altium	4,460	4,358	17.8x	16.1x	44.4x	40.4x	32.7%	96.7%	40.0%	10.1%	10.3%	3.9%	11.6%	11.6%	3.9%	50.2%	59.9%	n.a.	284.72
Hansen	742	877	2.9x	3.0x	10.2x	9.1x	20.4%	n.a.	28.4%	30.3%	(2.5%)	n.a.	8.3%	3.6%	n.a.	30.4%	53.1%	n.a.	216.97
Integrated Research	458	460	4.1x	4.9x	10.7x	12.7x	24.2%	n.a.	38.7%	10.0%	(23.6%)	49.2%	20.3%	7.7%	49.2%	15.3%	87.0%	n.a.	416.97
Objective	1,110	1,072	15.3x	11.1x	62.3x	46.2x	33.3%	95.5%	24.6%	12.9%	38.0%	41.3%	22.5%	22.5%	41.3%	62.0%	75.7%	n.a.	175.10
Praemium	331	319	6.2x	4.8x	22.5x	20.3x	1.9%	n.a.	28.3%	13.6%	29.1%	2.7%	n.a.	n.a.	2.7%	52.8%	n.a.	n.a.	189.26
Vista Group	358	323	4.9x	2.8x	n.a.	n.a.	n.a.	n.a.	10.5%	(51.1%)	76.0%	5.2%	n.a.	n.a.	5.2%	58.9%	73.4%	n.a.	162.32
Bravura	796	739	2.7x	2.7x	12.8x	13.2x	1.8%	n.a.	21.2%	6.6%	(0.9%)	n.a.	13.3%	10.2%	n.a.	19.6%	76.6%	n.a.	188.93
Gentrack	142	140	1.5x	1.6x	45.3x	53.7x	16.4%	n.a.	16.2%	(10.0%)	(4.4%)	0.9%	15.6%	15.3%	0.9%	(1.5%)	79.0%	n.a.	187.56
Envirosuite	190	170	7.3x	n.a.	n.a.	n.a.	n.a.	31.0%	(52.3%)	225.2%	147.3%	34.6%	21.9%	13.9%	34.6%	n.a.	75.1%	n.a.	86.42
RPM Global	293	258	3.6x	3.1x	37.4x	21.1x	14.3%	91.6%	9.6%	(0.7%)	2.8%	6.3%	16.5%	16.1%	6.3%	17.5%	46.1%	n.a.	261.68
Median			4.9x	4.2x	29.0x	21.1x	17.0%	87.1%	24.0%	10.1%	8.3%	5.0%	18.4%	13.9%	5.0%	33.5%	74.6%	1.0%	189
Max			17.8x	16.1x	62.3x	54.4x	33.3%	96.7%	40.0%	225.2%	147.3%	49.2%	32.4%	24.1%	49.2%	62.0%	90.0%	1.0%	417
Min			1.5x	1.6x	10.2x	9.1x	(8.4%)	27.9%	(52.3%)	(51.1%)	(23.6%)	0.9%	8.3%	3.6%	0.9%	(1.5%)	30.8%	1.0%	86

Source: Capital IQ, company filings, Blackpeak Capital.

1) NTM FCF margin defined as free cash flows (t+1)/ revenue (t+1)

2) R&D (exc/ inc)/ revenue defined as R&D (excluding/ including capitalised development costs)/ revenue

3) SaaS magic number defined as [quarterly revenue Q(t) - quarterly revenue Q(t-1)]*4/ quarterly S&M expense (t-1)

4) Rule of 40% NTM defined as revenue growth % (t+1) + EBITDA margin (t+1)

Blackpeak US horizontal SaaS index constituents

Company	Capitalisation		Multiples					Operating metrics												Revenue/employee
			EV/ Revenue		EV/ EBITDA		FCF margin ¹	Margins (LTM)		Revenue growth		Expenses (LTM) ²			SaaS ³	S&M Efficiency ⁴	Rule of 40% ⁵	Recurring revenue	Attrition	
	Equity Value (A\$m)	Enterprise Value (A\$m)	FY20E	NTM	FY20E	NTM	NTM	Gross	EBITDA	LTM	NTM	S&M/ revenue	R&D (exc)/ revenue	R&D (inc)/ revenue	SaaS magic number	LTM	NTM	Last reported	Last reported	LTM
US horizontal SaaS																				
Workday	74,794.6	73,863.7	15.7x	11.9x	75.9x	49.7x	16.7%	72.3%	1.2%	21.0%	18.6%	28.3%	40.9%	41.0%	0.6x	0.5x	42.5%	87.3%	5.0%	435.13
Splunk	35,612.8	36,501.6	11.9x	11.5x	71.4x	n.a.	n.a.	76.9%	(25.9%)	3.9%	(8.3%)	58.2%	34.2%	34.7%	0.7x	0.1x	(8.6%)	63.9%	n.a.	508.53
ServiceNow	139,161.8	138,191.6	23.8x	20.2x	75.2x	65.6x	30.2%	78.2%	12.4%	30.9%	29.4%	41.2%	22.3%	23.3%	0.2x	0.6x	60.1%	95.0%	2.0%	432.74
Zendesk	21,644.9	21,924.2	16.5x	13.7x	n.m.	n.a.	7.0%	74.8%	(9.5%)	28.6%	25.5%	49.2%	24.6%	26.0%	0.3x	0.5x	37.0%	n.a.	n.a.	317.84
Paylocity	14,478.2	14,399.6	20.3x	16.8x	75.2x	67.3x	13.0%	66.9%	15.4%	15.5%	11.7%	26.1%	15.4%	20.2%	-4.0x	0.7x	36.7%	93.8%	8.0%	201.35
Cornerstone	3,687.8	5,178.4	5.5x	4.9x	15.6x	14.6x	13.4%	70.4%	12.7%	21.0%	26.6%	36.4%	20.1%	23.9%	2.5x	0.6x	59.9%	93.0%	n.a.	443.03
Proofpoint	10,203.7	9,975.8	7.4x	6.8x	41.7x	42.8x	12.3%	73.6%	(0.3%)	20.8%	17.6%	46.4%	26.9%	26.9%	0.3x	0.3x	33.3%	97.8%	10.0%	391.90
Paycom	33,783.7	33,649.5	31.1x	27.3x	80.2x	70.2x	17.0%	88.3%	29.7%	17.2%	13.1%	27.6%	10.2%	10.2%	-4.4x	0.6x	51.9%	98.1%	7.0%	280.21
Qualys	6,163.4	5,828.3	12.4x	11.0x	26.7x	24.1x	35.1%	78.7%	34.6%	13.4%	12.8%	19.7%	20.3%	20.3%	0.6x	0.6x	58.4%	n.a.	1.0%	313.46
RingCentral	44,029.0	44,959.5	29.7x	25.5x	n.m.	n.a.	4.4%	72.8%	(2.7%)	31.4%	29.2%	53.3%	17.0%	29.1%	0.4x	0.6x	42.7%	92.1%	10.0%	553.58
Five9	14,915.6	14,754.8	27.0x	23.8x	n.m.	n.a.	2.8%	58.2%	2.8%	29.6%	28.7%	30.3%	15.6%	15.6%	0.6x	0.7x	43.9%	93.0%	n.a.	427.73
Salesforce.com	264,054.1	259,816.8	11.7x	8.3x	40.9x	29.3x	20.1%	74.5%	10.0%	28.0%	23.4%	46.3%	18.3%	18.3%	0.5x	0.4x	51.9%	93.9%	10.0%	536.63
Palo Alto	44,603.5	44,895.8	10.2x	8.1x	45.5x	35.5x	28.2%	70.4%	0.8%	18.8%	21.1%	43.1%	23.3%	23.3%	0.8x	0.5x	43.9%	68.8%	n.a.	554.40
Atlassian	75,543.7	74,213.9	38.3x	29.4x	n.m.	n.a.	27.0%	83.6%	4.0%	30.9%	16.8%	19.0%	53.2%	53.2%	0.8x	1.2x	41.8%	86.8%	n.a.	389.44
Blackline	9,898.6	9,753.3	21.6x	19.2x	n.m.	n.a.	7.3%	80.7%	(0.5%)	24.1%	20.4%	51.5%	16.1%	19.5%	0.1x	0.3x	31.1%	93.0%	3.0%	361.14
HubSpot	23,580.1	23,065.7	20.5x	17.6x	n.m.	n.a.	5.7%	81.0%	(3.9%)	29.2%	28.6%	50.7%	25.4%	27.9%	0.2x	0.5x	39.9%	96.8%	15.0%	266.06
Shopify	179,987.1	173,223.3	46.8x	38.0x	n.m.	n.a.	14.8%	53.0%	2.4%	73.4%	32.6%	23.3%	20.5%	20.5%	6.4x	1.9x	46.5%	32.0%	n.a.	636.93
Twilio	66,258.5	62,840.6	29.1x	23.6x	n.m.	n.a.	n.a.	52.3%	(17.8%)	53.3%	47.0%	32.0%	31.8%	33.8%	1.2x	1.0x	52.8%	n.a.	n.a.	546.54
Docusign	53,755.5	53,868.6	42.7x	23.4x	n.m.	n.a.	12.7%	74.9%	(10.1%)	44.3%	46.9%	56.9%	19.1%	19.1%	1.1x	0.7x	61.0%	95.7%	n.a.	430.09
Zscaler	34,737.5	34,104.2	n.m.	40.2x	n.m.	n.a.	17.1%	77.5%	(21.1%)	44.2%	42.0%	65.7%	23.9%	25.8%	0.9x	0.6x	55.7%	98.5%	n.a.	308.17
Dropbox	11,896.7	11,762.3	4.8x	4.4x	16.3x	14.2x	26.7%	77.7%	12.1%	16.6%	14.9%	22.6%	39.2%	39.3%	0.5x	0.5x	45.9%	90.0%	n.a.	858.80
Smartsheet	10,979.5	10,524.6	30.0x	17.8x	n.m.	n.a.	0.8%	78.3%	(29.5%)	44.8%	39.7%	61.6%	33.3%	35.4%	0.4x	0.5x	29.7%	91.9%	n.a.	254.89

Source: Capital IQ, company filings, Blackpeak Capital.

1) NTM FCF margin defined as free cash flows (t+1)/ revenue (t+1)

2) R&D (exc/ inc)/ revenue defined as R&D (excluding/ including capitalised development costs)/ revenue

3) SaaS magic number defined as [quarterly revenue Q(t)- quarterly revenue Q(t-1)]*4/ quarterly S&M expense (t-1)

4) S&M efficiency defined as revenue (t+1)-revenue (t)/ S&M expense (t)

5) Rule of 40% NTM defined as revenue growth % (t+1) + EBITDA margin (t+1)

Blackpeak US horizontal SaaS index constituents

Company	Capitalisation		Multiples					Operating metrics												Revenue/employee
			EV/ Revenue		EV/ EBITDA		FCF margin ¹	Margins (LTM)		Revenue growth		Expenses (LTM) ²			SaaS ³	S&M Efficiency ⁴	Rule of 40% ⁵	Recurring revenue	Attrition	
	Equity Value (A\$m)	Enterprise Value (A\$m)	FY20E	NTM	FY20E	NTM	NTM	Gross	EBITDA	LTM	NTM	S&M/ revenue	R&D (exc)/ revenue	R&D (inc)/ revenue	SaaS magic number	LTM	NTM	Last reported	Last reported	LTM
US horizontal SaaS																				
Zuora	2,152.3	2,014.2	5.6x	4.8x	n.m.	n.a.	0.6%	55.2%	(21.7%)	10.2%	9.5%	38.0%	26.7%	26.7%	0.2x	0.2x	11.5%	80.3%	n.a.	307.73
Okta	42,668.4	41,912.2	n.m.	32.5x	n.m.	n.a.	8.8%	73.8%	(22.9%)	43.8%	40.4%	52.7%	26.5%	27.2%	0.7x	0.6x	42.5%	95.1%	n.a.	382.29
New Relic	5,306.4	4,872.6	6.3x	5.4x	42.7x	66.3x	n.a.	79.3%	(12.7%)	18.1%	10.8%	54.9%	26.8%	28.4%	0.1x	0.2x	19.0%	n.a.	n.a.	369.30
Coupa Software	31,706.7	31,910.1	n.m.	39.5x	n.m.	n.a.	4.4%	62.8%	(11.2%)	38.6%	34.5%	39.3%	24.3%	24.3%	0.6x	0.7x	44.1%	88.8%	n.a.	374.81
Box	3,711.7	3,905.4	4.3x	3.7x	52.0x	14.4x	18.5%	70.5%	0.5%	11.7%	10.4%	37.5%	28.1%	29.2%	0.5x	0.2x	35.9%	98.2%	5.0%	478.59
Mimecast	4,707.3	4,747.1	8.6x	6.9x	49.1x	34.2x	15.6%	74.9%	12.2%	20.9%	15.2%	37.4%	18.9%	18.9%	0.1x	0.4x	35.5%	98.0%	10.0%	332.87
Everbridge	6,754.3	6,749.9	19.4x	16.4x	n.m.	n.a.	5.4%	68.5%	(17.8%)	36.1%	33.4%	44.9%	27.2%	30.9%	0.9x	0.6x	38.1%	93.6%	5.0%	250.75
Workiva	5,723.7	5,467.4	12.1x	10.9x	n.m.	n.a.	6.9%	73.5%	(12.6%)	19.8%	16.9%	41.6%	27.7%	27.8%	-0.2x	0.3x	16.8%	86.2%	5.1%	262.36
Yext	2,491.3	2,389.5	6.2x	4.8x	n.m.	n.a.	n.a.	75.1%	(28.7%)	22.3%	17.7%	66.5%	16.7%	16.7%	0.2x	0.2x	14.2%	97.1%	n.a.	371.41
Talend	1,578.5	1,601.4	4.4x	4.0x	n.m.	n.a.	n.a.	77.6%	(20.1%)	16.2%	14.3%	55.8%	24.1%	24.1%	0.0x	0.2x	10.8%	90.8%	n.a.	260.01
Zoom	125,052.1	122,716.9	n.m.	28.0x	n.m.	91.2x	32.5%	70.0%	22.9%	118.2%	35.6%	29.2%	6.8%	7.0%	11.0x	2.5x	66.3%	97.0%	4.0%	655.34
Slack	31,547.9	30,678.6	37.5x	22.1x	n.m.	n.a.	3.3%	86.7%	(28.6%)	81.6%	40.8%	53.0%	45.0%	45.6%	0.5x	0.5x	38.0%	n.a.	n.a.	430.65
8x8	4,750.4	5,066.2	9.4x	6.9x	n.m.	n.a.	n.a.	54.7%	(30.3%)	25.9%	17.0%	54.6%	18.1%	25.4%	1.5x	0.4x	19.5%	93.6%	n.a.	354.44
Anaplan	13,214.7	12,901.2	28.6x	19.2x	n.m.	n.a.	n.a.	75.5%	(31.3%)	32.7%	27.7%	68.0%	22.1%	24.6%	0.1x	0.3x	21.6%	91.1%	n.a.	342.85
Ceridian	20,415.0	21,004.4	19.4x	17.7x	n.m.	93.4x	17.9%	44.9%	11.3%	5.6%	1.6%	19.1%	7.5%	12.5%	n.a.	0.5x	20.5%	86.4%	3.7%	217.67
Snowflake	103,260.9	97,365.8	n.m.	79.9x	n.m.	n.a.	n.a.	60.3%	n.a.	n.a.	118.9%	82.9%	35.5%	37.8%	1.0x	1.1x	89.9%	93.0%	n.a.	281.49
Asana	6,096.3	6,198.0	33.5x	17.5x	n.m.	n.a.	n.a.	87.0%	n.a.	n.a.	55.2%	76.1%	50.2%	50.6%	0.5x	0.5x	(1.8%)	99.0%	n.a.	373.71
Sumo Logic	3,790.4	3,262.3	16.2x	11.4x	n.m.	n.a.	n.a.	70.2%	(45.3%)	36.6%	29.4%	59.1%	39.4%	40.7%	0.3x	0.3x	13.2%	99.0%	n.a.	313.95
Palantir	53,176.8	51,099.8	36.8x	30.0x	n.m.	n.a.	3.4%	64.2%	n.a.	-	44.3%	64.9%	54.2%	54.2%	0.4x	0.5x	63.4%	n.a.	n.a.	526.02
Datadog	38,857.7	37,739.9	49.4x	39.0x	n.m.	n.a.	6.4%	78.7%	1.3%	73.6%	62.5%	35.7%	33.1%	36.4%	0.8x	1.1x	72.8%	n.a.	n.a.	498.50
CrowdStrike	60,750.4	59,431.8	n.m.	41.3x	n.m.	n.a.	20.9%	72.9%	(10.2%)	85.9%	78.5%	47.9%	24.6%	25.7%	0.9x	1.0x	89.3%	91.8%	2.0%	312.11
Median			19.4x	17.6x	47.3x	42.8x	13.0%	73.8%	-3.3%	28.0%	26.6%	46.3%	24.6%	26.0%	0.5x	0.5x	41.8%	93.0%	5.0%	373.71
Max			49.4x	79.9x	80.2x	93.4x	35.1%	88.3%	34.6%	118.2%	118.9%	82.9%	54.2%	54.2%	11.0x	2.5x	89.9%	99.0%	15.0%	858.80
Min			4.3x	3.7x	15.6x	14.2x	0.6%	44.9%	-45.3%	0.0%	-8.3%	19.0%	6.8%	7.0%	(4.4x)	0.1x	-8.6%	32.0%	1.0%	201.35

Source: Capital IQ, company filings, Blackpeak Capital.

1) NTM FCF margin defined as free cash flows (t+1)/ revenue (t+1)

2) R&D (exc/ inc)/ revenue defined as R&D (excluding/ including capitalised development costs)/ revenue

3) SaaS magic number defined as [quarterly revenue Q(t)- quarterly revenue Q(t-1)]*4/ quarterly S&M expense (t-1)

4) S&M efficiency defined as revenue (t+1)-revenue (t)/ S&M expense (t)

5) Rule of 40% NTM defined as revenue growth % (t+1) + EBITDA margin (t+1)

Blackpeak US vertical SaaS index constituents

Company	Capitalisation		Multiples					Operating metrics												
			EV/ Revenue		EV/ EBITDA		FCF margin ¹	Margins (LTM)		Revenue growth		Expenses (LTM) ²			SaaS ³	S&M Efficiency ⁴	Rule of 40% ⁵	Recurring revenue	Attrition	Revenue/ employee
	Equity Value (A\$m)	Enterprise Value (A\$m)	FY20E	NTM	FY20E	NTM	NTM	Gross	EBITDA	LTM	NTM	S&M/ revenue	R&D (exc)/ revenue	R&D (inc)/ revenue	SaaS magic number	LTM	NTM	Last reported	Last reported	LTM
US vertical SaaS																				
Avalara	18,075.4	16,782.0	26.5x	22.2x	n.m.	n.a.	0.4%	70.8%	(8.8%)	31.8%	27.9%	41.2%	23.9%	23.9%	0.4x	0.6x	27.2%	93.2%	4.0%	230.95
Veeva	53,450.8	51,465.7	36.0x	24.1x	92.4x	62.5x	38.7%	71.8%	26.9%	34.6%	31.2%	16.8%	19.8%	19.9%	1.2x	1.1x	69.8%	80.2%	n.a.	510.86
Guidewire	13,975.2	13,079.5	13.6x	13.6x	n.m.	n.a.	3.7%	53.9%	1.3%	8.4%	(1.7%)	19.3%	27.6%	28.3%	8.6x	-0.1x	0.7%	72.6%	n.a.	354.75
2U	3,737.6	3,571.3	3.6x	3.1x	n.m.	98.5x	n.a.	69.6%	(11.9%)	37.2%	33.5%	52.6%	20.6%	29.0%	0.3x	0.4x	36.7%	n.a.	n.a.	195.12
Aspen	11,443.5	11,630.9	15.0x	12.3x	32.6x	20.7x	39.1%	89.2%	43.1%	(7.9%)	23.0%	19.3%	16.2%	16.4%	10.7x	1.4x	82.2%	94.6%	n.a.	361.57
Alarm.com	6,585.5	6,471.3	8.3x	8.1x	43.5x	44.4x	12.2%	62.8%	16.0%	25.3%	19.1%	11.9%	24.7%	25.4%	-2.4x	0.4x	37.3%	63.0%	6.0%	564.69
Appfolio	8,011.1	7,827.1	19.4x	18.0x	n.m.	n.a.	4.4%	62.1%	7.0%	27.6%	21.6%	18.9%	21.4%	29.6%	2.4x	0.5x	39.1%	95.7%	n.a.	278.40
RealPage	11,171.7	12,104.6	8.1x	7.5x	29.3x	26.5x	19.3%	61.4%	17.0%	16.1%	16.9%	18.6%	17.3%	17.3%	0.7x	0.6x	45.1%	97.3%	n.a.	192.74
Envestnet	5,754.5	6,382.7	5.0x	4.6x	21.6x	20.0x	11.5%	48.0%	14.5%	12.0%	10.4%	n.a	4.4%	9.6%	n.a.	n.a.	33.3%	97.3%	n.a.	301.42
Q2 holdings	8,837.3	8,951.3	17.1x	14.9x	n.m.	n.a.	3.5%	45.4%	(13.2%)	28.7%	27.8%	18.7%	29.8%	30.0%	1.0x	1.2x	34.2%	71.7%	5.1%	313.43
Blackbaud	3,602.0	4,281.2	3.7x	3.7x	14.4x	14.9x	14.6%	53.3%	12.5%	2.8%	(0.3%)	24.1%	13.2%	18.0%	0.6x	-0.1x	24.8%	93.1%	8.0%	326.10
SPS Commerce	4,969.9	4,658.6	11.6x	10.4x	42.1x	38.6x	19.8%	67.9%	21.6%	11.2%	11.0%	24.5%	10.2%	10.2%	0.3x	0.6x	38.0%	94.0%	13.0%	287.25
Median			12.6x	11.3x	32.6x	32.6x	12.2%	62.4%	13.5%	20.7%	20.4%	19.3%	20.2%	21.9%	0.7x	0.6x	37.0%	93.2%	6.0%	307.43
Max			36.0x	24.1x	92.4x	98.5x	39.1%	89.2%	43.1%	37.2%	33.5%	52.6%	29.8%	30.0%	10.7x	1.4x	82.2%	97.3%	13.0%	564.69
Min			3.6x	3.1x	14.4x	14.9x	0.4%	45.4%	-13.2%	-7.9%	-1.7%	11.9%	4.4%	9.6%	(2.4x)	(0.1x)	0.7%	63.0%	4.0%	192.74



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