



SaaS sector update

March Quarter 2021

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 ~40 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

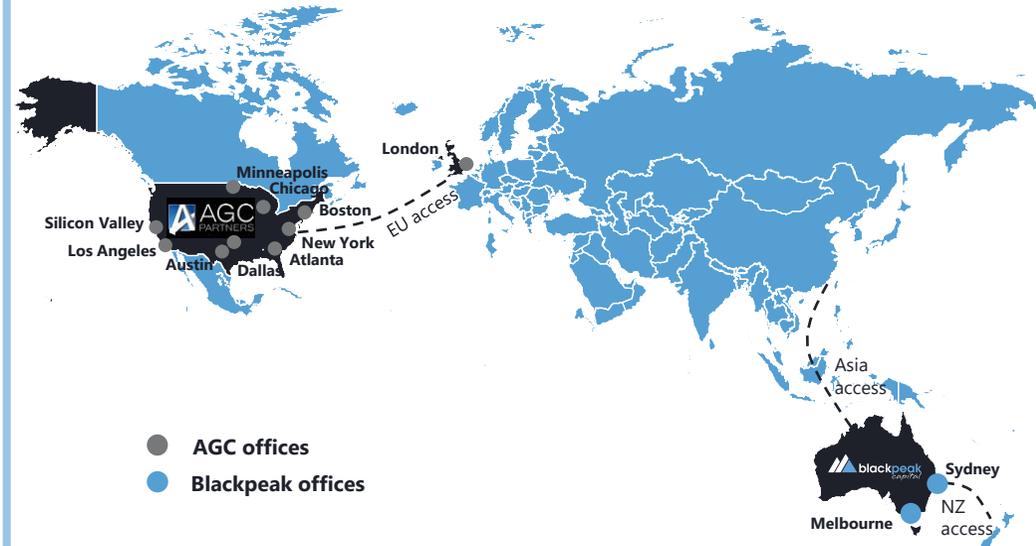
AGC Partners

- **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



PRE-IPO CAPITAL

Experienced in advising companies with the final round of private fundraising before an IPO by considering investor suitability and structuring alternatives



Extensive experience in management and execution of IPO's and equity capital markets transactions with significant shareholder value realised by our clients

IPO and ECM ADVISORY



PRIVATE CAPITAL

Assisting companies and founders find the right partner for growth and/or selldown



With a focus on sell-side M&A, Blackpeak has a track record of achieving outstanding outcomes for our clients.

PRIVATE M&A ADVISORY



PUBLIC MARKETS M&A

Extensive public markets M&A experience and capability sets Blackpeak apart from boutique competitors

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

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

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

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

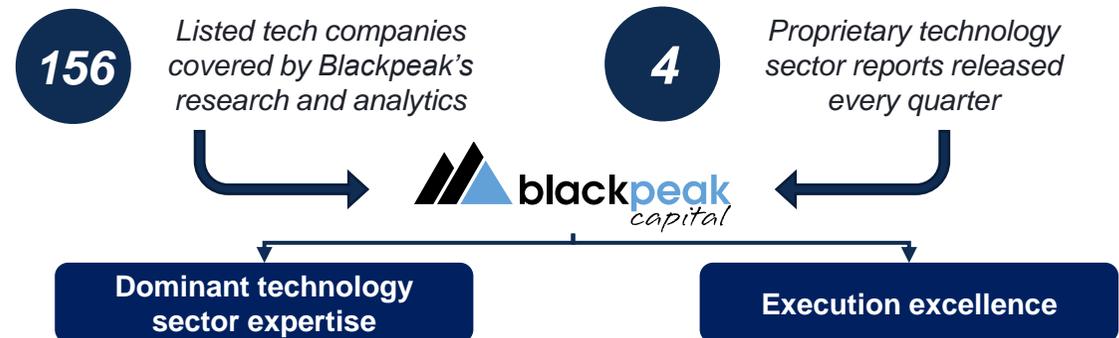
Proprietary insights and detailed sector analytics

- 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

- While the ANZ SaaS & software indices are well above their pandemic lows, both underperformed the ASX 200 in 1Q21, with the SaaS index losing 15.4% during the quarter while the Software index remained relatively flat, dropping 0.2%
- US SaaS companies reached record highs in February 2021, however as bond yields rose late in the quarter, valuations started to fall, with Blackpeak's horizontal and vertical SaaS indices both recording losses in 1Q21 and underperforming relative to the broader S&P 500 IT index
- As the global economic recovery continues on the back of strong vaccine rollouts, growth stocks such as those in the SaaS space may experience more modest growth as investors rotate into more cyclical sectors



Mergers and acquisitions

- US M&A activity in the SaaS and software space has lost some momentum in the March quarter, with the volume and size of transactions falling from their December 2020 levels. Nonetheless, deal flow has been steady in the US, with some notable deals including Squarespace's \$526m acquisition of Tock, and Equifax's purchase of Kount for \$824m
- ANZ deal flow has been stable in the SaaS and software sectors, with a number of notable deals taking place during the quarter. These included Dixia's acquisition of knowledge management platform Elevio, as well as Litera's \$102m purchase of Sydney based document management software DocsCorp



Context for capital raising

- ASX tech IPO activity was relatively muted in 1Q21, with only Airtasker and Felix hitting the bourse in the tech space. Nonetheless, ANZ SaaS companies took advantage of record valuations through secondary raisings, with Whispir, Rightcrowd and Paygroup all launching placements
- Convertible note raisings also made the headlines during the quarter, with a \$1.5bn zero-coupon convertible note raising from Afterpay in February, and Zip looking to follow suit in April with a \$400m convertible bond
- US IPO activity continued its stellar run that began in 2020, with the March quarter seeing debuts from Bumble, DigitalOcean and Roblox via a direct listing. Moreover, SPAC Activity was frothy in 1Q21, with \$58.4bn of Tech SPAC IPOs and \$201.1bn of Tech SPAC M&A¹

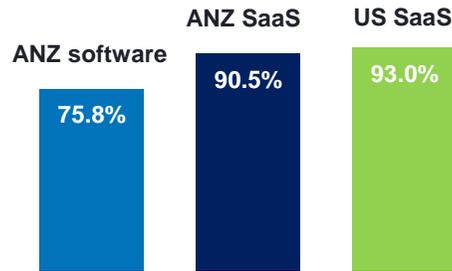


Market outlook

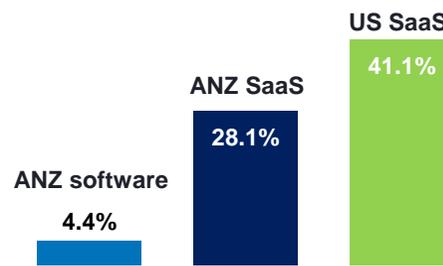
- The outlook for SaaS and software stocks is uncertain. With a strong economic recovery – particularly in the US and Australia – prompting a rotation into more cyclical sectors, SaaS and software stocks have underperformed in recent months after unprecedented levels of growth in 2020
- Nonetheless, fund managers have looked upon private SaaS and software companies favourably during 1Q21, tipping money into a number of firms. This suggests that investors still have an appetite for high-growth companies in this space, and that the weak March quarter for listed SaaS firms may only be a blip on the radar

Snapshot of Blackpeak ANZ & US SaaS and software universe¹

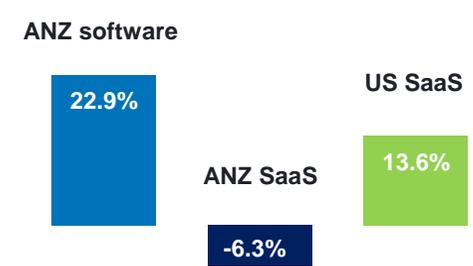
Recurring revenue



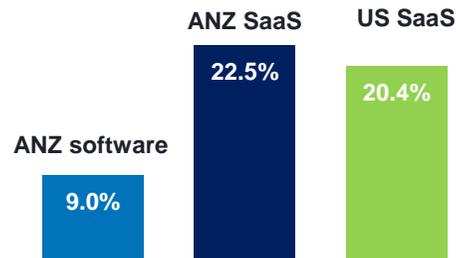
S&M expense/ revenue



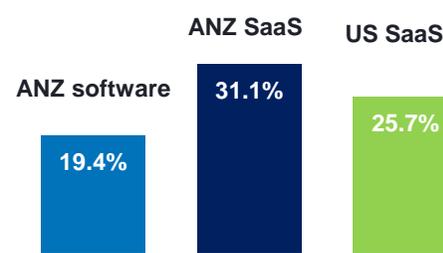
NTM EBITDA margin



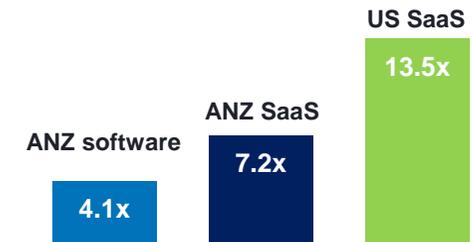
NTM revenue growth



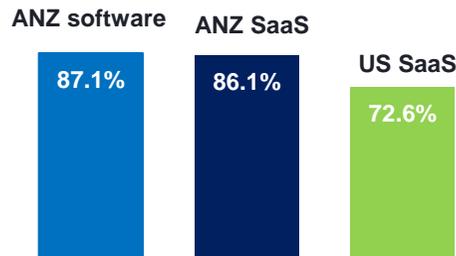
Total R&D expense/ revenue²



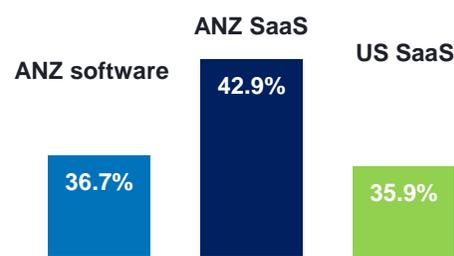
EV/ NTM revenue



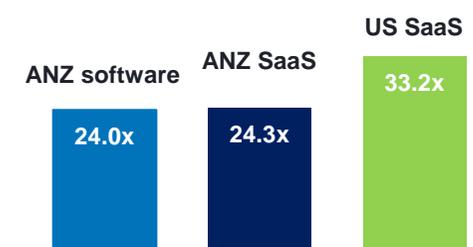
Gross margin



Rule of 40% (NTM)



EV/ NTM EBITDA



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

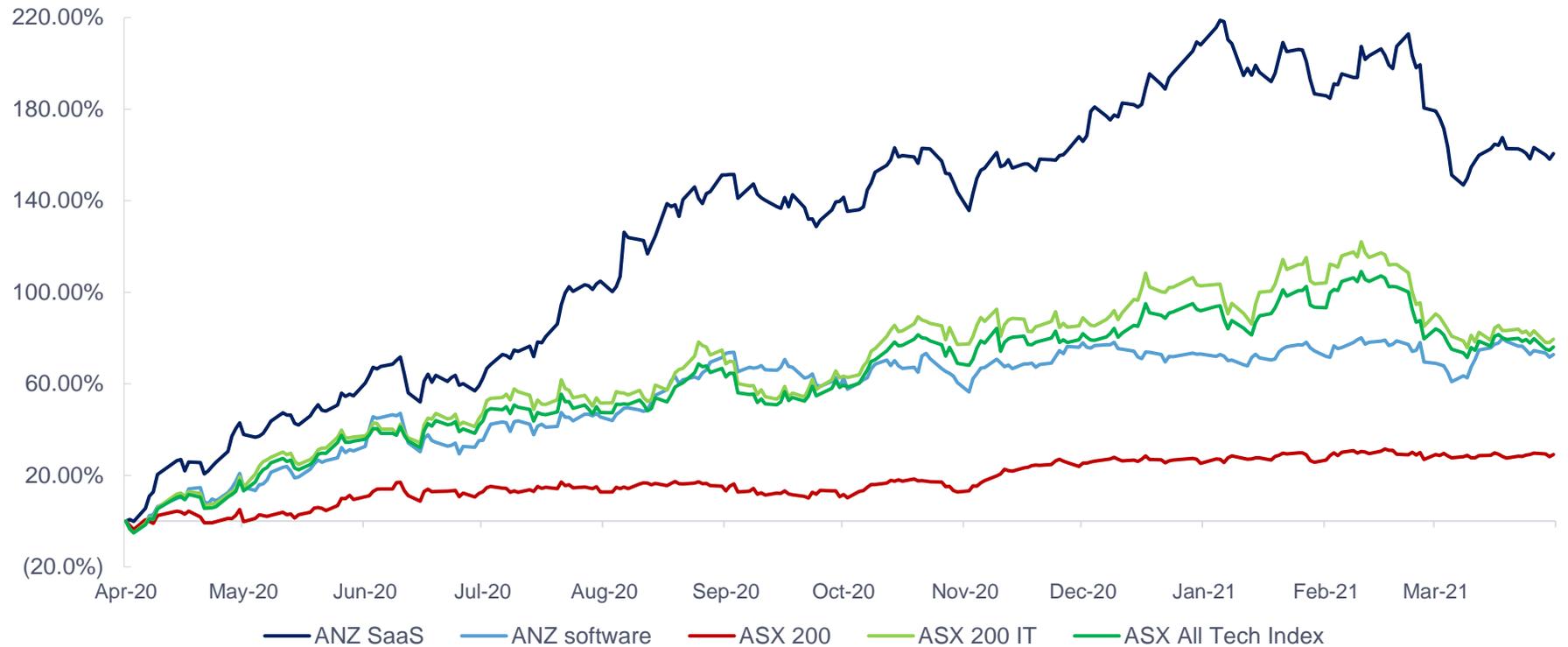
Overview				EV/ Revenue		EV/ EBITDA		IPO metrics				
Company	IPO date	Category	Raising size (A\$m)	IPO year	Forecast year	IPO year	Forecast year	Revenue growth ²	Recurring revenue ²	EBITDA margin ²	Market cap at IPO (A\$m) ³	Return since IPO
 Oneview	Mar-16	Software	62.4	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	194.4	(89.0%)
 wisetech global	Apr-16	SaaS	167.6	8.7x	6.6x	29.7x	18.5x	28.1%	98.0%	29.4%	973.6	767.2%
 bravura solutions	Nov-16	Software	148.1	1.6x	n.a.	9.5x	n.a.	1.6%	57.0%	17.2%	310.6	75.9%
 bigtincan	Mar-17	SaaS	12.0	3.2x	n.a.	n.a.	n.a.	38.0%	92.0%	n.a.	45.8	232.7%
 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	(52.0%)
 ELMO	Jun-17	SaaS	25.0	5.1x	3.8x	97.7x	31.3x	24.8%	96.0%	5.5%	108.3	145.0%
 RIGHTCROWD	Sep-17	Software	10.0	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	40.0	16.7%
 ixup	Nov-17	Software	12.5	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	31.7	(37.5%)
 DXN	Apr-18	Software	16.0	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	21.4	(92.0%)
 ReadyTech	Apr-19	SaaS	50.0	4.2x	3.9x	10.9x	9.5x	6.2%	89.5%	39.0%	120.8	22.5%
 Life360	May-19	SaaS	145.4	15.2x	8.3x	n.a.	n.a.	82.6%	n.a.	(51.5%)	689.2	0.2%
 whispir	Jun-19	SaaS	47.0	4.4x	3.5x	n.a.	n.a.	11.6%	76.7%	(39.1%)	163.0	111.3%
 FINEOS	Aug-19	Software	211.0	5.6x	n.a.	75.2x	n.a.	30.9%	n.a.	11.8%	661.0	56.0%
 DAMSTRA	Oct-19	SaaS	49.3	5.1x	n.a.	25.1x	n.a.	39.4%	69.5%	20.3%	123.7	26.1%
 nitro	Dec-19	SaaS	110.2	4.5x	n.a.	n.a.	n.a.	14.4%	49.9%	(13.1%)	325.0	41.9%
 limeade	Dec-19	SaaS	100.0	5.5x	n.a.	n.a.	n.a.	19.4%	96.2%	(19.1%)	452.9	(53.0%)
 nuix	Dec-20	SaaS	953.0	9.9x	9.0x	31.5x	27.5x	26.0%	88.7%	31.6%	1,684.9	(2.8%)
Median			50.0	5.1x	4.5x	27.4x	18.5x	24.8%	88.7%	12.7%	163.0	22.5%



ANZ SaaS and software sector performance



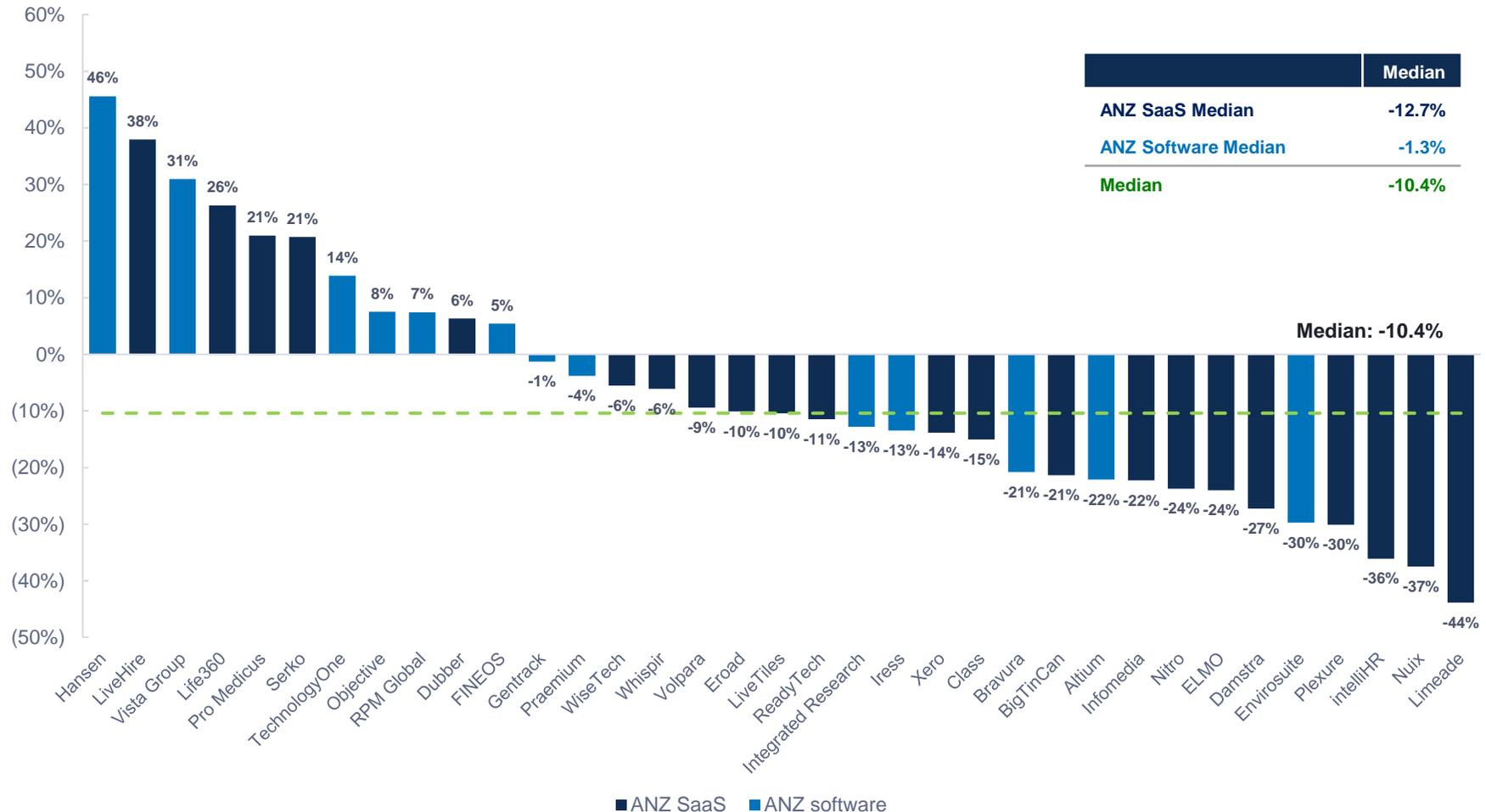
ANZ SaaS & software index performance¹



	ANZ SaaS	ANZ software	ASX 200	ASX 200 IT	ASX All Tech Index
CY21 YTD	(15.4%)	(0.2%)	3.1%	(11.5%)	(8.3%)
6 months	8.7%	9.2%	16.8%	10.3%	11.0%
12 months	160.6%	72.9%	29.1%	79.5%	76.0%

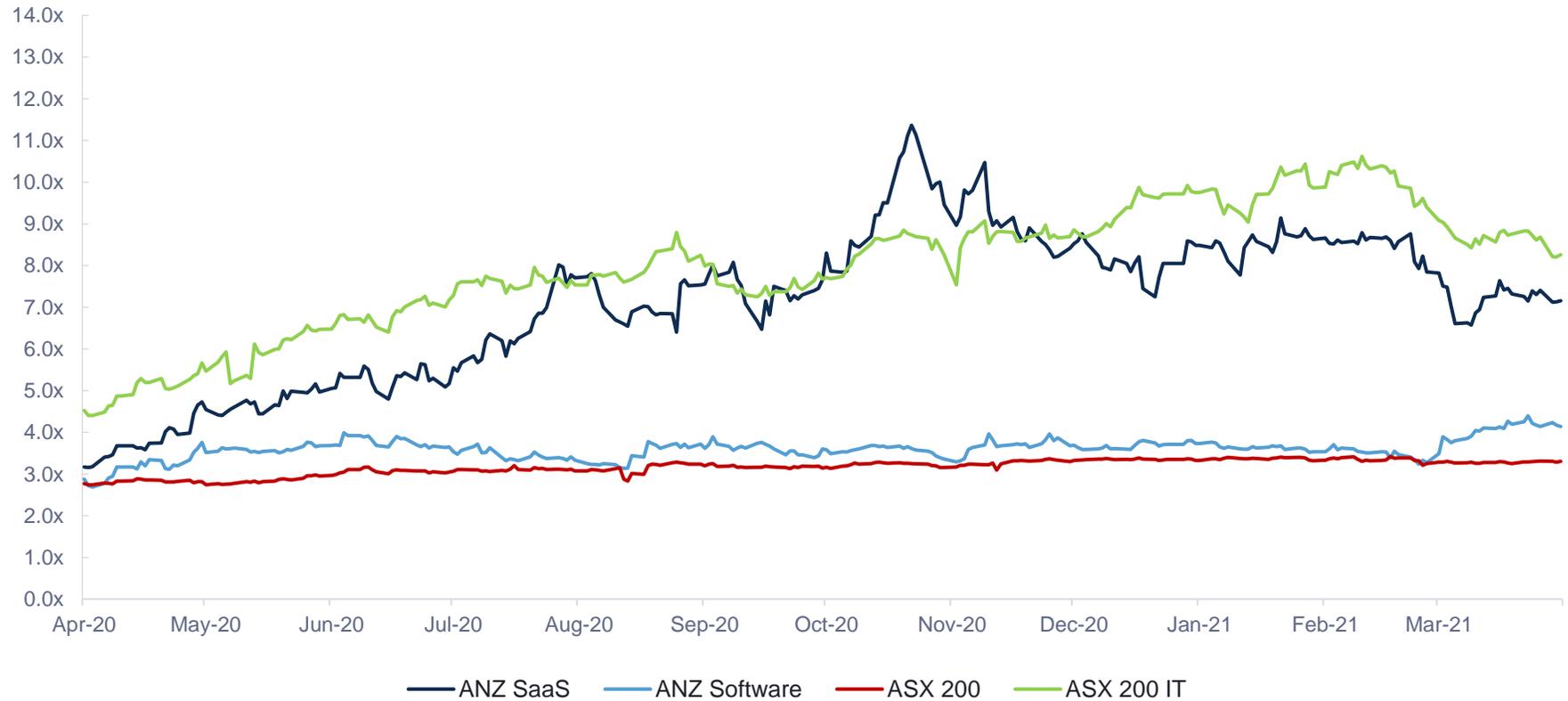
ANZ SaaS, software and the ASX tech indices underperformed the ASX 200 in 1Q21

ANZ SaaS & Software last 3 months performance



ANZ Software performance was relatively flat in 1Q21, outperforming SaaS companies which lost ground during the quarter

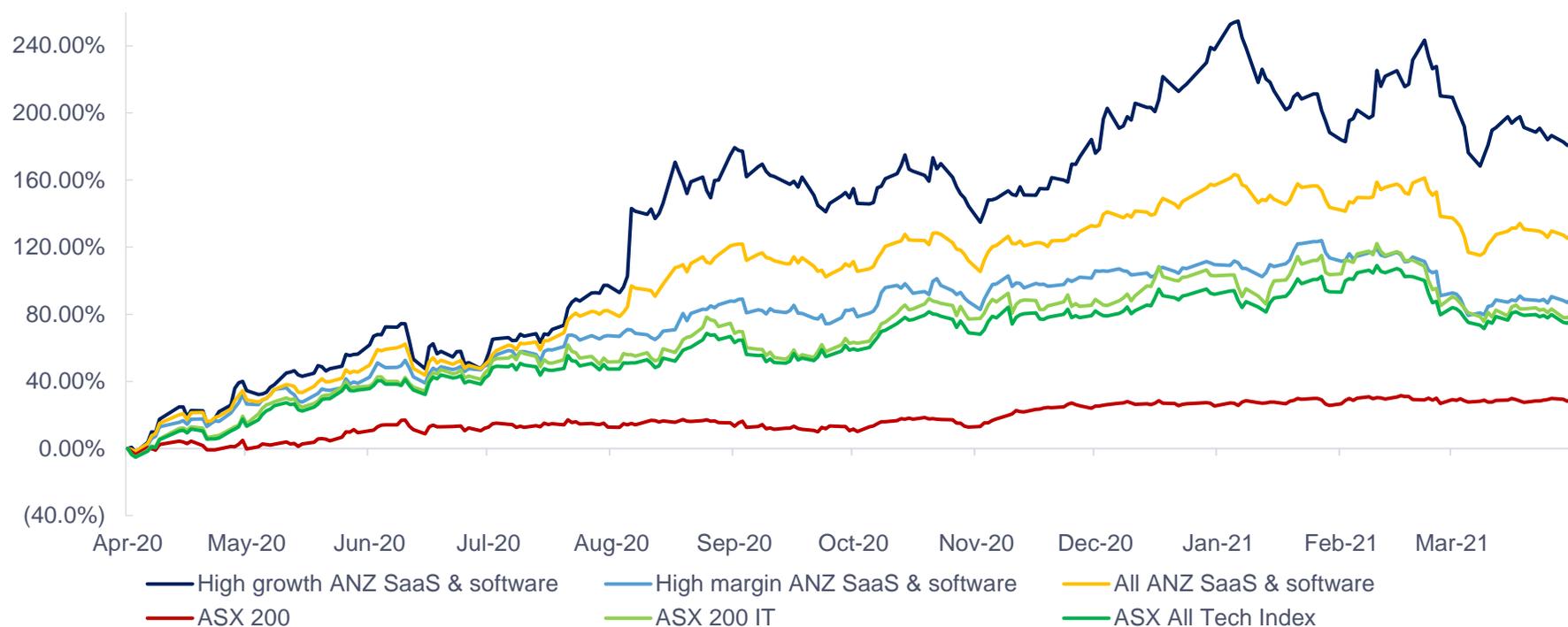
ANZ SaaS & software EV/ NTM revenue



	ANZ SaaS	ANZ software	ASX 200	ASX 200 IT
12 months ago	3.2x	2.9x	2.8x	4.5x
Current	7.2x	4.1x	3.3x	8.3x

ANZ SaaS and software NTM revenue multiples have improved over the last 12 months

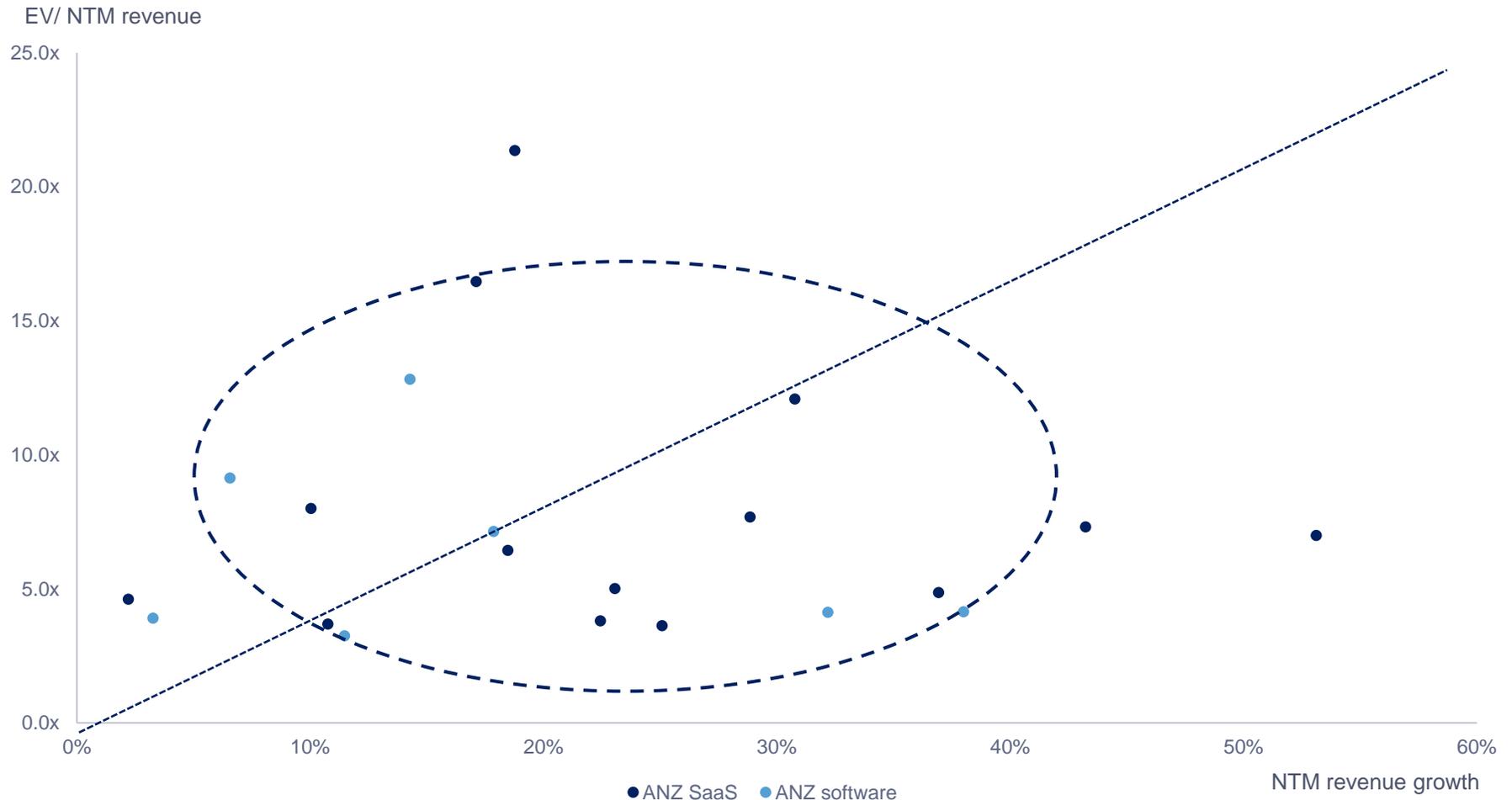
ANZ SaaS & software high growth¹ and margin² performance



	High growth SaaS & software	High margin SaaS & software	All SaaS & software	ASX 200	ASX 200 IT	ASX All Tech Index
YTD21	(16.6%)	(9.9%)	(11.5%)	3.1%	(11.5%)	(8.3%)
6 months	12.9%	3.5%	9.0%	16.8%	10.3%	11.0%
12 months	181.7%	88.7%	127.3%	29.1%	79.5%	76.0%

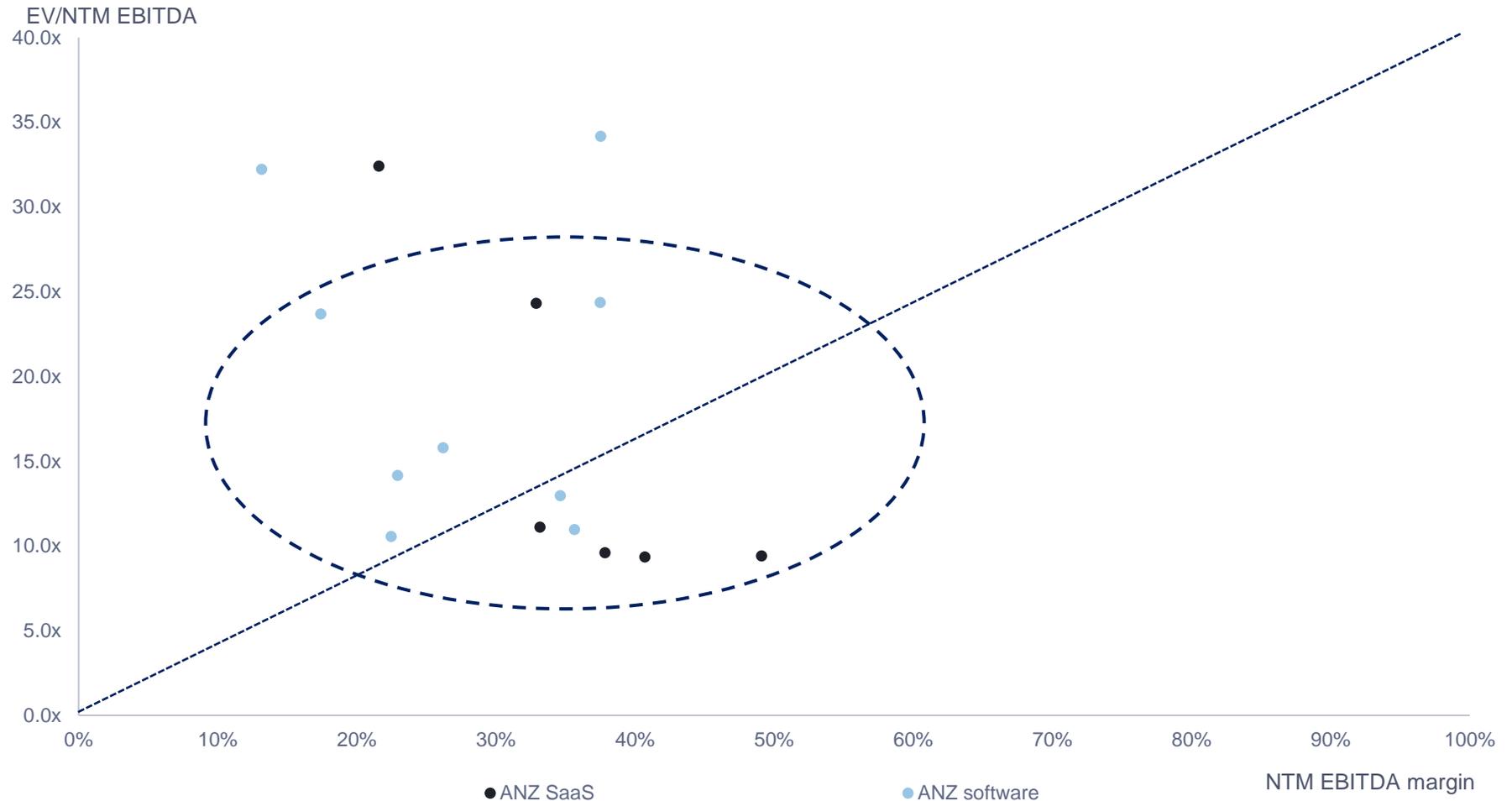
High growth SaaS & software companies retreated from record highs late in 1Q21 as bond yields reached pre-pandemic levels

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



The correlation between revenue growth and revenue multiples for ANZ SaaS & software companies is lower than in previous periods

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



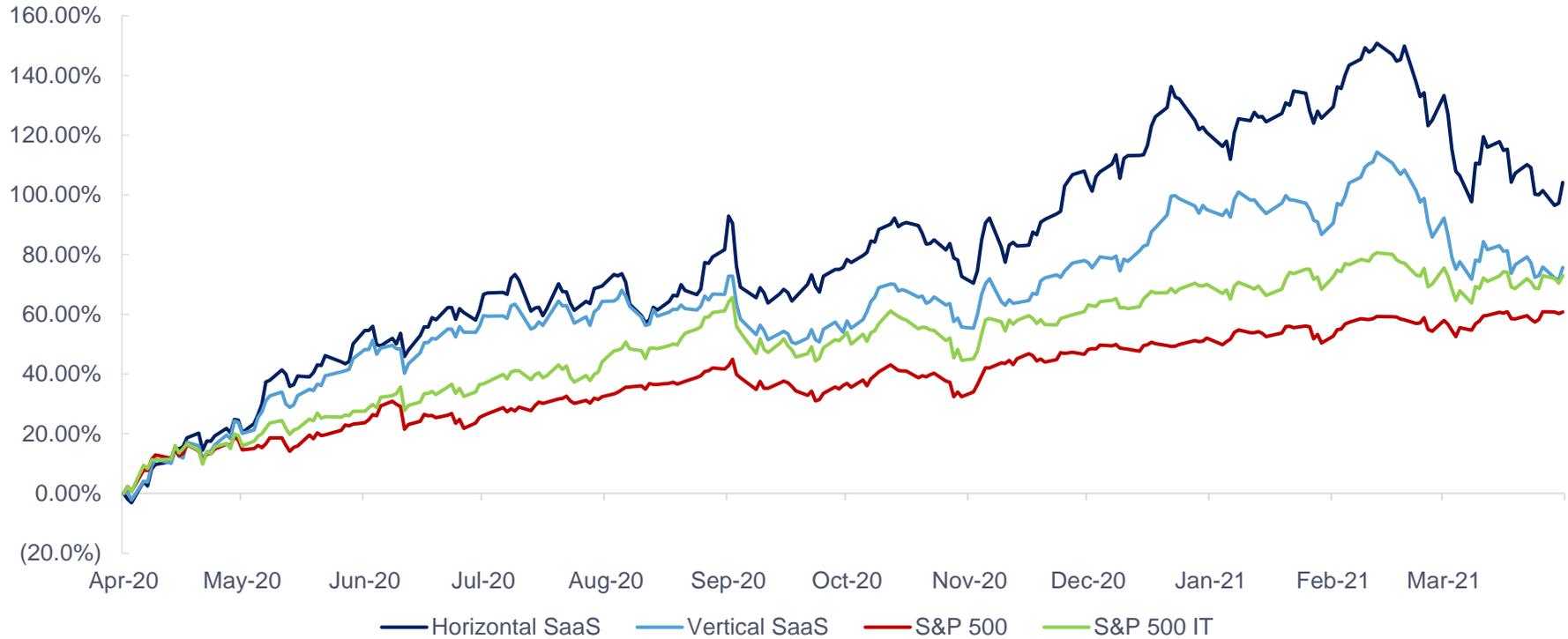
ANZ software companies tend to trade at EBITDA multiples higher than their SaaS counterparts



US SaaS sector performance



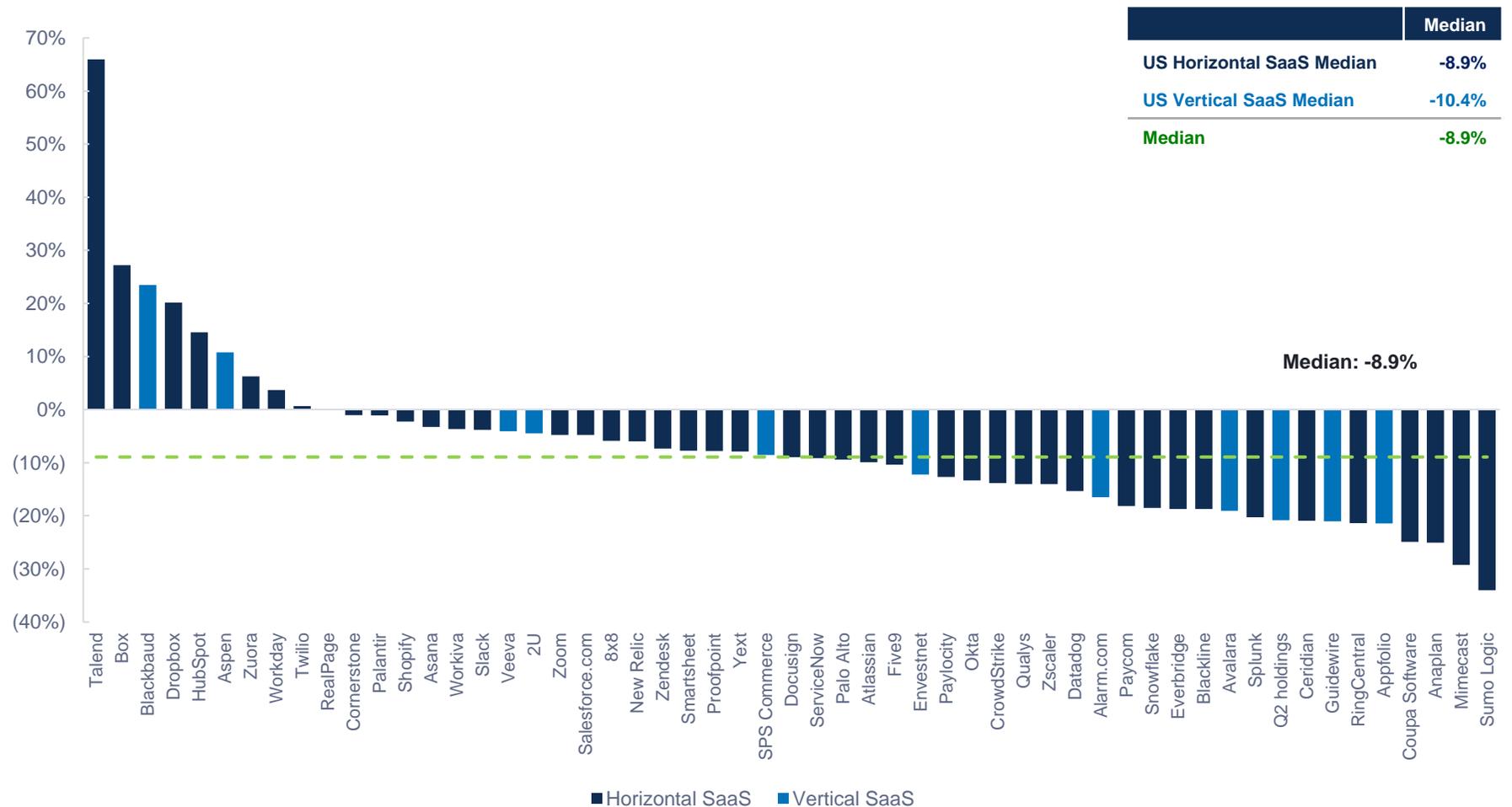
US SaaS index performance¹



	Horizontal SaaS	Vertical SaaS	S&P 500	S&P 500 IT
YTD21	(7.6%)	(9.9%)	5.8%	1.7%
6 months	16.2%	14.1%	18.1%	13.5%
12 months	104.2%	75.7%	60.8%	73.0%

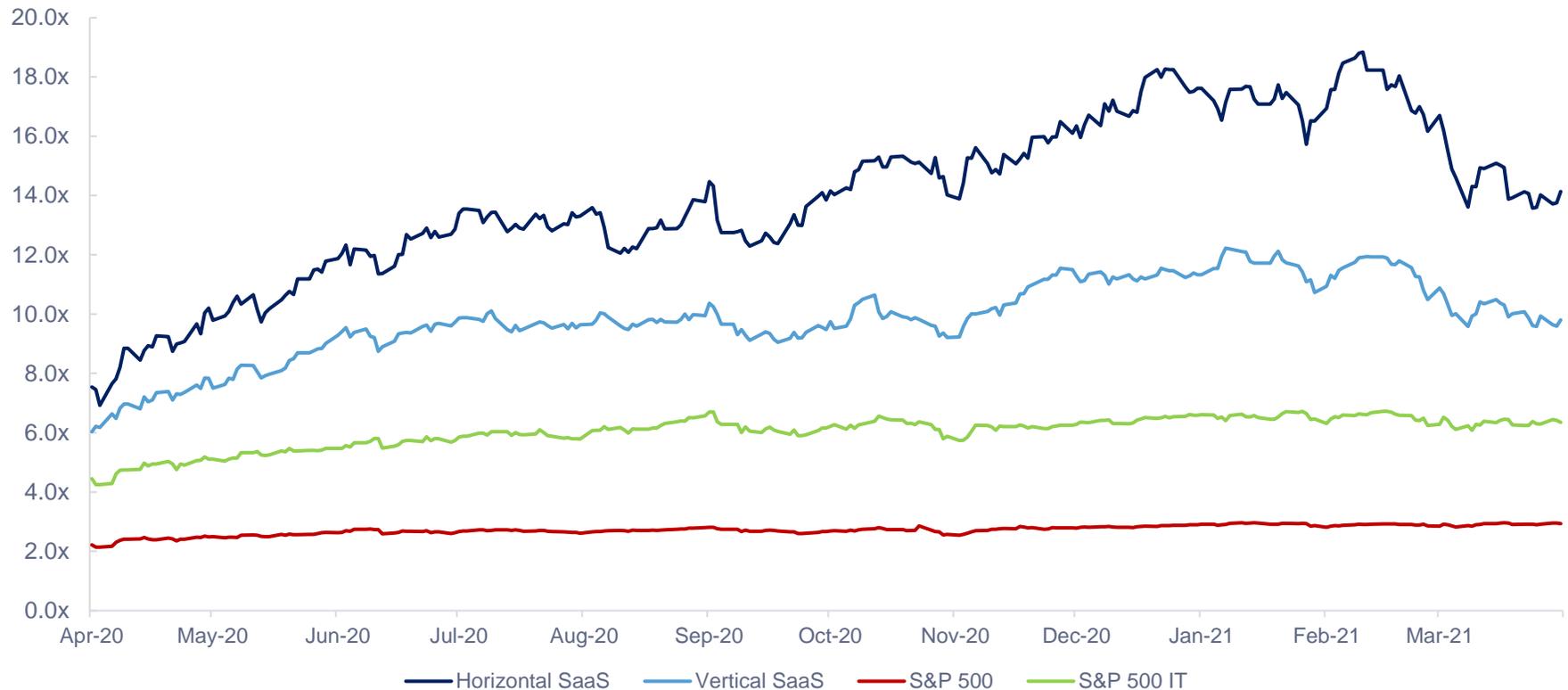
Horizontal and Vertical SaaS companies underperformed the market indices in 1Q21

US SaaS last 3 month performance



US horizontal SaaS companies performed slightly better than their vertical SaaS peers over the last quarter, however most companies lost ground by the end of March

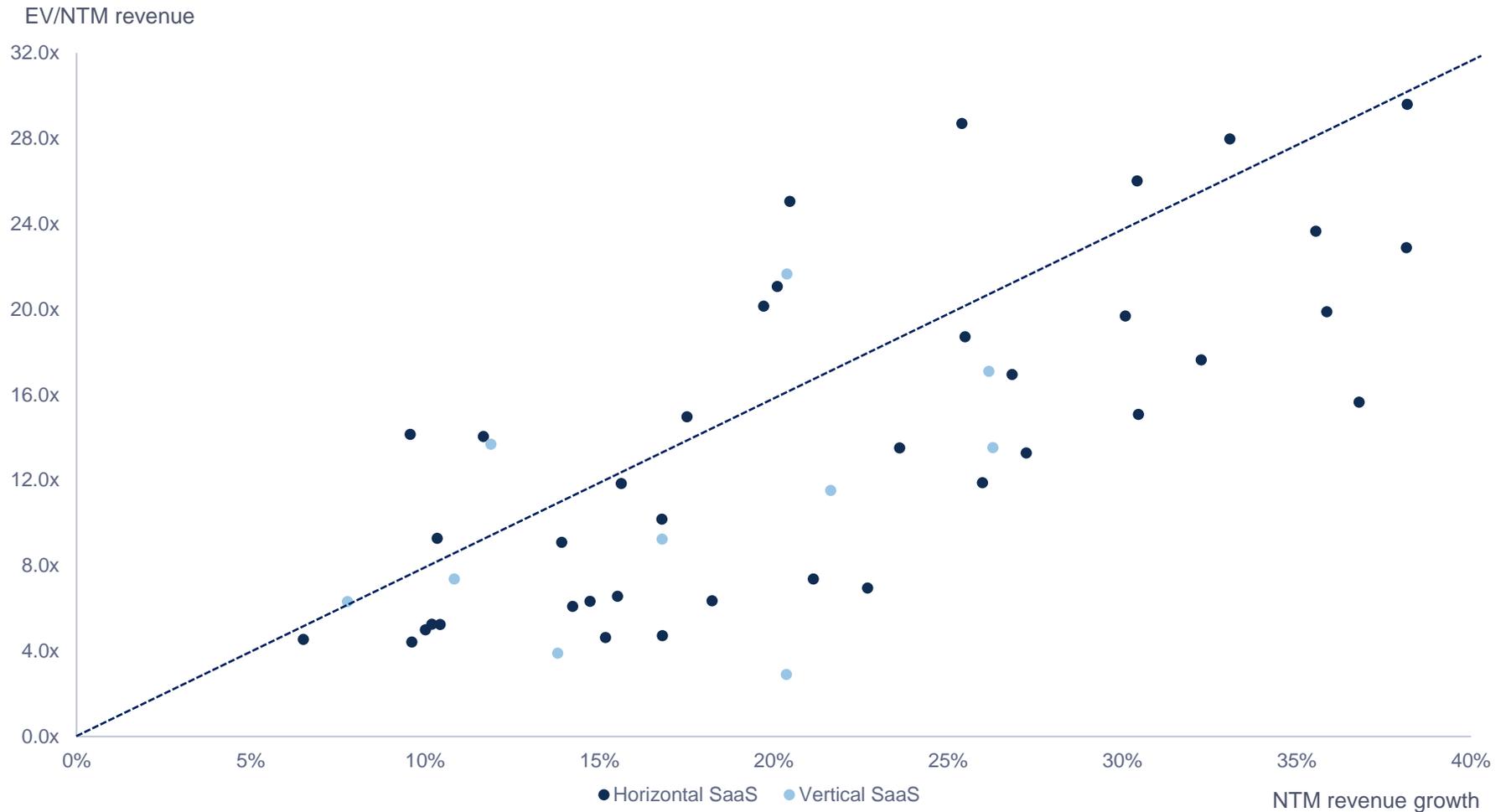
US SaaS EV/ NTM revenue



	Horizontal SaaS	Vertical SaaS	S&P 500	S&P 500 IT
12 months ago	7.5x	6.0x	2.2x	4.5x
Current	14.1x	9.8x	2.9x	6.3x

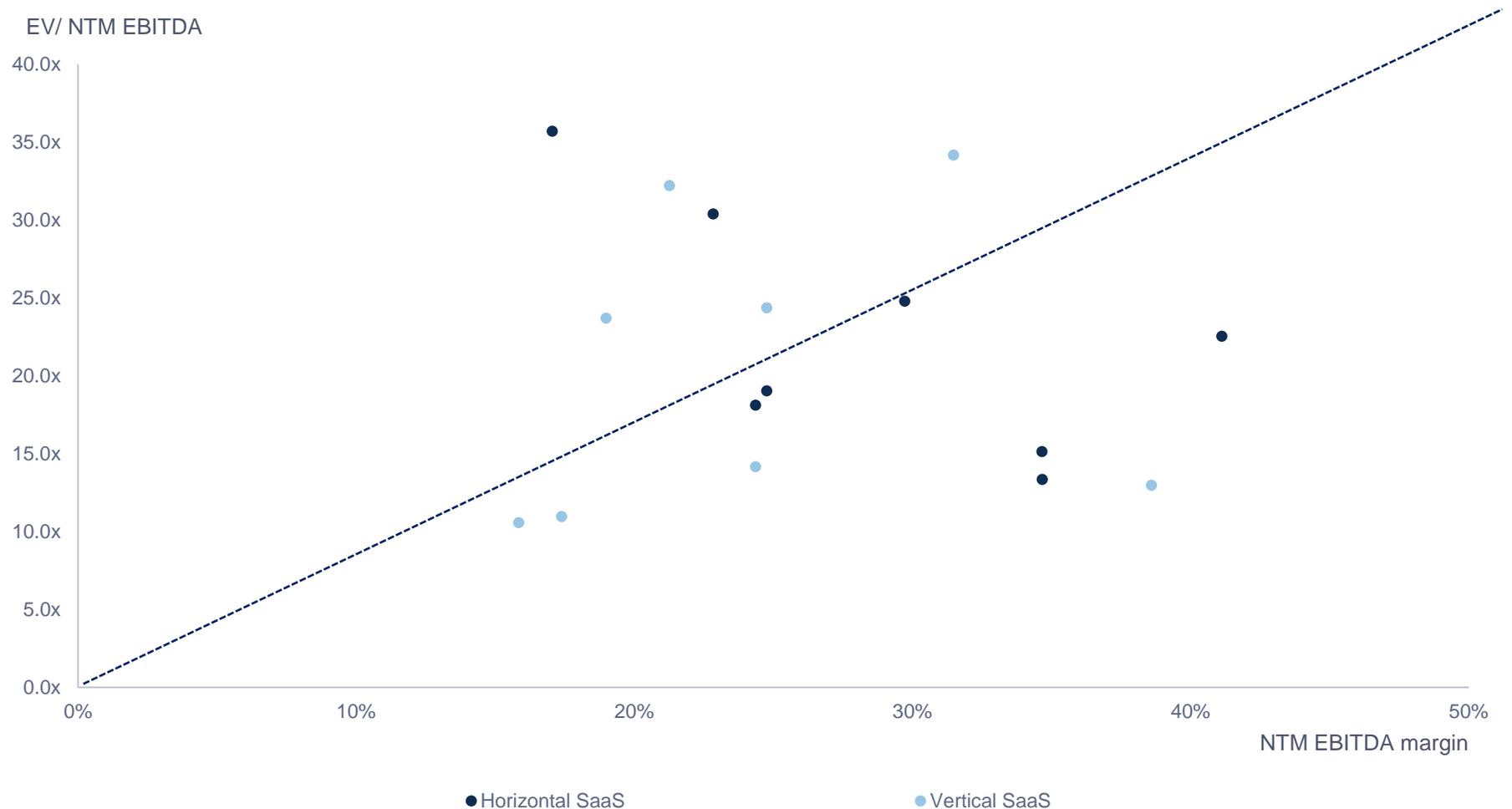
After reaching record highs in Feb-21, US SaaS revenue multiples dropped off significantly in late March, but remain well above their levels 12 months ago

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 Vertical 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 Solutions	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 <small>The Complete HRIS Cloud Based Solution</small>	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.
 BIDTRAXCKER	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 investar 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	 IOOF	30.0	n.a.	n.a.
 edapp	Sep-20	 SafetyCulture	50.0	n.a.	n.a.
 PREMIER technologies	Payments Business	 linkly	n.a.	n.a.	n.a.
 roubler.	Oct-20	 myob	44.0	n.a.	n.a.
 SAI GLOBAL	Property Division	 D&D Dye & Durham	91.0	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
 webexpenses	Dec-20	 ELMO	58.3	7.4x	58.3x
 merlot.aero	Dec-20	 CAE	39.1	n.a.	n.a.
 ReckonDocs	Feb-21	 CLASS	13.0	2.6x	4.3x
 elevio	Feb-21	 dixa	n.a.	n.a.	n.a.
 neto	Mar-21	 MAROPOST	61.9	n.a.	n.a.
 DocsCorp	Mar-21	 LITERA	102.0	n.a.	n.a.
Median				5.8x	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		803.4	8.7x	n.a.
 EllieMae	Aug-20		15,272.8	18.1x	n.a.
 LimelightHealth	Aug-20		104.7	n.a.	n.a.
 Vertafore	Aug-20		7,465.4	n.a.	n.a.
 Brandfolder	Aug-20		216.3	n.a.	n.a.
 Signal Sciences	Aug-20		1,071.2	n.a.	n.a.
 mycase	Sep-20		266.7	n.a.	n.a.
 CHEF	Sep-20		304.0	3.1x	n.a.
 XCM	Sep-20		221.2	7.2x	n.a.
 RUNDECK	Sep-20		138.8	n.a.	n.a.
 preempt SECURITY	Sep-20		135.2	n.a.	n.a.
 segment	Oct-20		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.
 AGI <small>/An Ansys Company</small>	Oct-20	 Ansys	1,014.2	n.a.	n.a.
 inference	Oct-20	 Five9	245.2	n.a.	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.
 afs <small>technologies</small>	Nov-20	 TELUS International	332.7	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	1,097.1	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
 CODEOBJECTS	Nov-20	 insurity	130.9	n.a.	n.a.
 TAPAD	Nov-20	 experian™	385.2	n.a.	n.a.
 respond	Nov-20	 FIREEYE™	244.3	n.a.	n.a.
 Gainsight	Nov-20	 VISTA EQUITY PARTNERS	1,496.9	n.a.	n.a.
 Upserve	Dec-20	 lightspeed	584.5	10.8x	n.a.
 MIXIE	Dec-20	 New Relic®	142.8	n.a.	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.
 PLURALSIGHT	Dec-20	 VISTA EQUITY PARTNERS	6,206.4	11.1x	n.a.
 arena	Dec-20	 ptc	948.9	n.a.	n.a.
 LOOM.AI	Dec-20	 ROBLOX	127.3	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
 JORNAYA™	Dec-20	 Verisk	197.2	n.a.	n.a.
 DATA MASONS	Dec-20	 SPS COMMERCE	131.3	n.a.	n.a.
 Sparta Systems	Dec-20	 Honeywell	1,724.7	n.a.	n.a.
 FocusVision	Jan-21	 Confirmit.	470.5	n.a.	n.a.
 Volterra	Jan-21	 f5	644.6	n.a.	n.a.
 Kount®	Jan-21	 EQUIFAX®	823.8	n.a.	n.a.
 Star2Star	Jan-21	 SANGOMA	572.1	5.9x	32.0x
 wrike	Jan-21	 citrix	2,920.6	n.a.	n.a.
 bridgecrew	Feb-21	 paloalto® NETWORKS	257.6	n.a.	n.a.
 Starfish by HOBSON'S	Feb-21	 EAB	116.1	n.a.	n.a.
 Innovyze®	Feb-21	 AUTODESK.	1,261.6	22.0x	n.a.

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

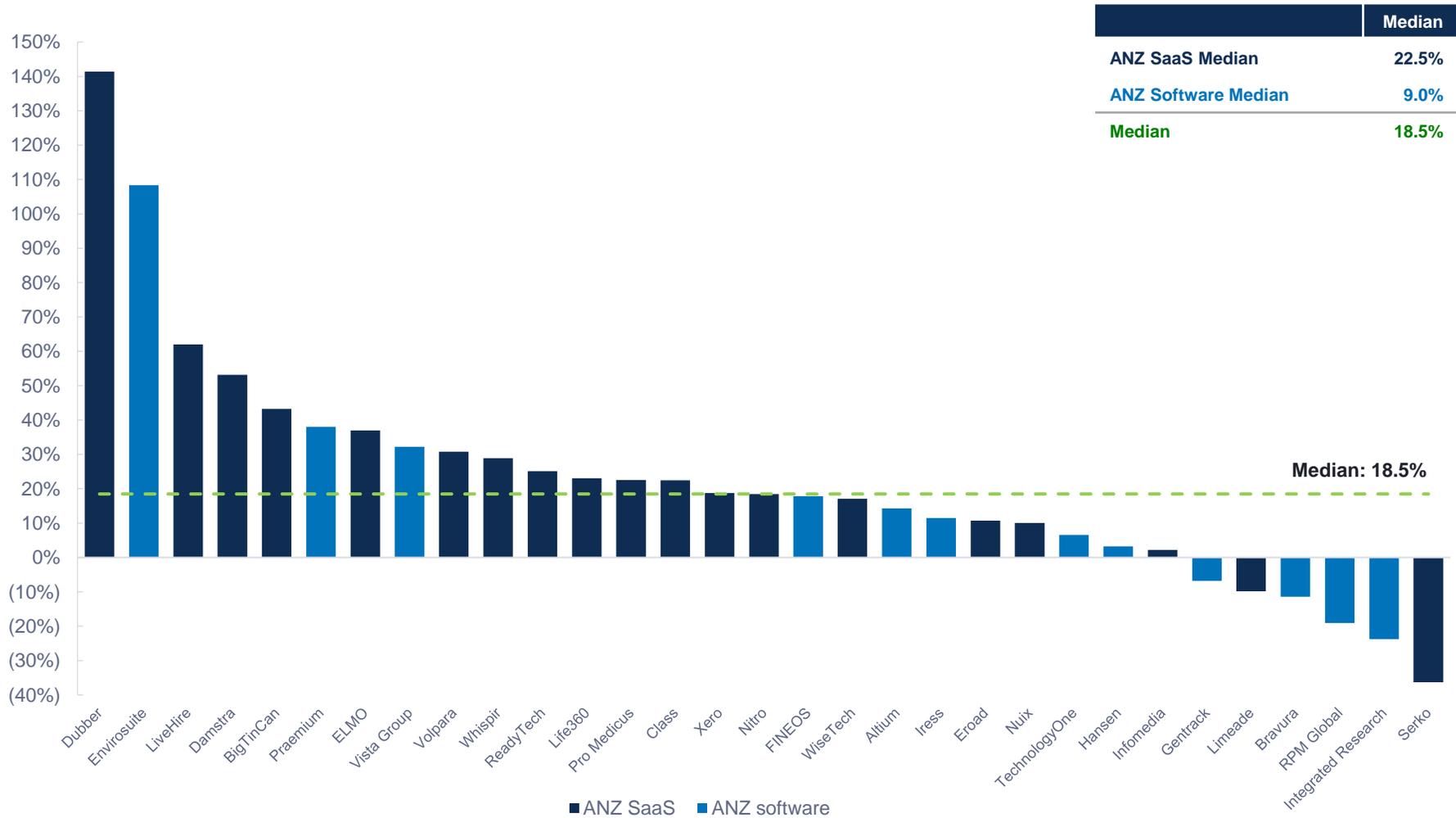
Transaction overview				Multiples	
Target	Date	Acquirer	Transaction value (A\$m) ²	EV/ LTM revenue	EV/ LTM EBITDA
 Stamped	Mar-21	 wecommerce	140.8	n.a.	n.a.
 DocSend	Mar-21	 Dropbox	214.3	n.a.	n.a.
 remix	Mar-21	 via	129.7	n.a.	n.a.
 PRODIGY	Mar-21	 Upstart	129.9	n.a.	n.a.
 tock	Mar-21	 SQUARESPACE	525.6	n.a.	n.a.
Median				7.4x	32.0x



Benchmarking: SaaS and software metrics

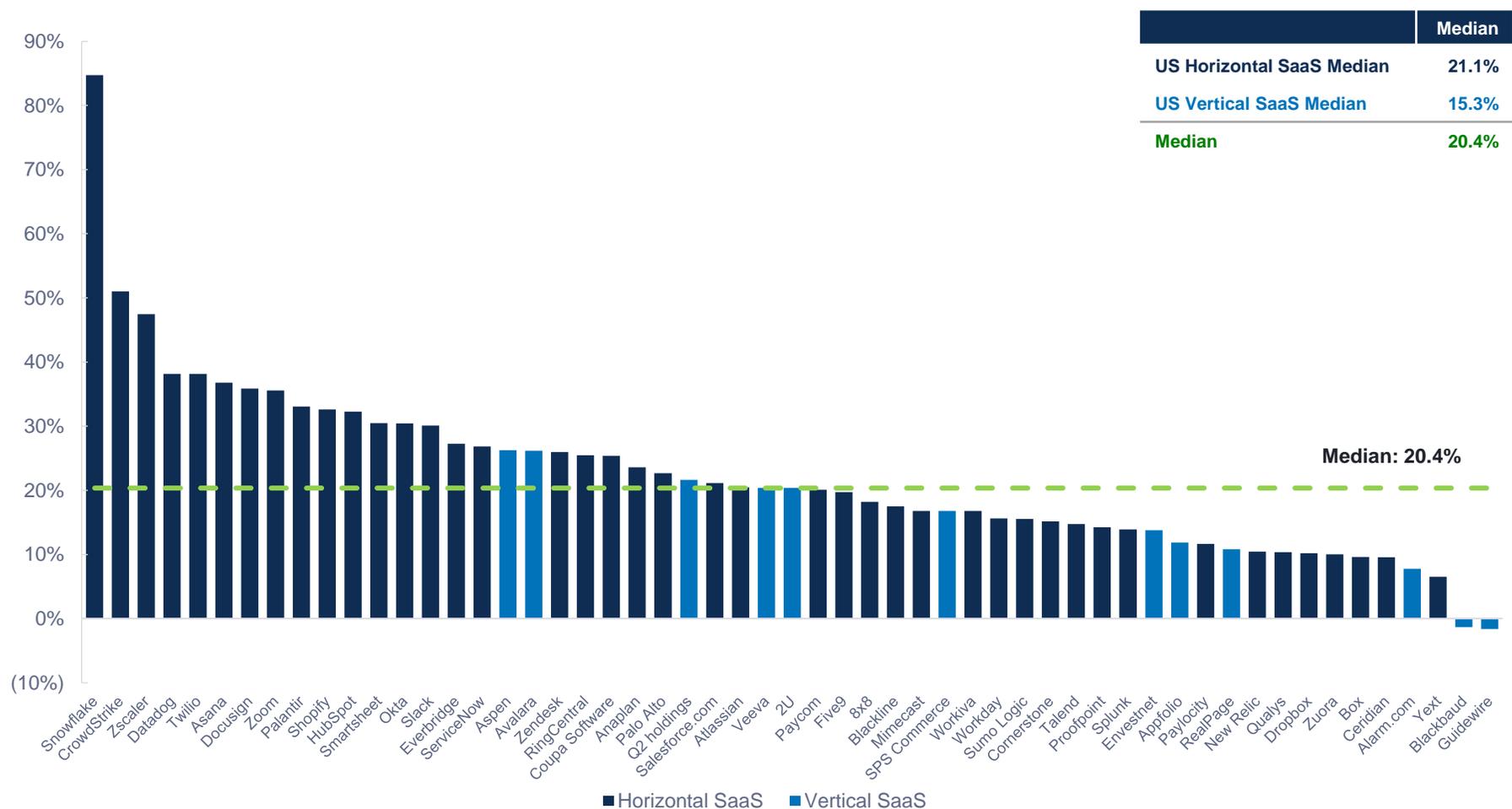


Benchmarking: ANZ NTM revenue growth



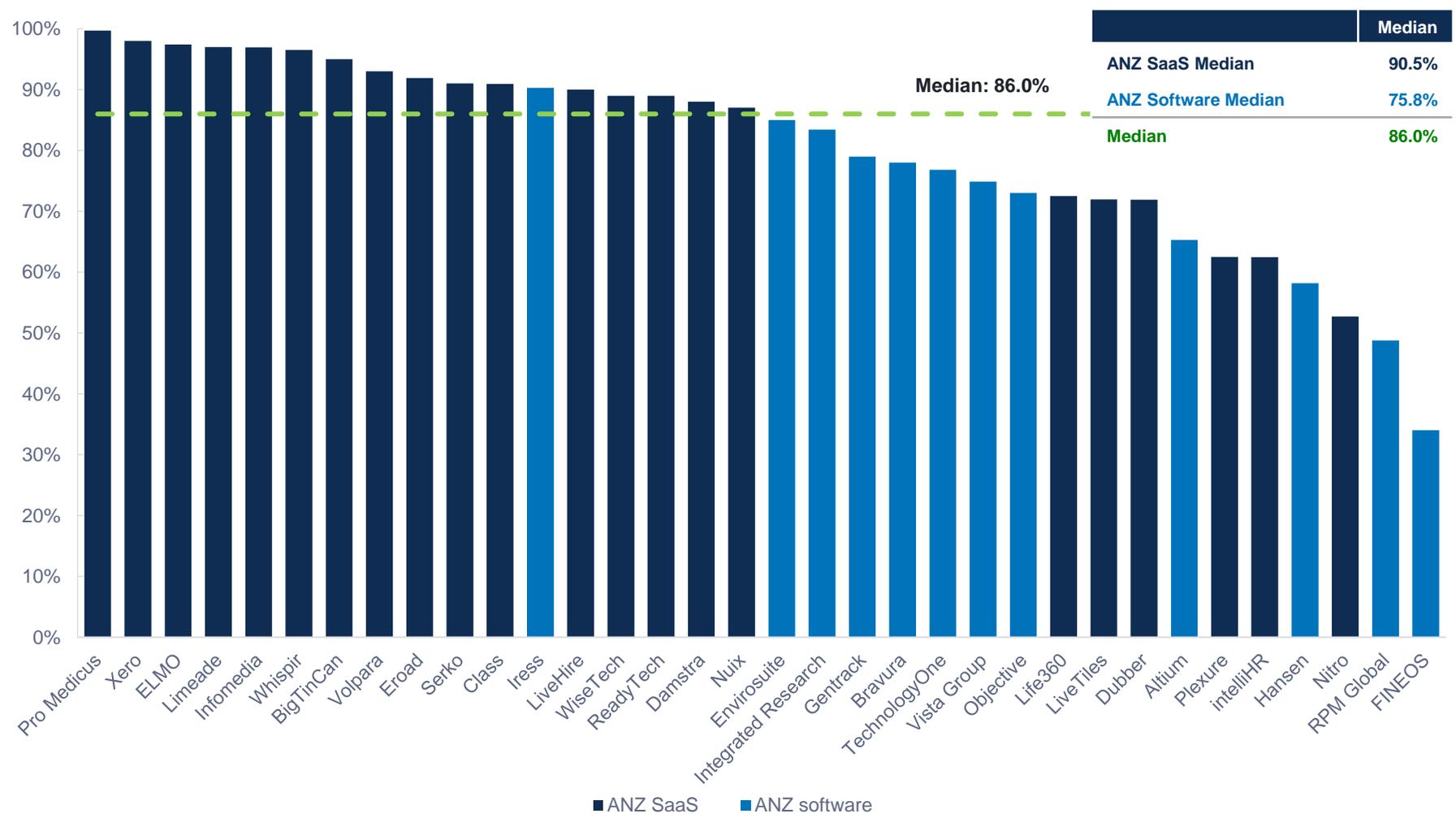
ANZ SaaS companies have significantly higher growth rates than traditional software companies

Benchmarking: US NTM revenue growth



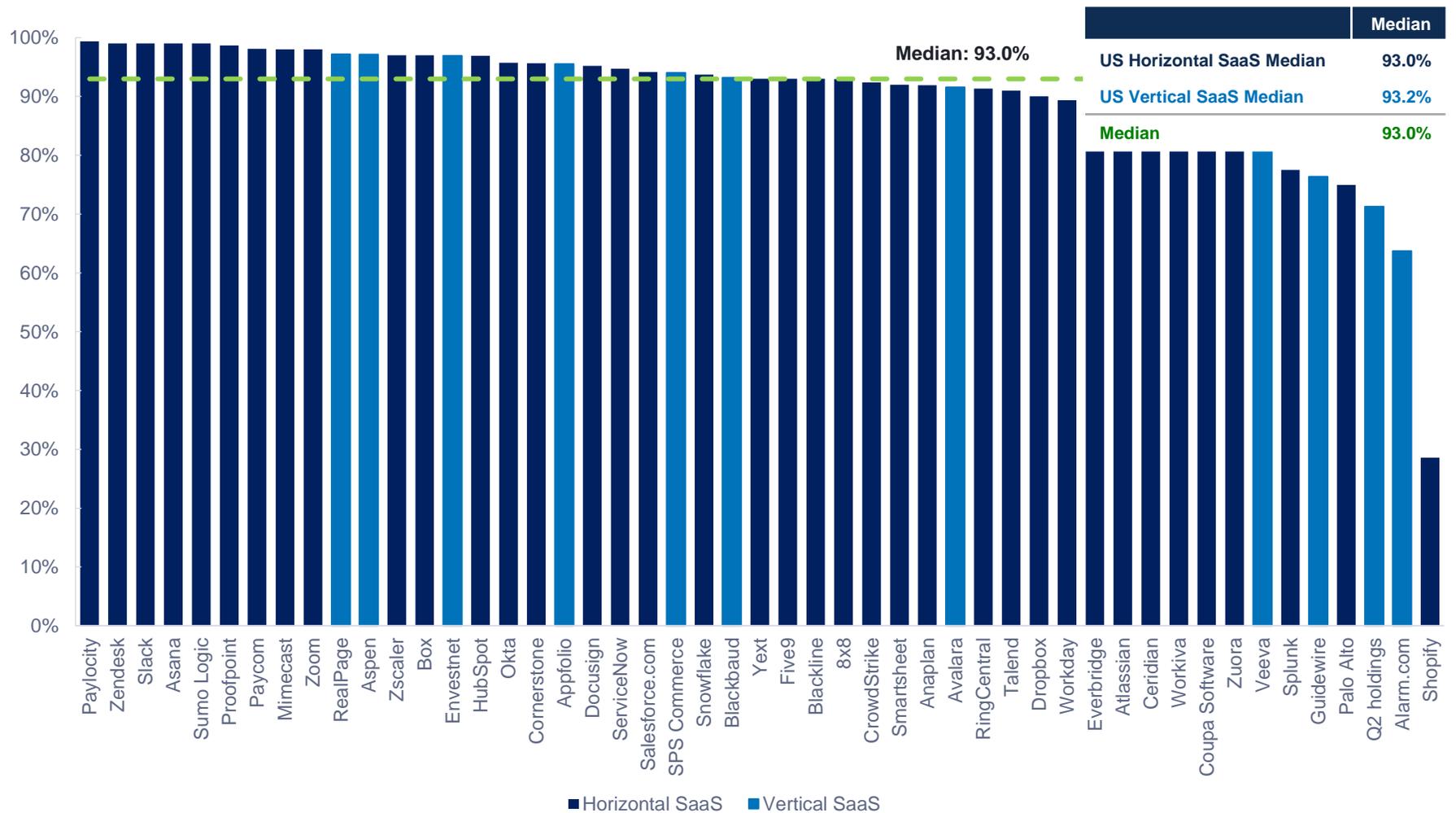
After unprecedented growth in 2020, US SaaS companies are expected to experience more sustainable levels of growth in the next 12 months

Benchmarking: ANZ recurring revenue



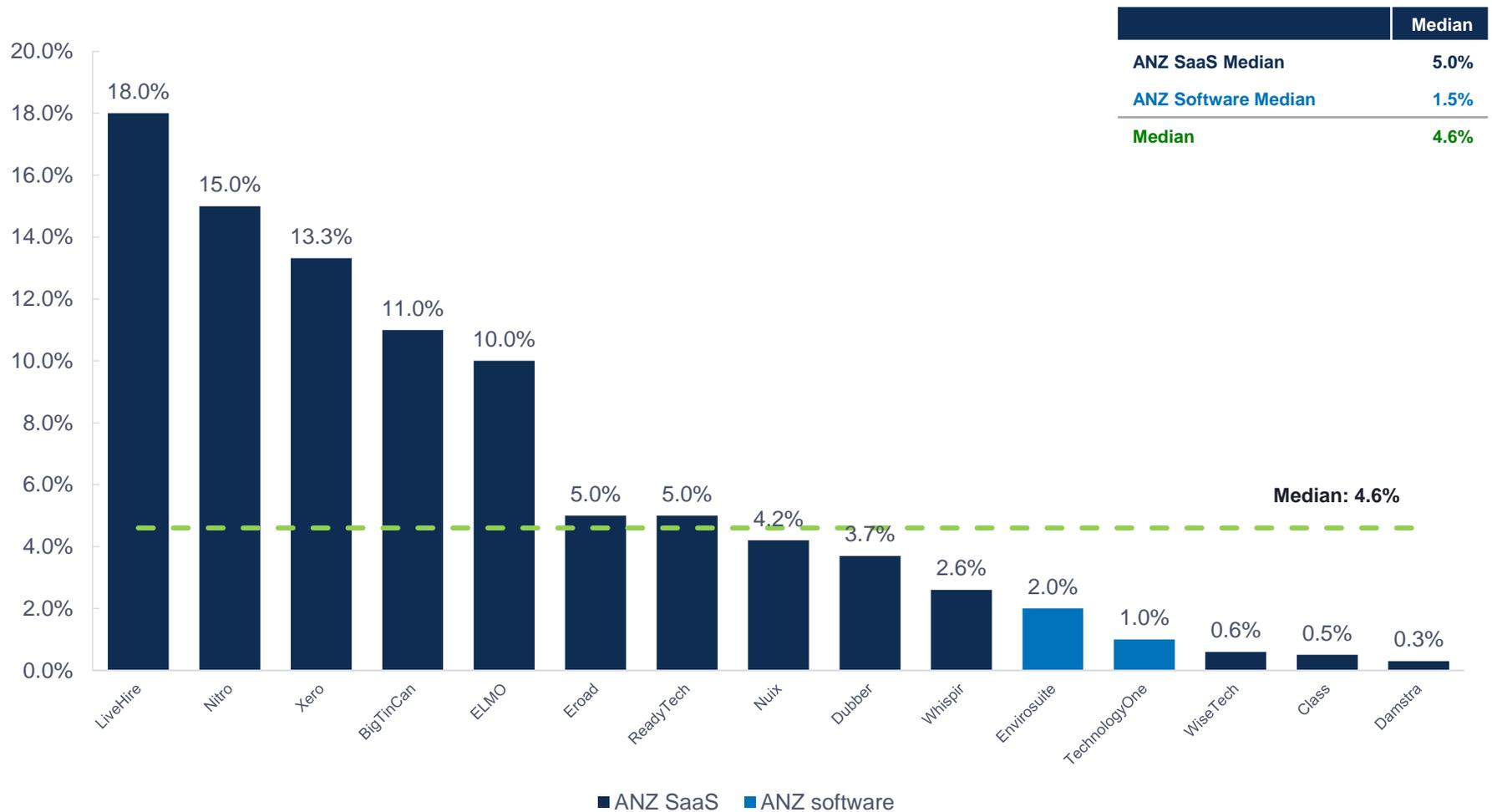
SaaS companies have significantly higher levels of recurring revenue than traditional software co's

Benchmarking: US recurring revenue



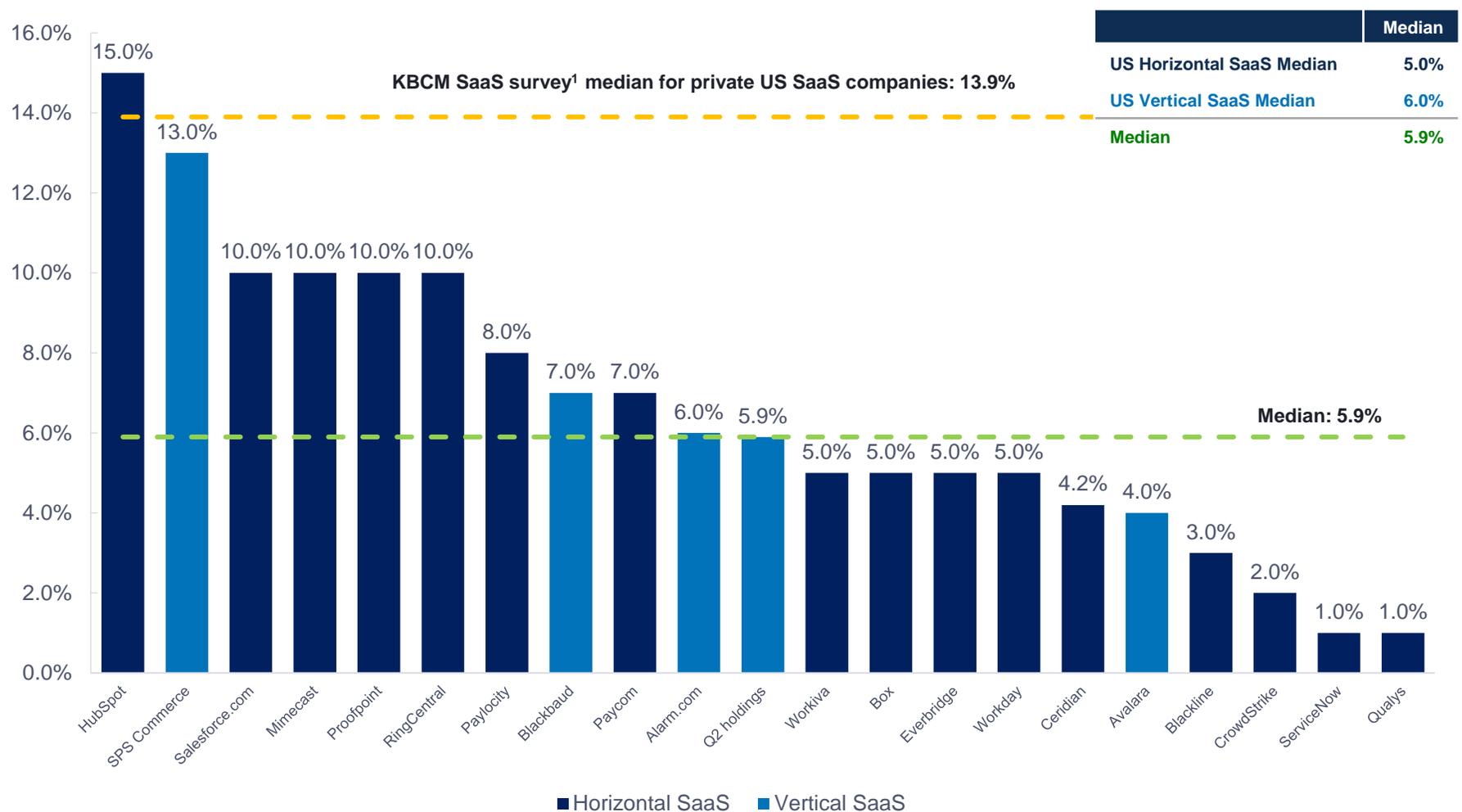
US SaaS companies have a median of ~93% recurring revenue

Benchmarking: ANZ attrition rate



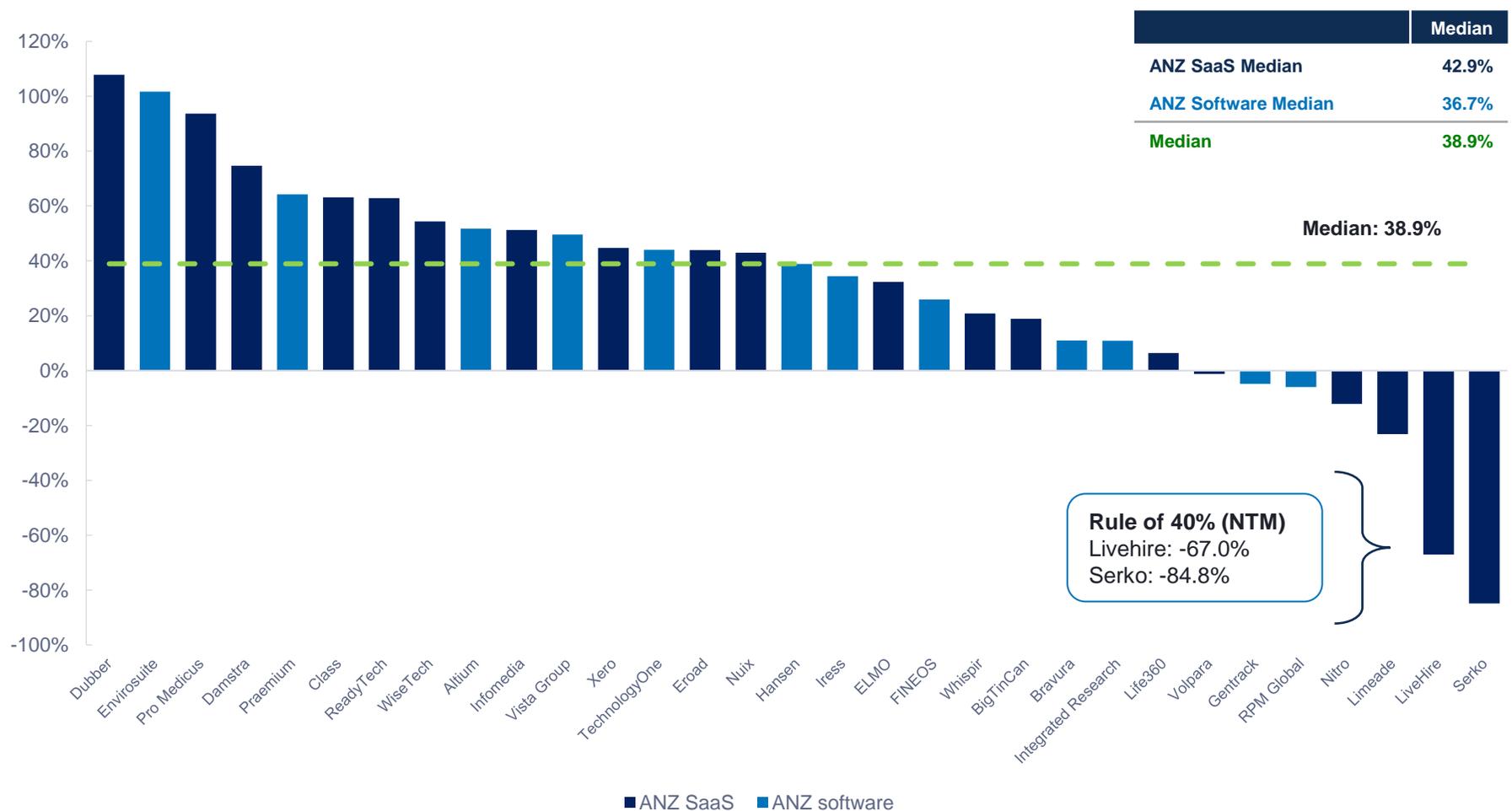
Limited reporting on gross attrition but investors pay premiums for low attrition (e.g. WiseTech)

Benchmarking: US attrition rate



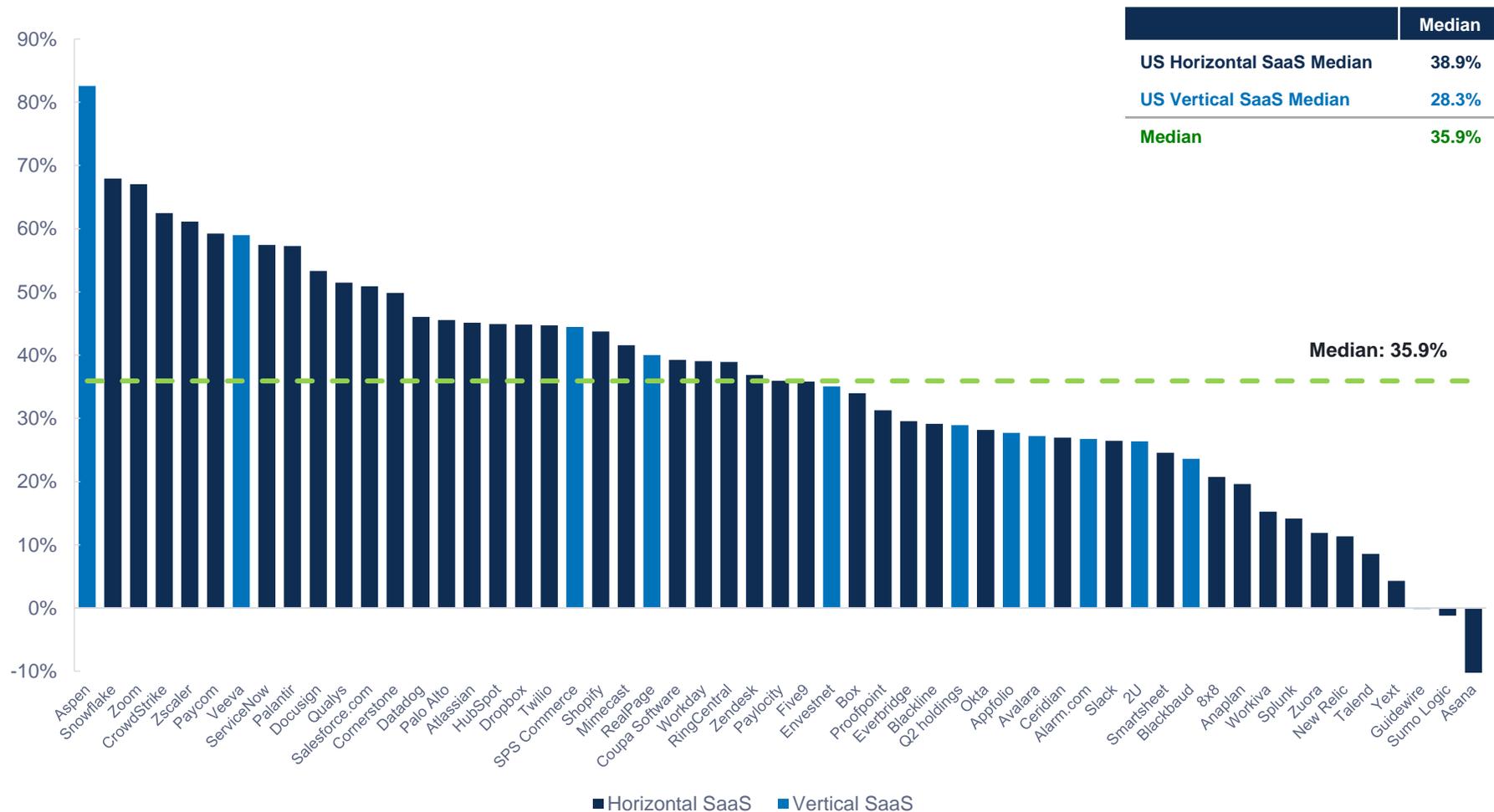
US SaaS companies typically have attrition rates of 5-10% pa

Benchmarking: ANZ rule of 40% (NTM)



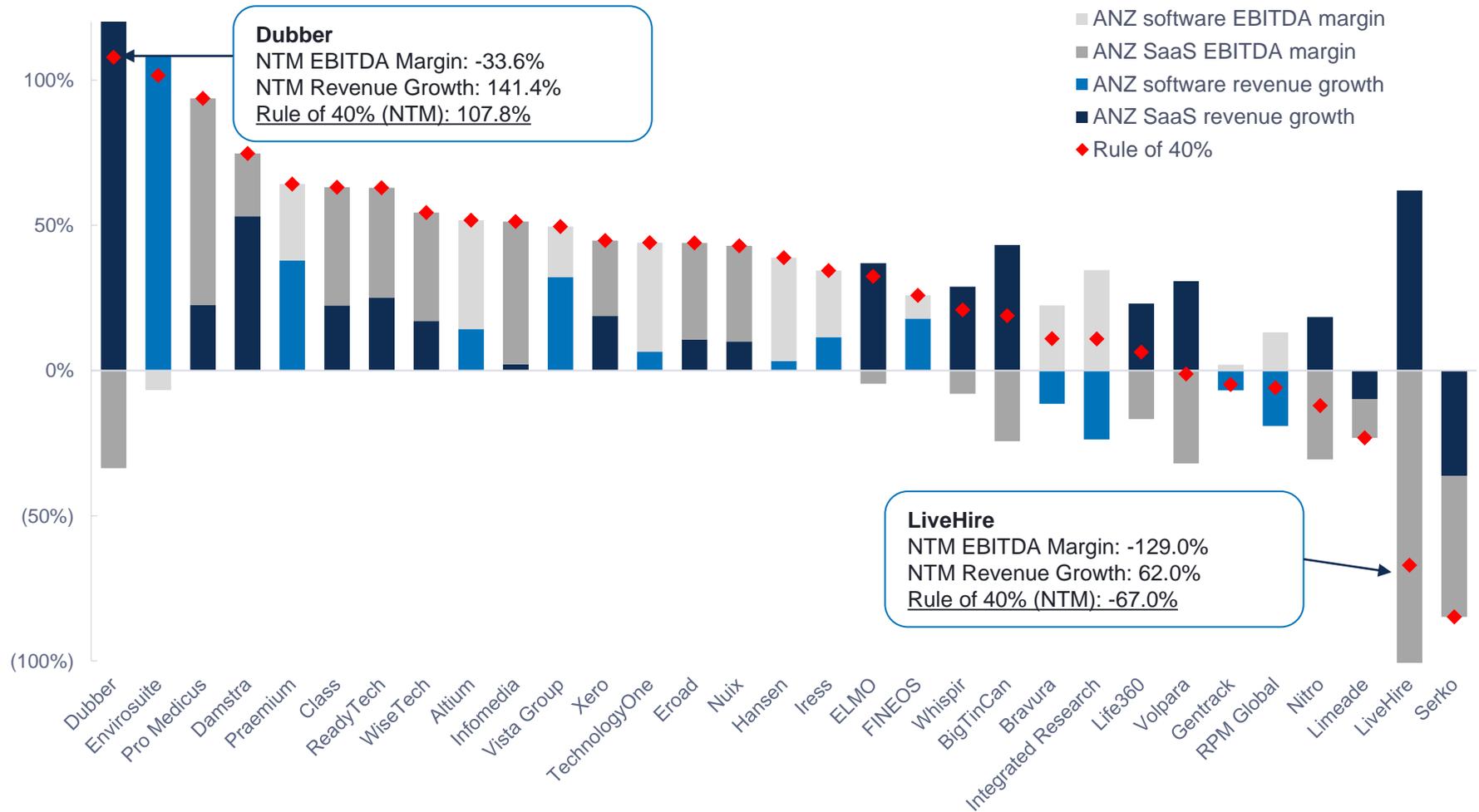
The median ANZ SaaS company is expected to meet the Rule of 40 benchmark over the next 12 months, while the median software company will fall short

Benchmarking: US rule of 40% (NTM)



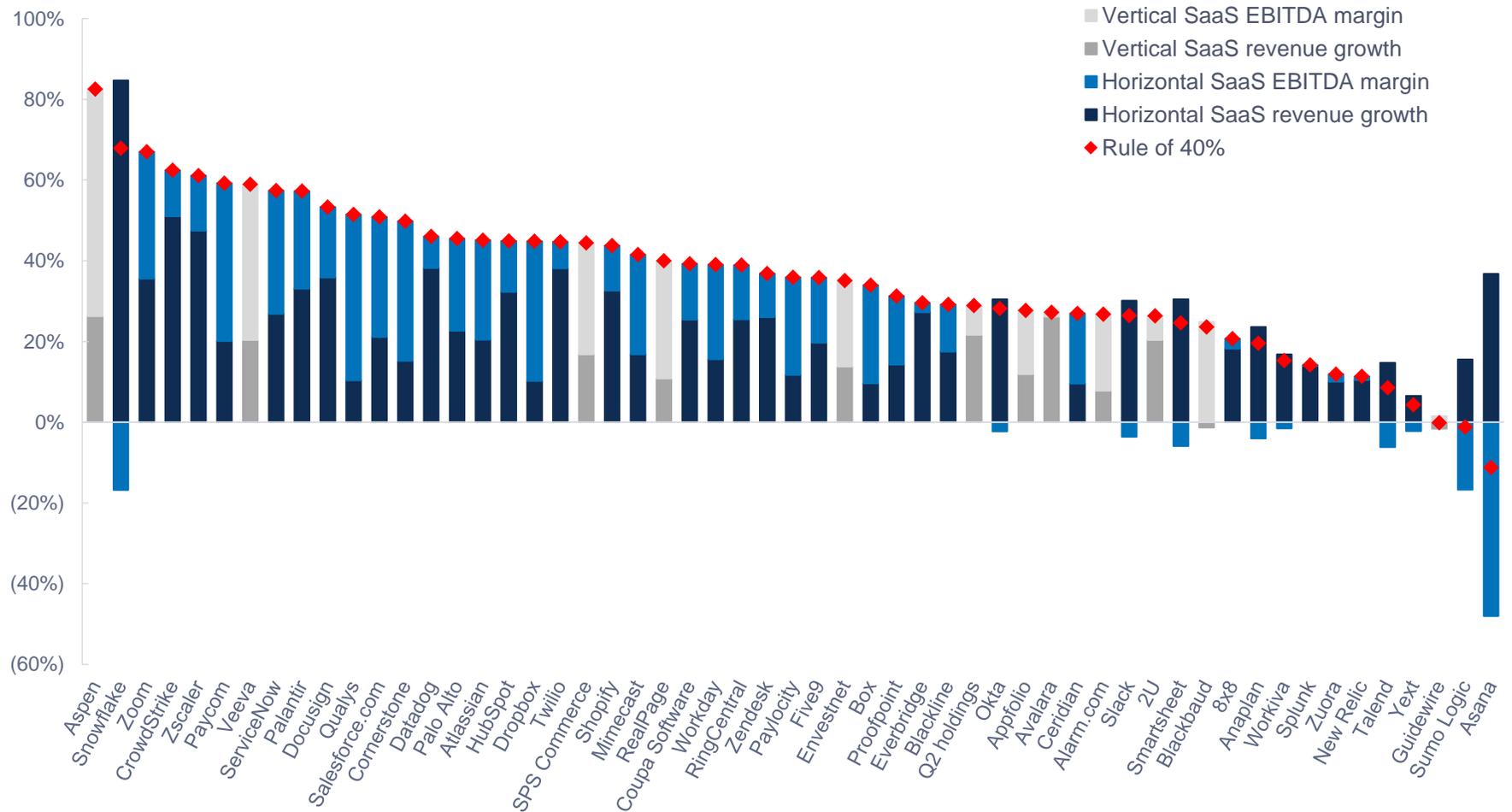
The median US SaaS company is not expected to meet the Rule of 40 benchmark

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)



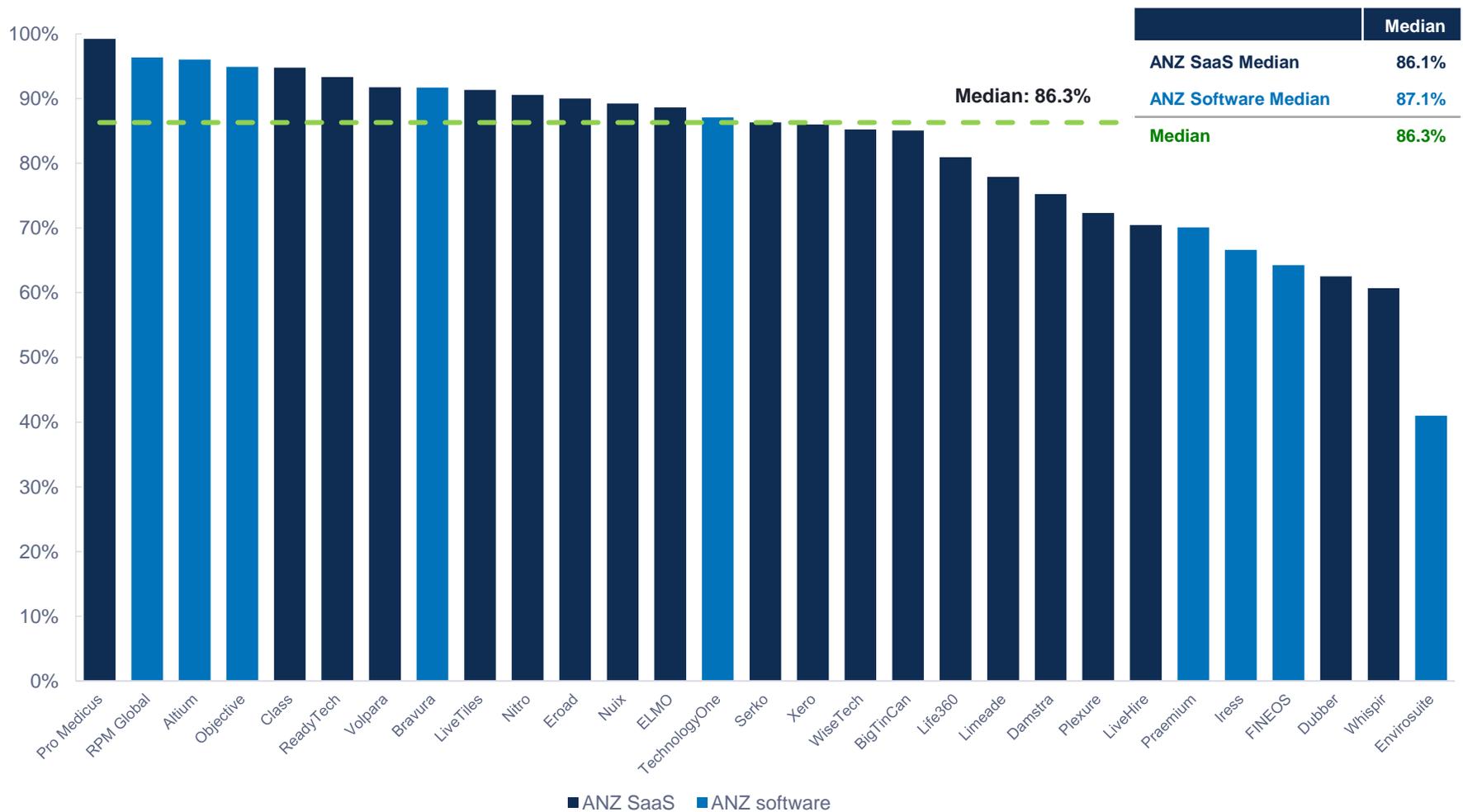
US SaaS companies are typically more focused on revenue growth



Benchmarking: SaaS and software margins

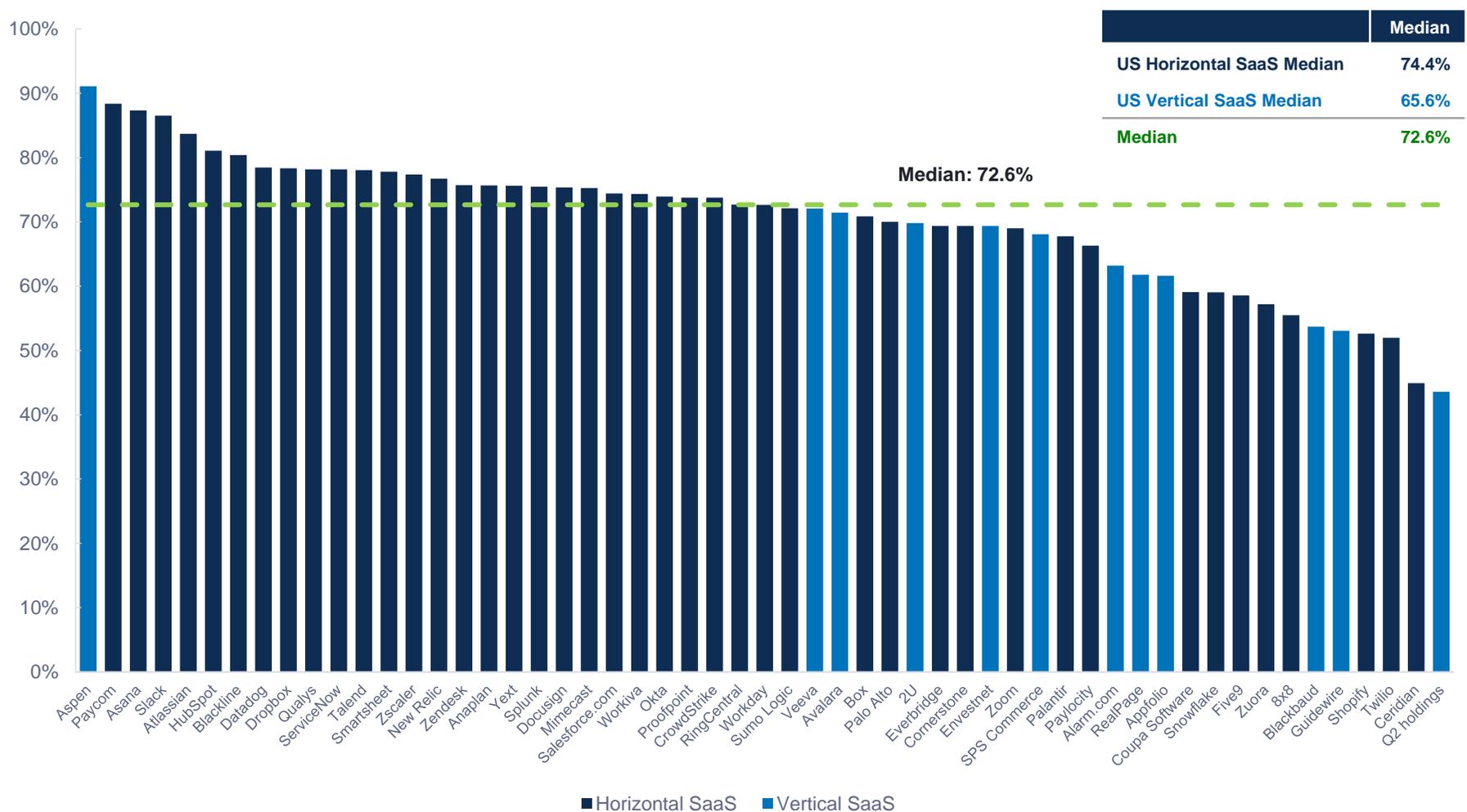


Benchmarking: ANZ gross margin¹



ANZ SaaS and software companies have highly competitive gross margins

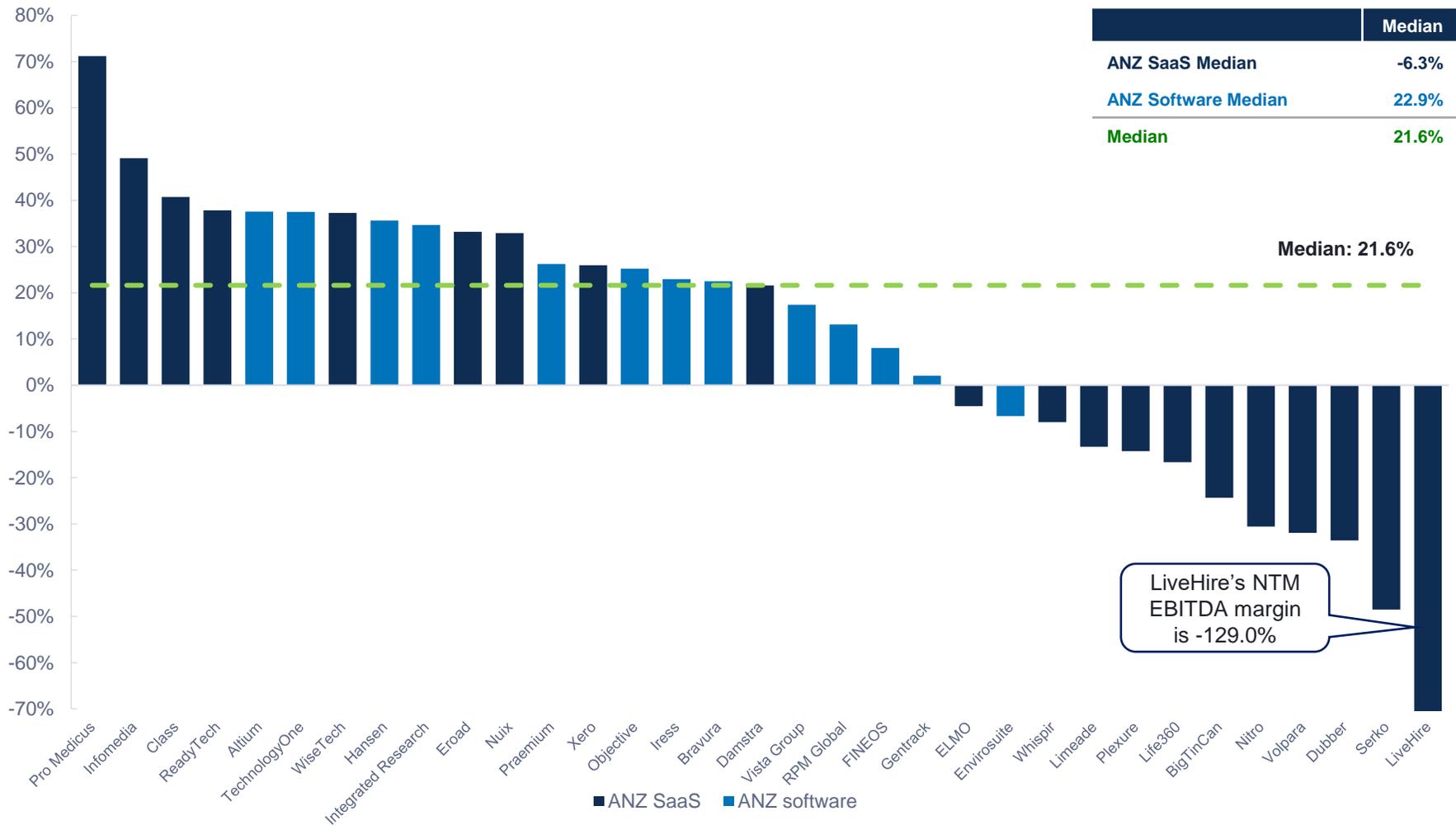
Benchmarking: US gross margin¹



	Median
US Horizontal SaaS Median	74.4%
US Vertical SaaS Median	65.6%
Median	72.6%

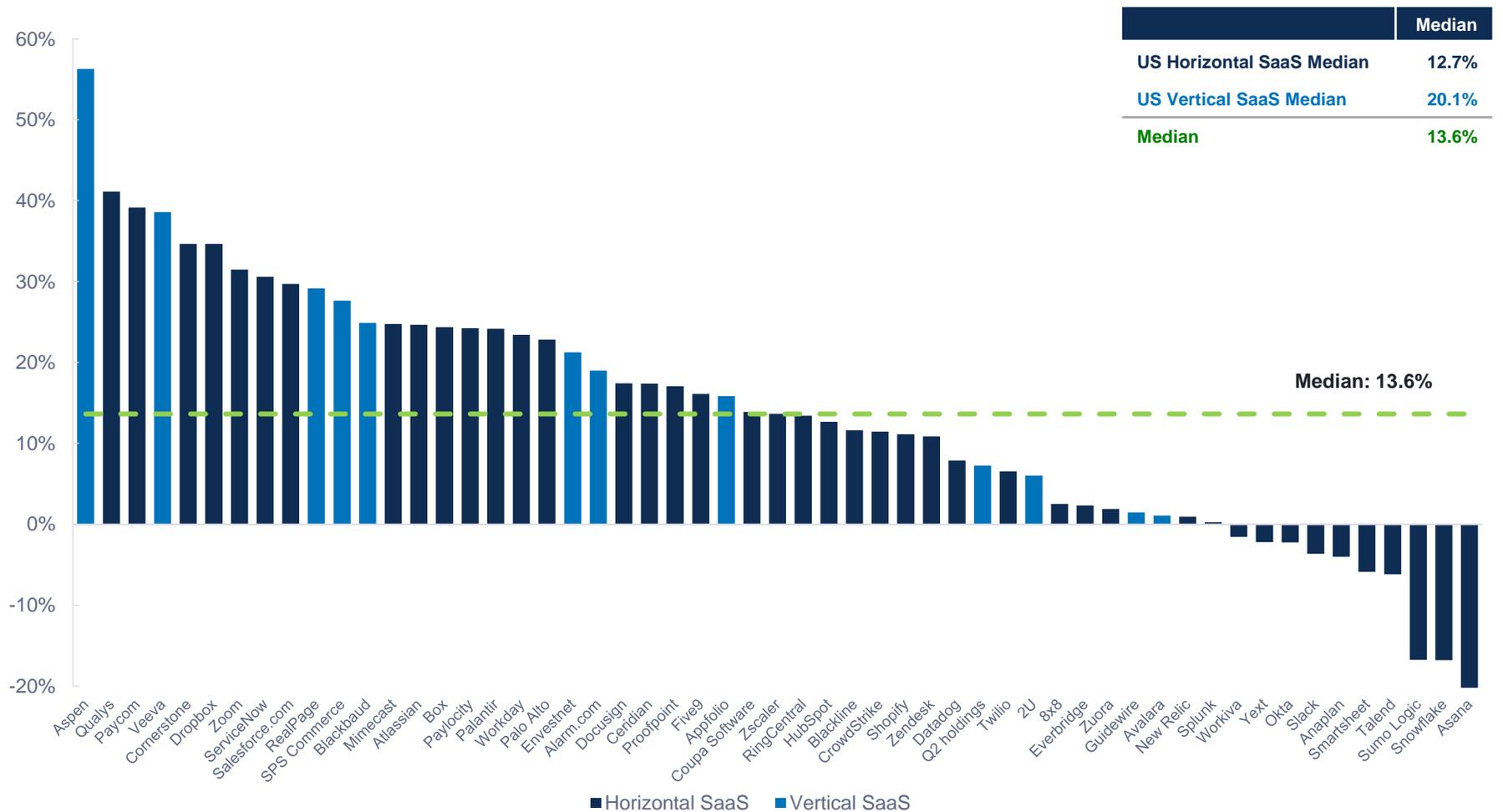
US SaaS companies have a median gross margin of ~73%, with horizontal SaaS typically higher

Benchmarking: ANZ NTM EBITDA margin %



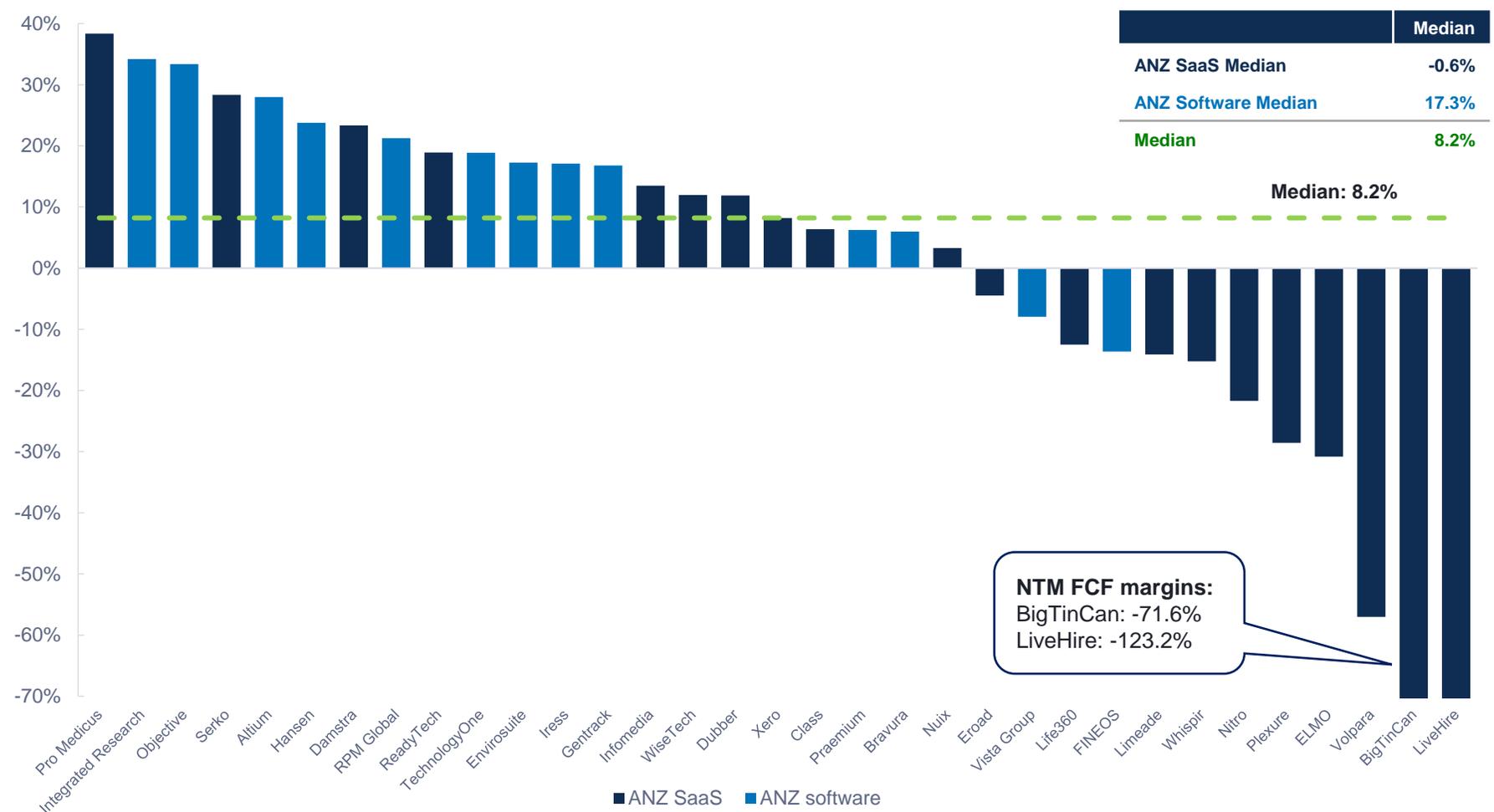
ANZ software companies are generally expected to be more profitable than their SaaS peers

Benchmarking: US NTM EBITDA margin %



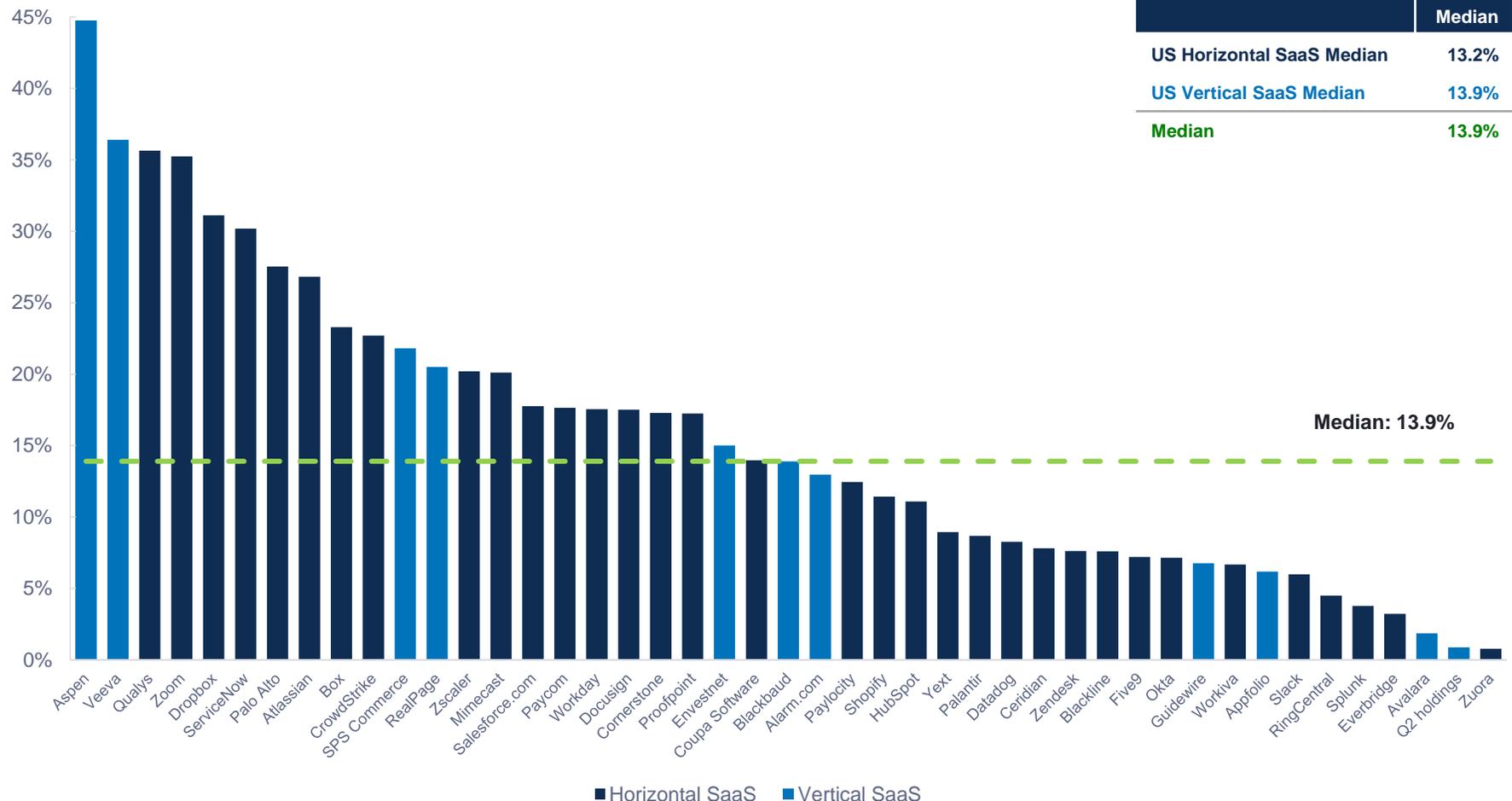
US vertical SaaS companies demonstrate stronger EBITDA margins than horizontal SaaS peers

Benchmarking: ANZ NTM FCF margin¹



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

Benchmarking: US NTM FCF margin¹



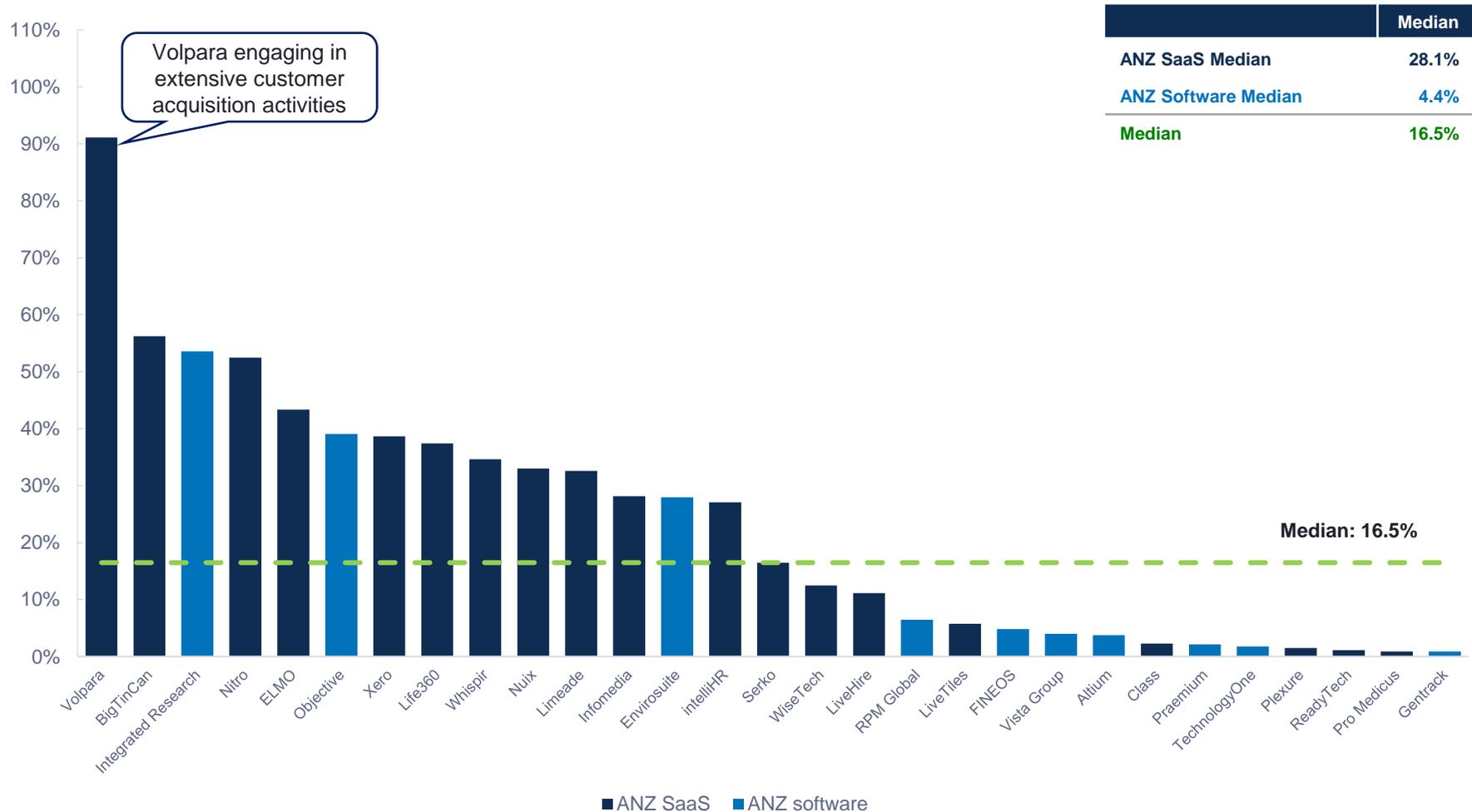
US SaaS FCF margins are positively impacted by deferred revenue accounting policy on subscription revenue and executive remuneration



Benchmarking: SaaS and software expenses

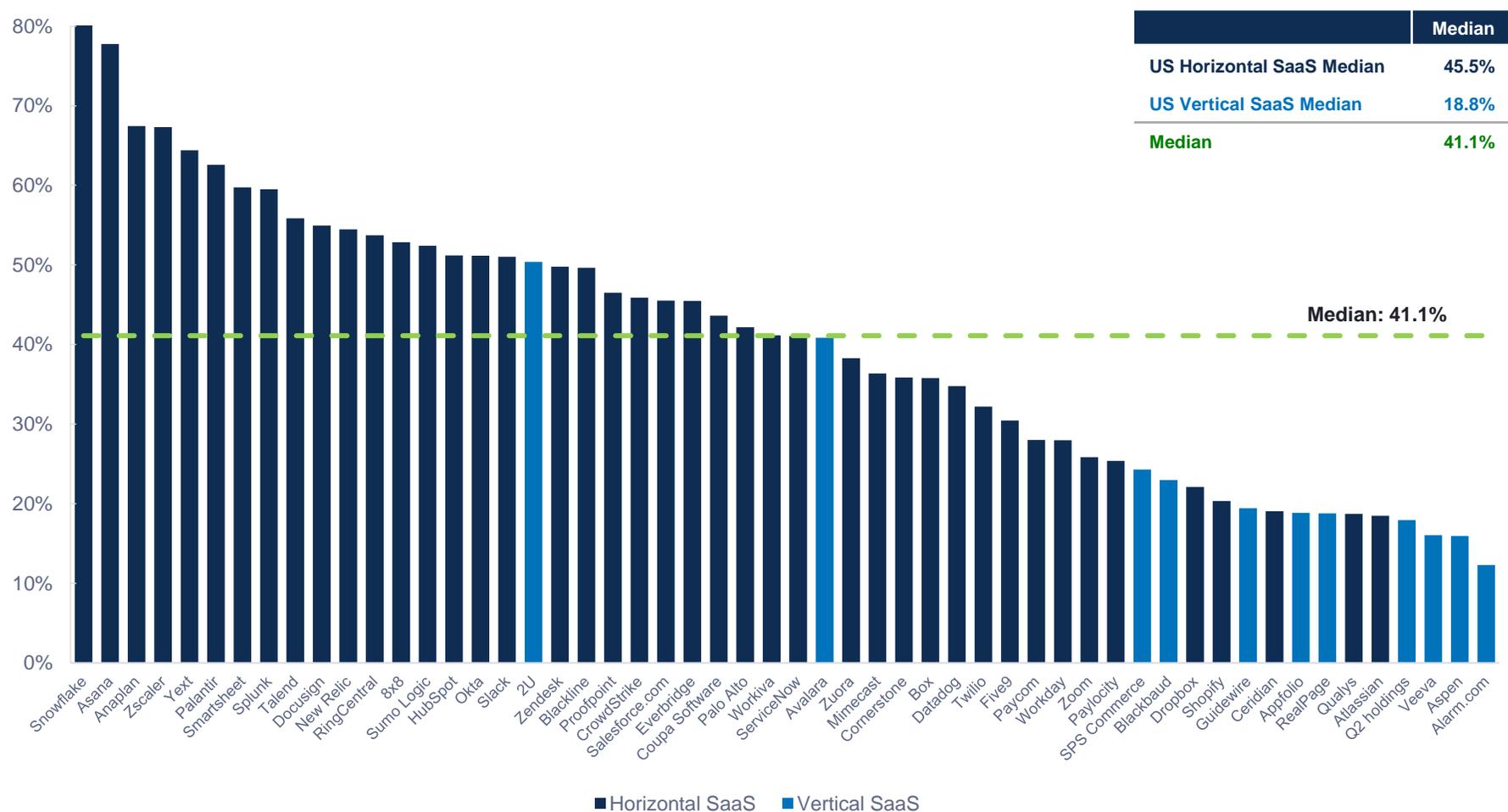


Benchmarking: ANZ LTM S&M expense/ LTM revenue



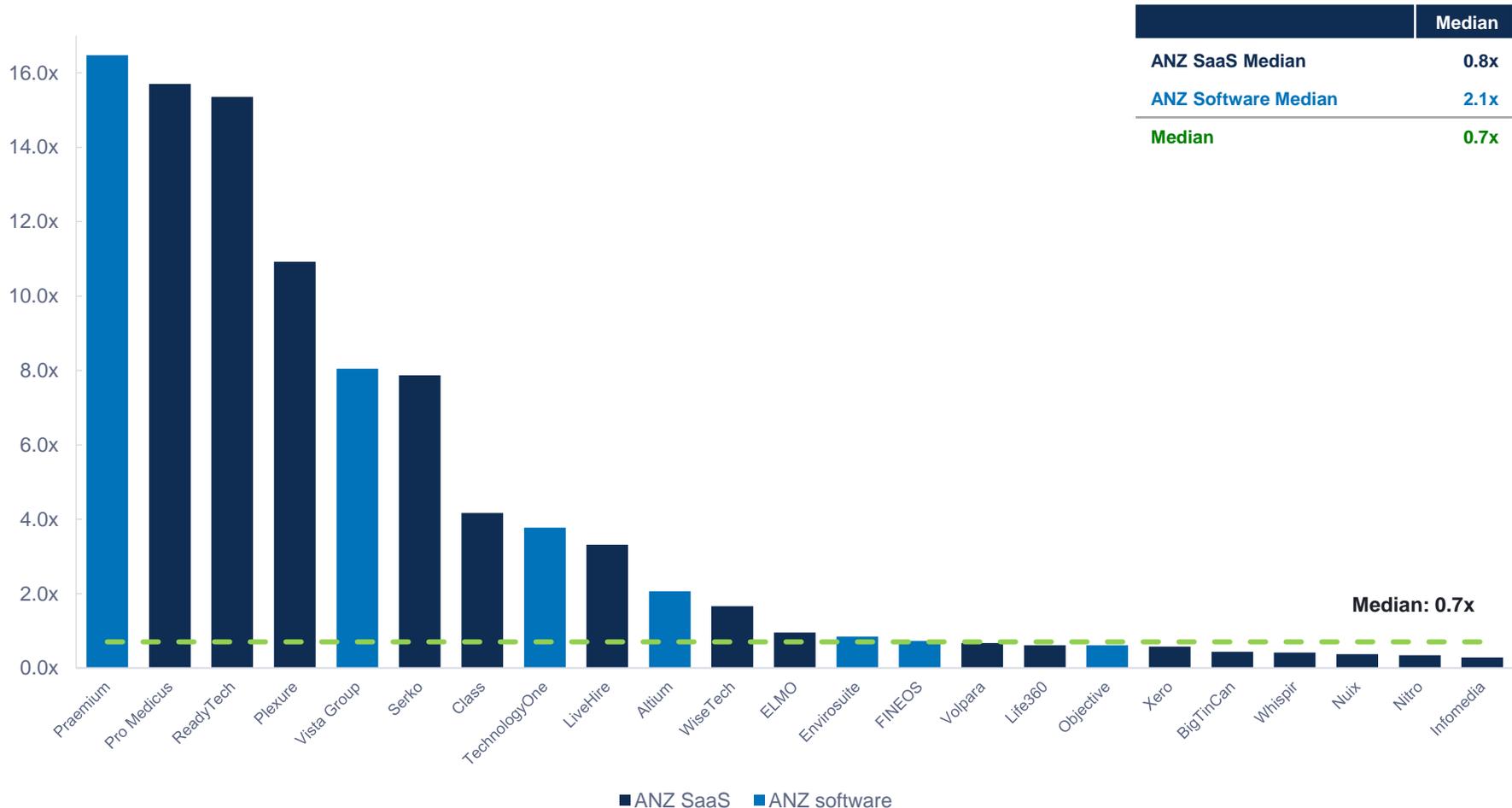
ANZ SaaS companies tend to have significantly higher S&M spend as a proportion of revenue

Benchmarking: US LTM S&M expense/ LTM revenue



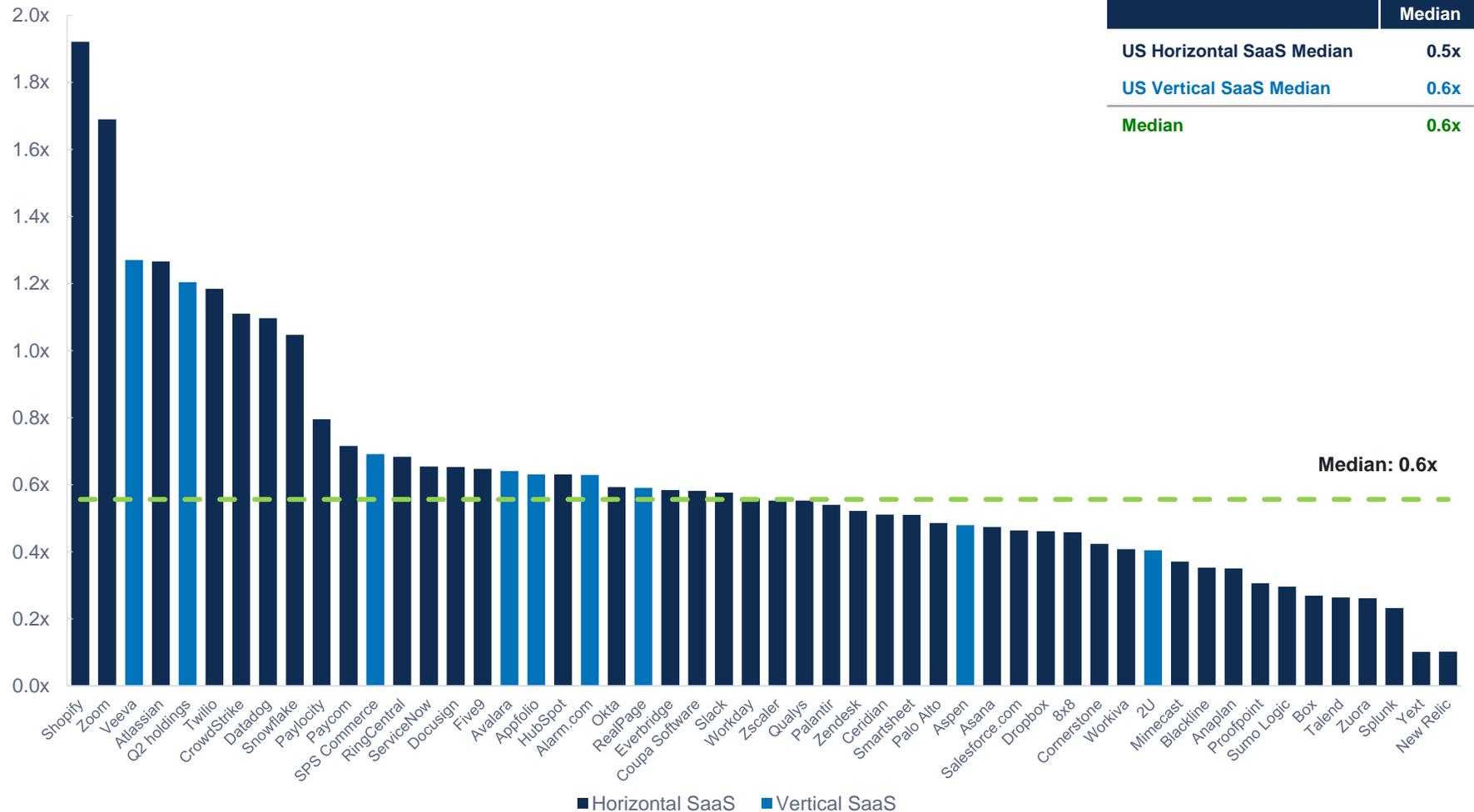
US SaaS companies invest ~41% of revenue on S&M, demonstrating greater focus on growth – vertical SaaS companies are much more efficient in their S&M spend

Benchmarking: ANZ LTM S&M efficiency¹



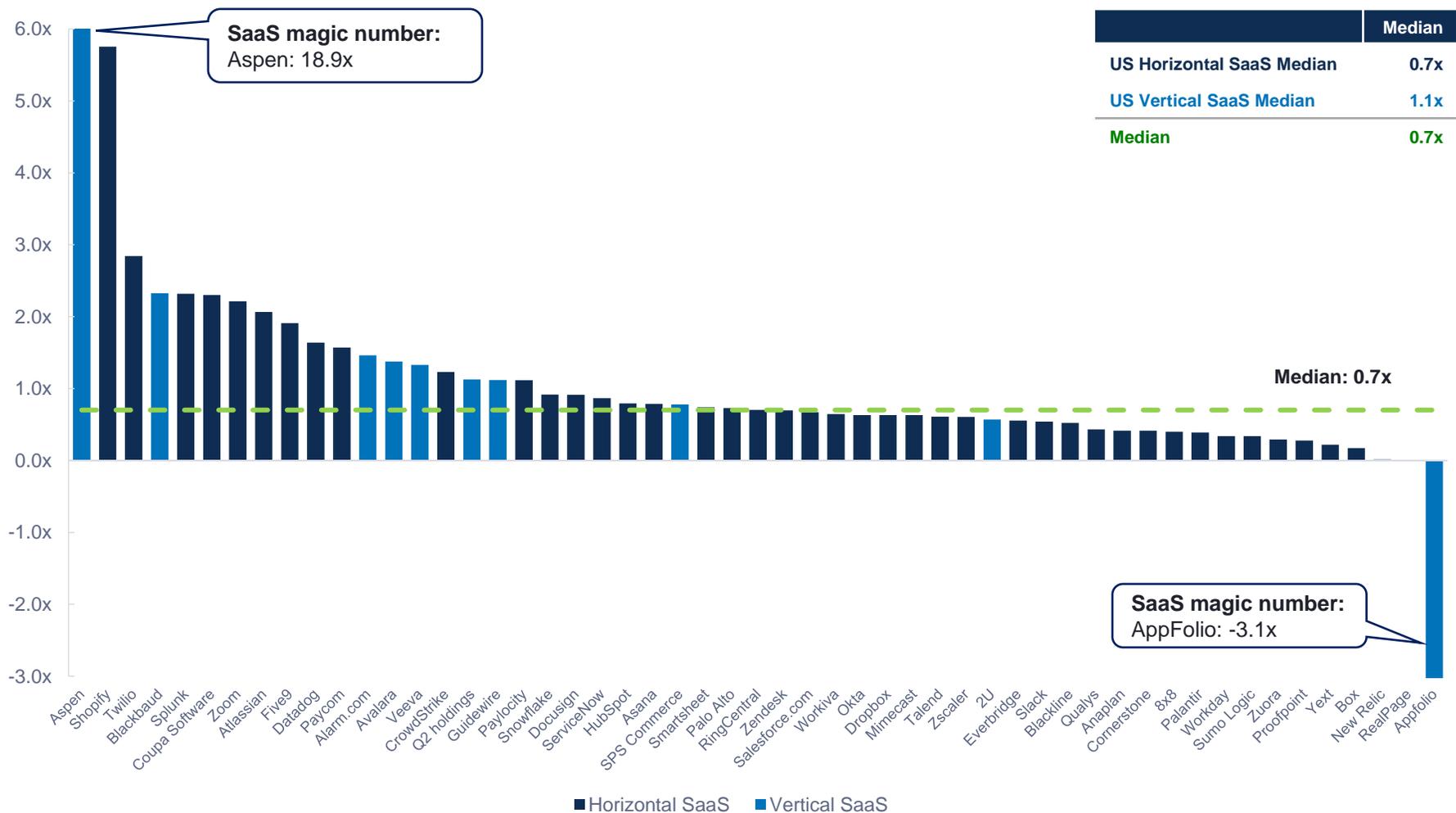
The median S&M efficiency multiple for ANZ SaaS and software companies is 0.7x, slightly higher than for US peers

Benchmarking: US LTM S&M efficiency¹



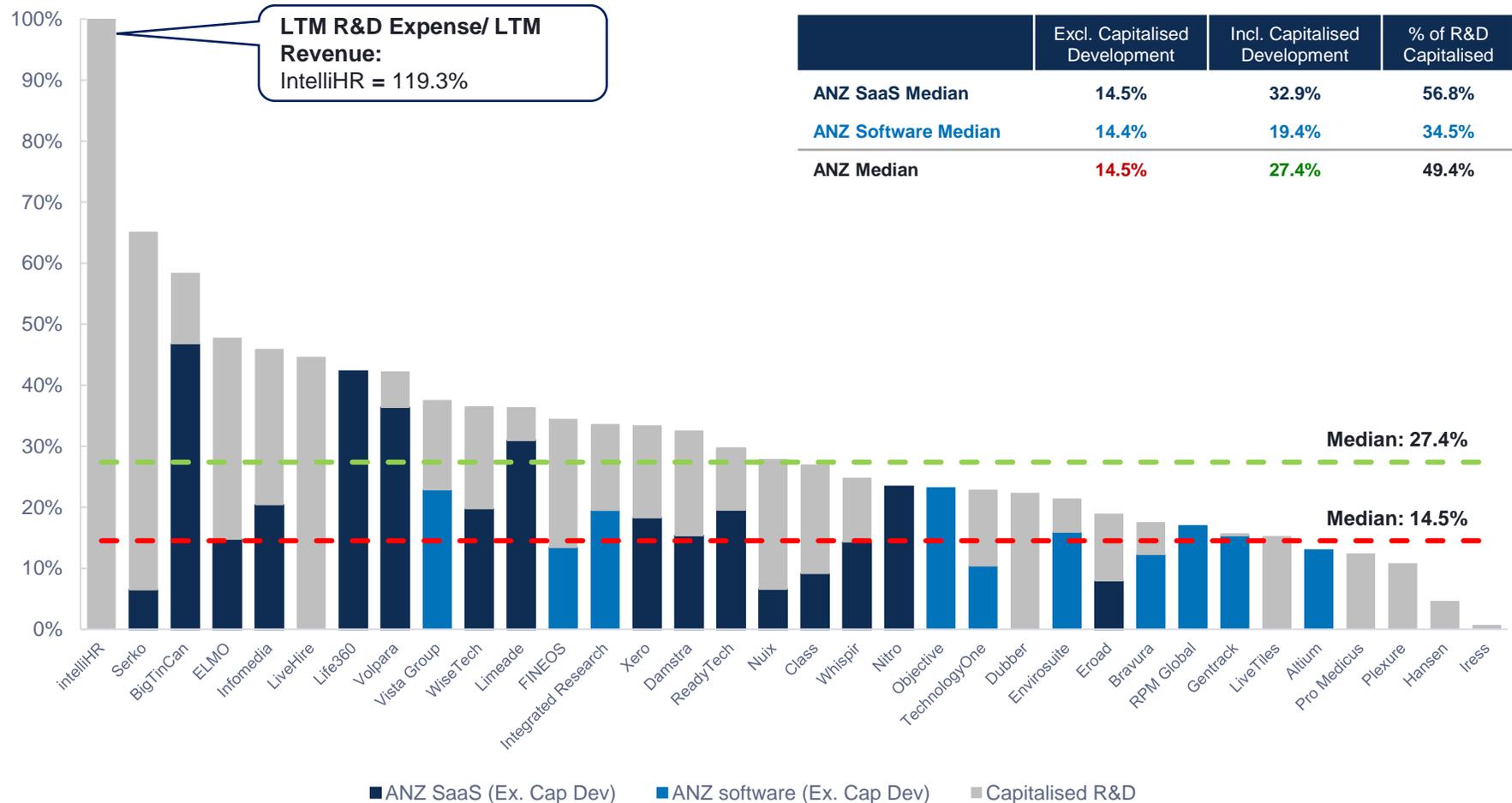
The median S&M efficiency multiple for US SaaS companies has increased to 0.6x in 1Q21

Benchmarking: US SaaS magic number¹



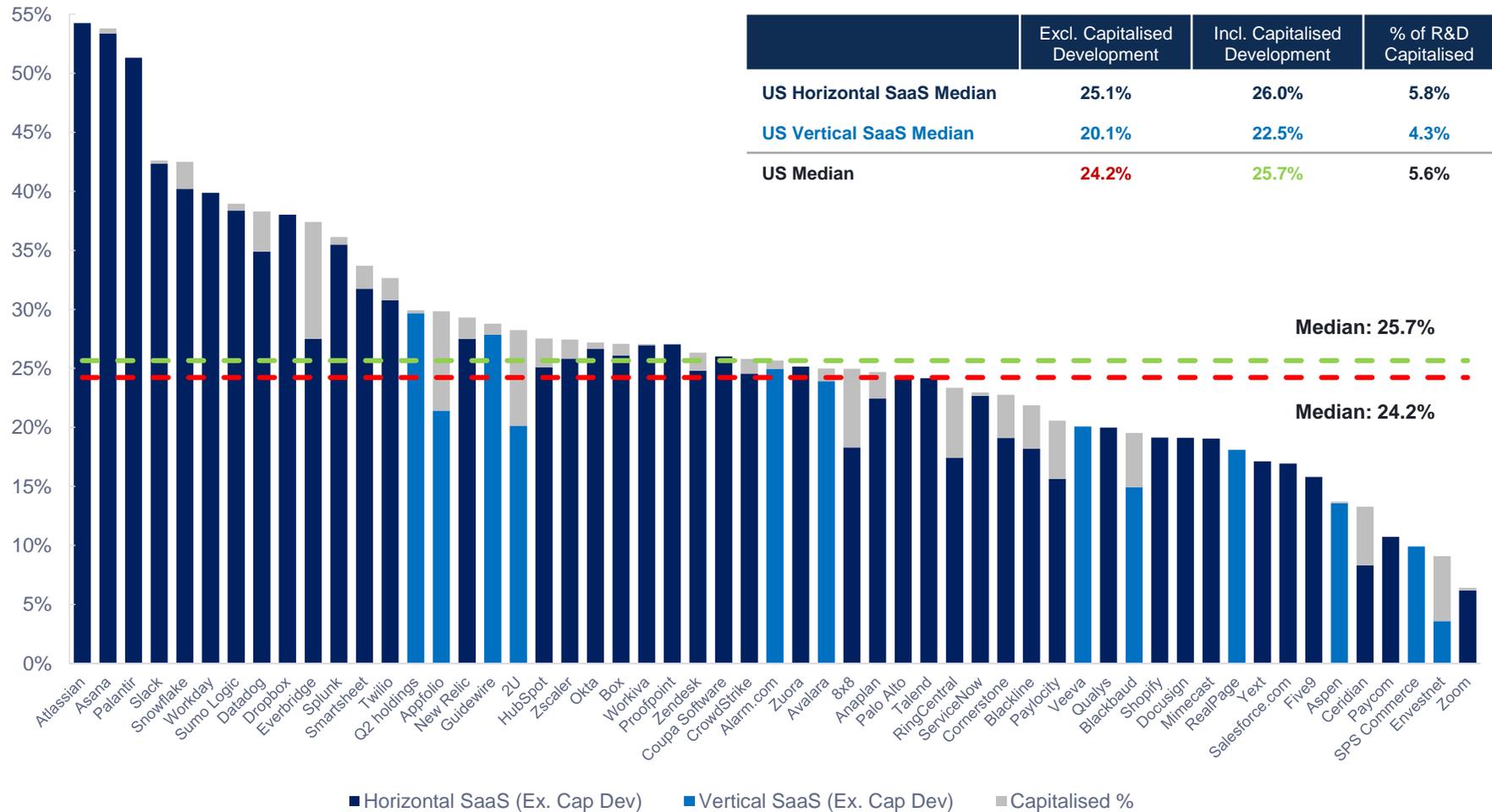
The median US SaaS company achieves a relatively low SaaS magic number

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



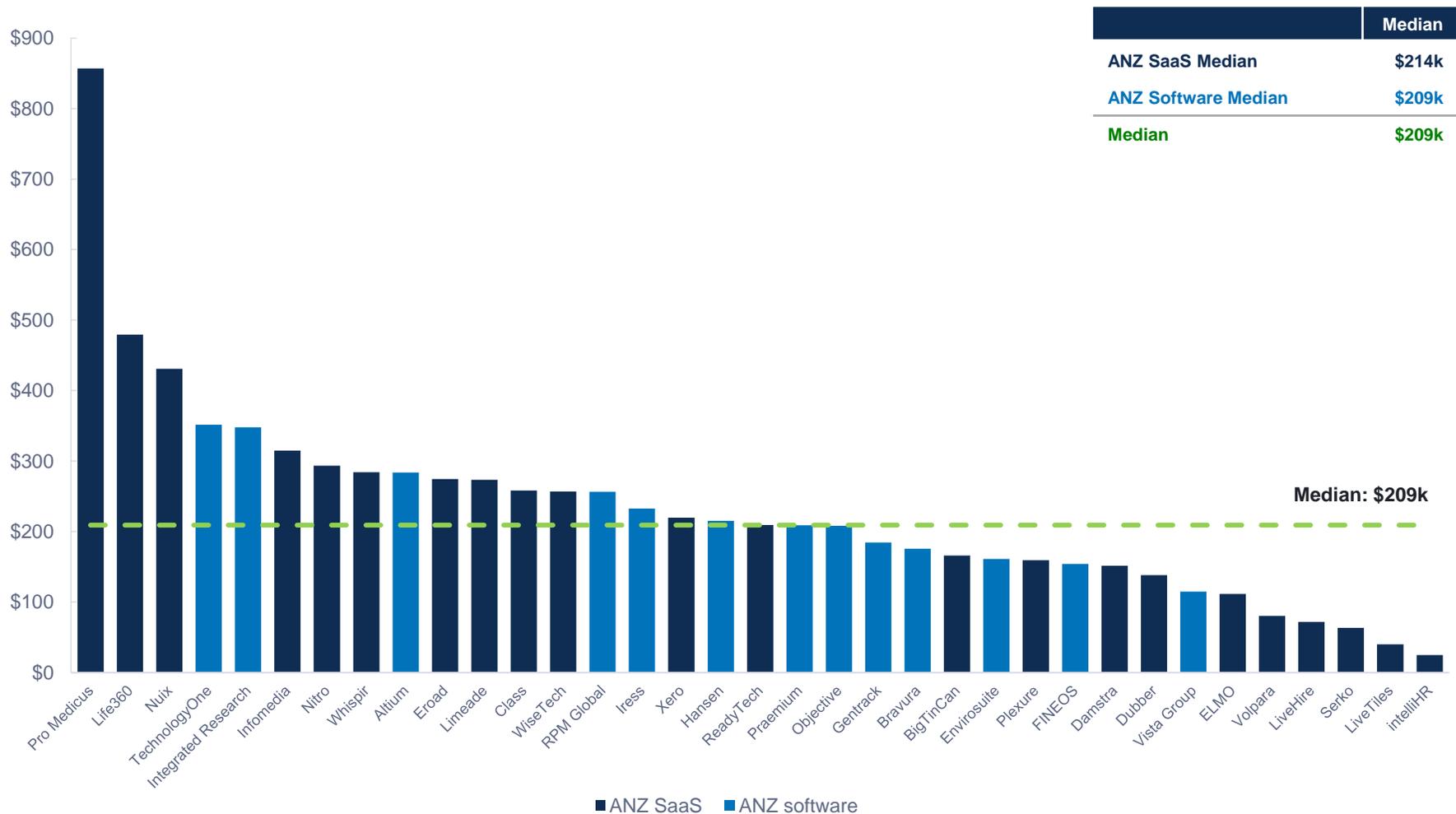
ANZ SaaS companies invest a greater proportion of revenue into R&D than their software peers, with SaaS co's capitalizing a greater % of their R&D expenditure

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



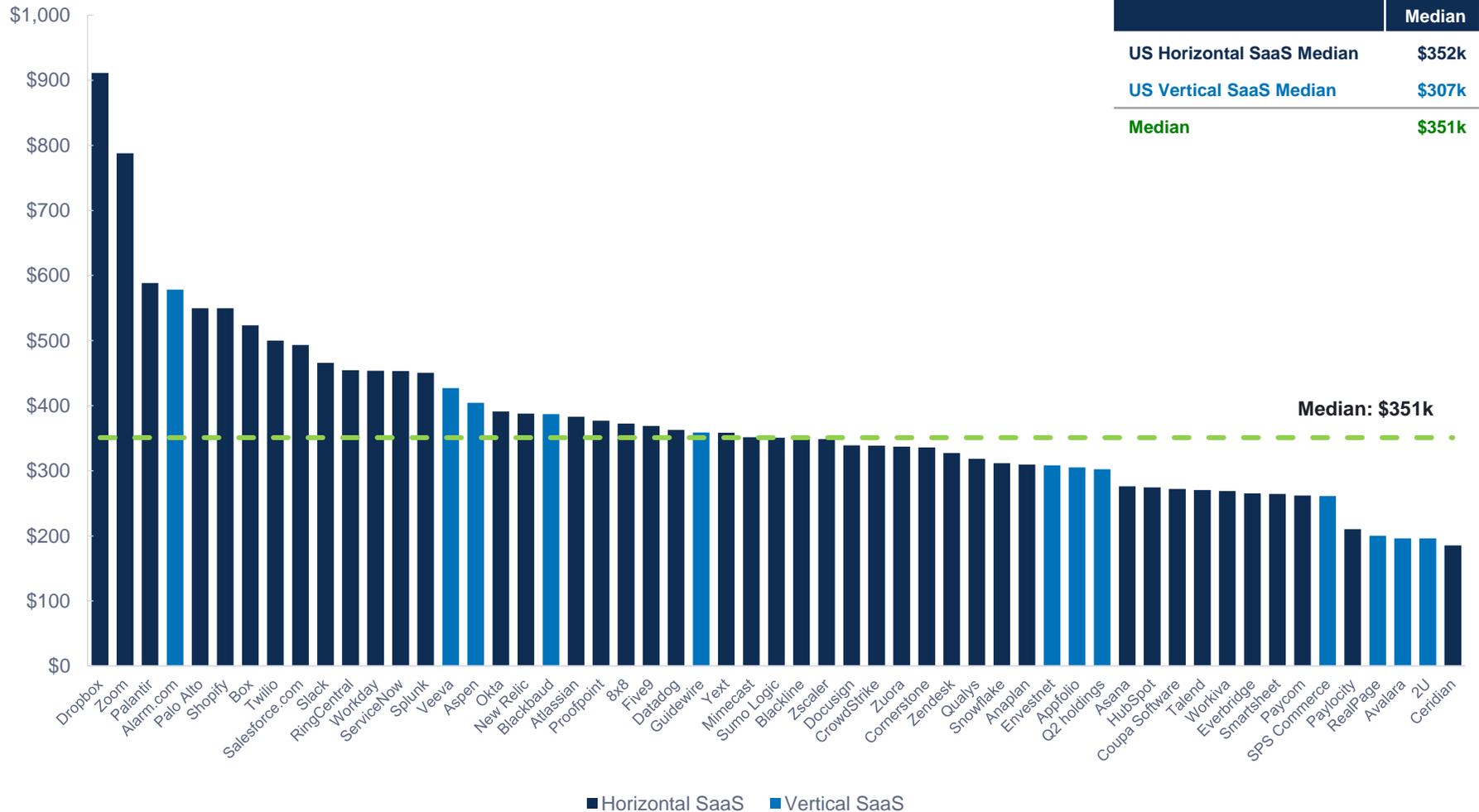
US SaaS companies tend to capitalise a significantly lower % of R&D than their ANZ counterparts

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



ANZ SaaS and software companies typically earn ~\$209k of revenue per employee

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



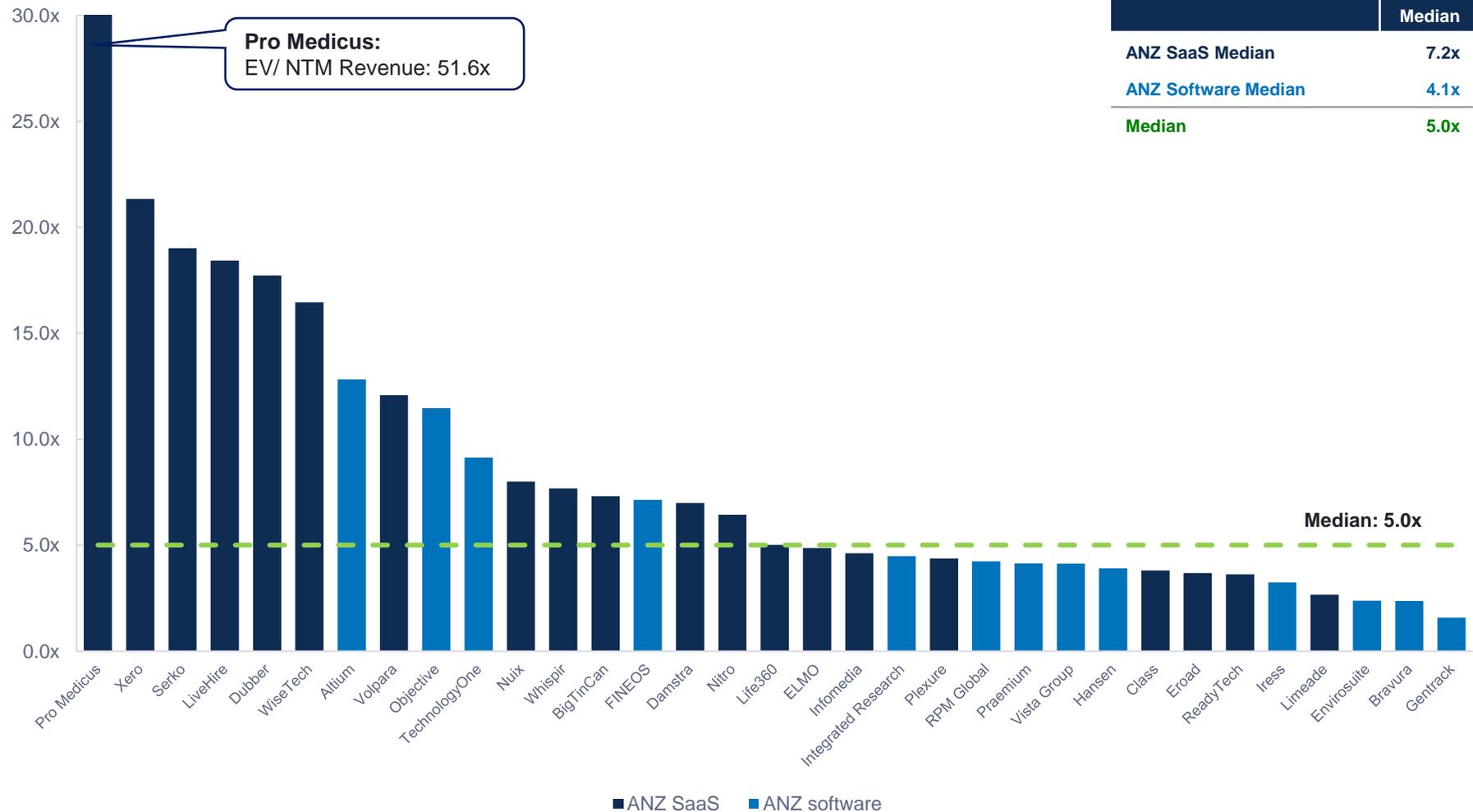
US SaaS companies earn significantly more revenue per employee than their ANZ counterparts



SaaS and software trading multiples

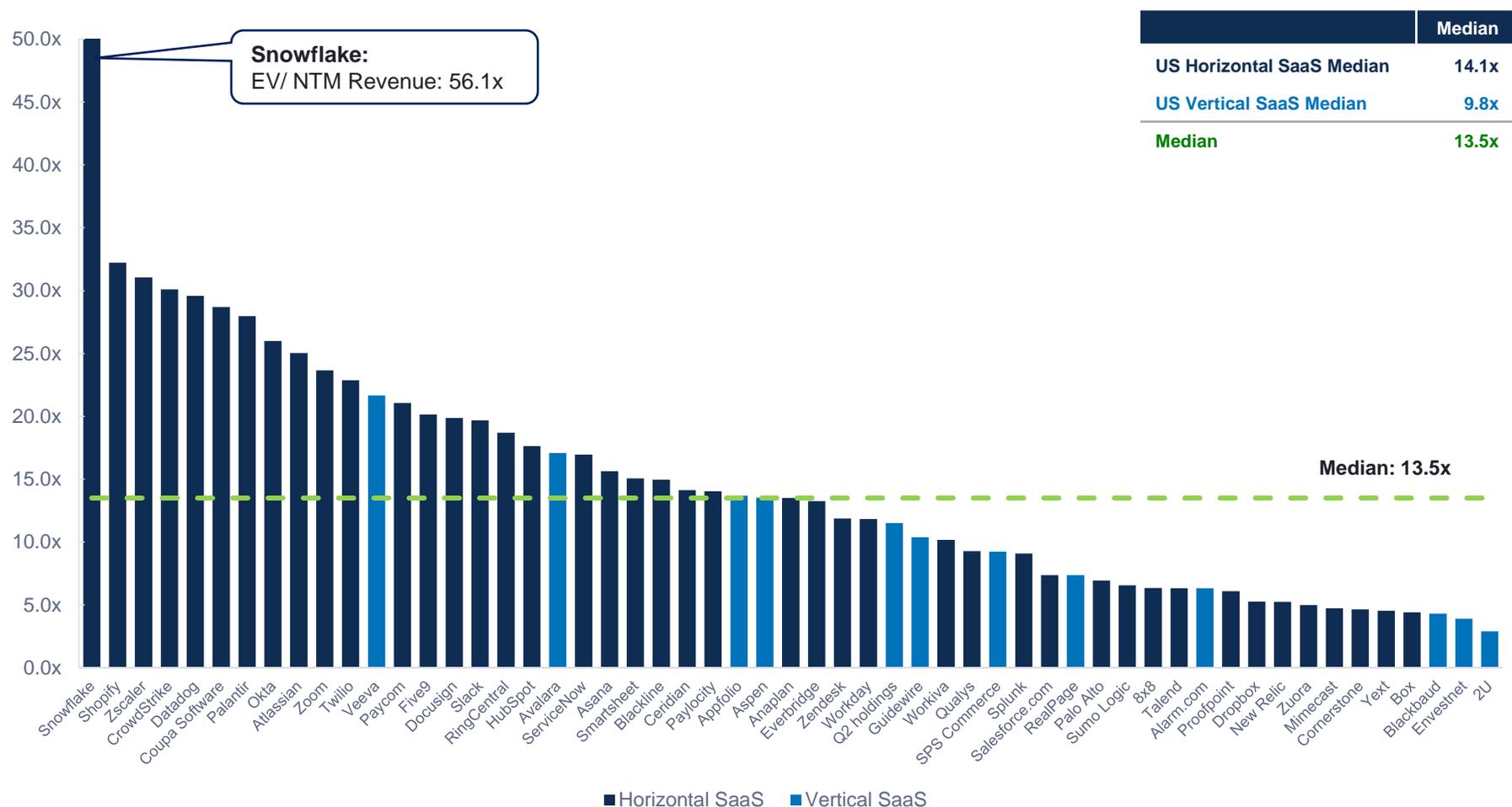


ANZ: EV/NTM revenue



ANZ SaaS companies trade at significant premiums compared to their software peers

US: EV/ NTM revenue



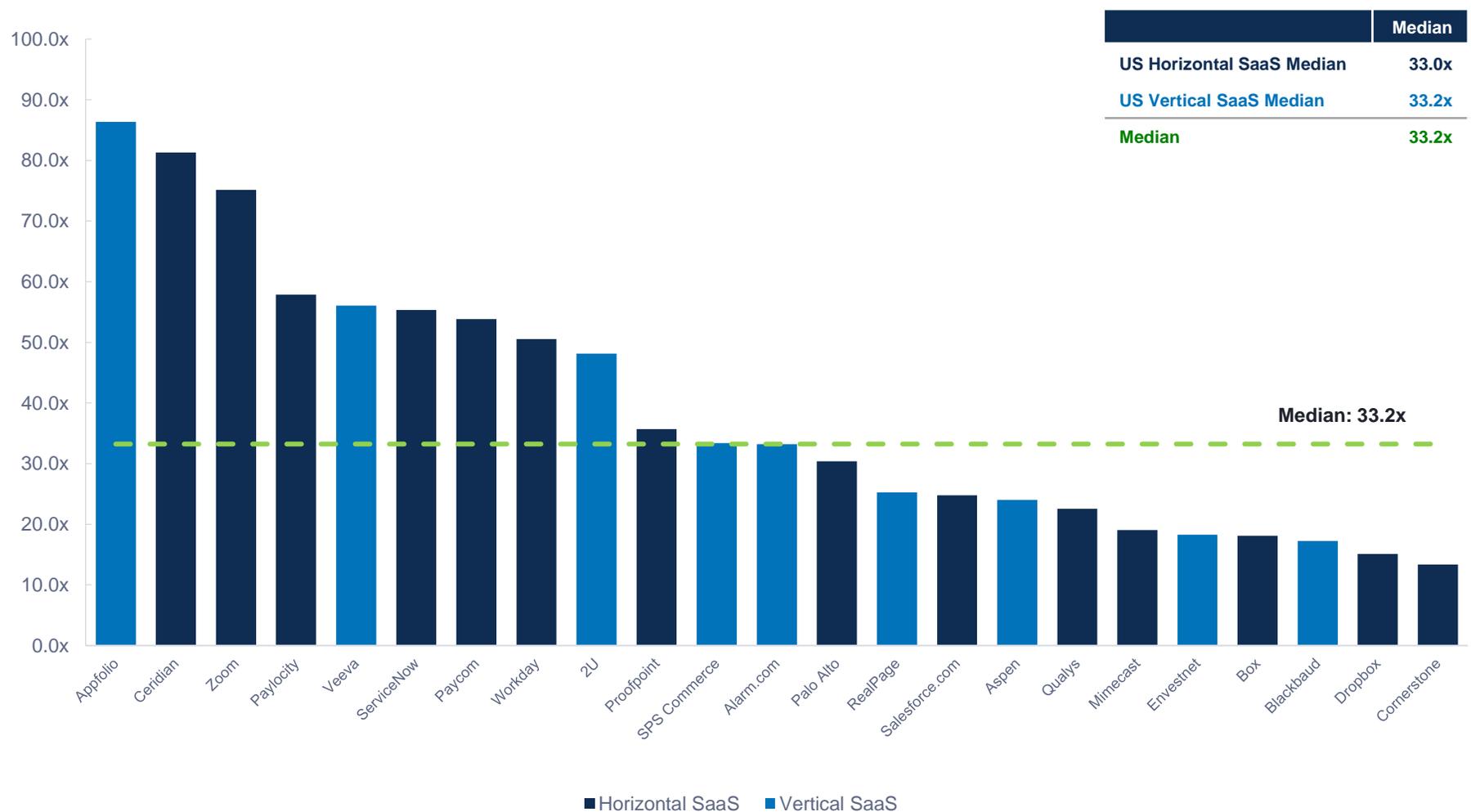
US SaaS companies trade at a significant premium compared to their ANZ peers, while horizontal SaaS co's are trading at higher multiples than vertical SaaS co's – reflecting higher growth rates

ANZ: EV/NTM EBITDA¹



ANZ SaaS and software companies trade on very similar EBITDA multiples

US: EV/ NTM EBITDA



US SaaS companies trade on 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	9,395	9,185	21.4x	16.5x	72.5x	44.2x	12.0%	85.2%	36.3%	16.3%	17.1%	12.5%	36.5%	19.7%	2.0x	1.7x	54.4%	89.0%	0.6%	256.78
Xero	18,526	18,458	28.0x	21.4x	n.a.	82.3x	8.2%	86.0%	27.1%	24.3%	18.8%	38.6%	33.4%	18.3%	0.8x	0.6x	44.8%	98.0%	13.3%	219.62
Class	206	205	4.7x	3.8x	11.3x	9.3x	6.4%	94.8%	42.6%	24.4%	22.4%	2.3%	27.0%	9.1%	13.1x	4.2x	63.1%	90.9%	0.5%	258.30
ELMO	437	392	7.8x	4.9x	n.a.	n.a.	(30.8%)	88.6%	(6.7%)	23.8%	36.9%	43.4%	47.7%	14.7%	1.5x	1.0x	32.4%	97.4%	10.0%	111.52
Eroad	331	326	4.4x	3.7x	13.1x	11.1x	(4.5%)	90.0%	34.5%	24.0%	10.8%	n.a.	18.9%	7.9%	n.a.	n.a.	43.9%	91.9%	5.0%	274.58
BigTinCan	357	325	10.5x	7.3x	n.a.	n.a.	(71.6%)	85.0%	(29.8%)	44.4%	43.2%	56.2%	58.3%	46.8%	0.9x	0.4x	18.9%	95.0%	11.0%	165.96
ReadyTech	186	178	4.5x	3.6x	11.4x	9.6x	18.9%	93.3%	42.7%	15.7%	25.1%	1.1%	29.6%	19.6%	31.0x	15.4x	62.9%	89.0%	5.0%	209.16
Serko	680	653	27.4x	19.0x	n.a.	n.a.	28.3%	86.3%	(111.4%)	(39.1%)	(36.3%)	16.5%	65.1%	6.4%	(13.9x)	7.9x	(84.8%)	91.0%	n.a.	63.54
Whispir	395	387	9.9x	7.7x	n.a.	n.a.	(15.2%)	60.7%	(10.0%)	28.7%	28.8%	34.6%	24.7%	14.3%	1.2x	0.4x	20.9%	96.5%	2.6%	284.26
LiveTiles	191	176	4.0x	n.a.	n.a.	n.a.	n.a.	91.3%	n.a.	32.2%	n.a.	5.8%	15.2%	-	1.2x	(17.3x)	n.a.	72.0%	n.a.	40.12
LiveHire	120	103	29.9x	18.4x	n.a.	n.a.	(123.2%)	70.5%	(213.7%)	33.6%	62.0%	11.2%	44.6%	-	n.a.	3.3x	(67.0%)	90.0%	18.0%	71.72
Damstra	210	210	8.9x	7.0x	30.8x	32.4x	23.4%	75.2%	30.4%	17.2%	53.1%	n.a.	32.5%	15.3%	n.a.	n.a.	74.7%	88.0%	0.3%	151.70
Life360	723	653	6.2x	5.0x	n.a.	n.a.	(12.5%)	80.9%	(20.0%)	36.8%	23.1%	37.4%	42.3%	42.3%	1.4x	0.6x	6.4%	72.5%	n.a.	479.51
Pro Medicus	4,307	4,259	75.0x	51.6x	n.a.	72.5x	38.3%	99.2%	66.2%	9.3%	22.5%	2.5%	12.4%	-	49.4x	15.7x	93.7%	99.7%	n.a.	856.81
Volpara	326	273	23.6x	12.1x	n.a.	n.a.	(57.0%)	91.7%	(69.6%)	59.6%	30.8%	91.1%	42.2%	36.3%	2.0x	0.7x	(1.2%)	93.0%	n.a.	80.35
Infomedia	563	470	5.0x	4.6x	10.2x	9.4x	13.5%	n.a.	48.9%	2.5%	2.2%	28.1%	45.9%	20.4%	0.3x	0.3x	51.3%	97.0%	n.a.	314.74
Limeade	217	178	2.5x	2.7x	n.a.	n.a.	(14.1%)	77.9%	(2.9%)	19.3%	(9.8%)	32.6%	36.3%	30.9%	0.1x	(0.2x)	(23.2%)	97.0%	n.a.	273.36
Nitro	457	402	7.6x	6.4x	n.a.	n.a.	(21.7%)	90.5%	(21.7%)	12.7%	18.5%	52.5%	23.4%	23.4%	1.0x	0.3x	(12.1%)	52.7%	15.0%	293.41
intelliHR	86	82	65.5x	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	125.7%	n.a.	27.1%	119.3%	-	6.9x	n.a.	n.a.	62.5%	n.a.	24.82
Plexure	137	131	5.6x	4.4x	n.a.	n.a.	(28.5%)	72.3%	(15.4%)	37.0%	n.a.	1.5%	10.8%	-	21.0x	10.9x	n.a.	62.5%	n.a.	159.50
Dubber	453	413	42.8x	17.7x	n.a.	n.a.	11.9%	62.5%	(80.3%)	53.7%	141.4%	n.a.	22.3%	-	n.a.	n.a.	107.8%	71.9%	3.7%	138.19
Nuix	1,637	1,547	8.8x	8.0x	26.1x	24.3x	3.3%	89.2%	36.3%	17.1%	10.0%	33.0%	27.8%	6.6%	(0.4x)	0.4x	42.9%	87.0%	4.2%	431.00
Median			8.9x	7.2x	13.1x	24.3x	(0.6%)	86.1%	(4.8%)	24.2%	22.5%	28.1%	32.9%	14.5%	1.3x	0.6x	42.9%	90.5%	5.0%	214
Max			75.0x	51.6x	72.5x	82.3x	38.3%	99.2%	66.2%	125.7%	141.4%	91.1%	119.3%	46.8%	49.4x	15.7x	107.8%	99.7%	18.0%	857
Min			2.5x	2.7x	10.2x	9.3x	(123.2%)	60.7%	(213.7%)	(39.1%)	(36.3%)	1.1%	10.8%	-	(13.9x)	(17.3x)	(84.8%)	52.7%	0.3%	25

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(inc)/ revenue	R&D(exc)/ revenue	LTM	NTM	Last reported	Last reported	LTM
ANZ software																			
FINEOS	1,176	1,139	8.4x	7.1x	47.1x	89.0x	(13.6%)	64.3%	10.2%	35.3%	17.9%	4.8%	34.4%	13.4%	0.7x	25.9%	34.1%	n.a.	154.15
Iress	1,755	1,963	3.6x	3.2x	18.1x	14.2x	17.1%	66.6%	21.4%	6.6%	11.5%	n.a.	0.7%	-	n.a.	34.4%	90.3%	n.a.	232.59
TechnologyOne	3,001	2,905	9.7x	9.1x	33.2x	24.4x	18.9%	87.1%	34.7%	4.7%	6.6%	1.8%	22.8%	10.4%	3.8x	44.0%	76.8%	1.0%	351.73
Altium	3,474	3,375	13.6x	12.8x	34.0x	34.2x	28.0%	96.0%	38.2%	5.2%	14.3%	3.8%	13.0%	13.0%	2.1x	51.8%	65.3%	n.a.	283.79
Hansen	1,084	1,195	4.0x	3.9x	13.9x	11.0x	23.8%	n.a.	36.9%	13.7%	3.3%	n.a.	4.6%	-	n.a.	38.9%	58.2%	n.a.	215.44
Integrated Research	400	405	3.7x	4.5x	9.4x	13.0x	34.2%	n.a.	31.6%	(11.4%)	(23.7%)	53.6%	33.6%	19.5%	(0.0x)	10.9%	83.4%	n.a.	347.89
Objective	1,198	1,183	16.9x	11.5x	68.8x	45.6x	33.4%	94.9%	26.1%	25.8%	n.a.	39.1%	23.2%	23.2%	0.6x	n.a.	73.0%	n.a.	208.12
Praemium	319	310	6.1x	4.1x	21.8x	15.8x	6.3%	70.1%	29.4%	16.6%	29.1%	2.1%	n.a.	n.a.	16.5x	55.3%	n.a.	n.a.	209.05
Vista Group	462	438	5.5x	4.1x	n.a.	23.7x	(8.0%)	n.a.	(12.5%)	(39.4%)	32.2%	4.0%	37.5%	22.9%	8.0x	49.6%	74.9%	n.a.	114.80
Bravura	631	613	2.2x	2.4x	10.6x	10.6x	6.0%	91.7%	21.0%	(4.3%)	(11.4%)	n.a.	17.5%	12.2%	n.a.	11.0%	78.0%	n.a.	175.79
Gentrack	138	136	1.5x	1.6x	44.7x	78.0x	16.8%	n.a.	2.6%	(10.0%)	(6.8%)	0.9%	15.6%	15.3%	(7.6x)	(4.8%)	79.0%	n.a.	184.65
Envirosuite	133	128	5.5x	2.4x	n.a.	n.a.	17.3%	41.0%	(21.0%)	598.0%	108.3%	28.0%	21.4%	15.9%	0.8x	101.6%	85.0%	2.0%	161.17
RPM Global	315	290	3.7x	4.2x	42.0x	32.2x	21.3%	96.3%	10.3%	(11.1%)	(19.1%)	6.5%	17.0%	17.0%	(0.5x)	(5.9%)	48.8%	n.a.	256.21
Median			5.5x	4.1x	33.2x	24.0x	17.3%	87.1%	21.4%	5.2%	9.0%	4.4%	19.4%	14.4%	0.8x	36.7%	75.8%	1.5%	209
Max			16.9x	12.8x	68.8x	89.0x	34.2%	96.3%	38.2%	598.0%	108.3%	53.6%	37.5%	23.2%	16.5x	101.6%	90.3%	2.0%	352
Min			1.5x	1.6x	9.4x	10.6x	(13.6%)	41.0%	(21.0%)	(39.4%)	(23.7%)	0.9%	0.7%	-	(7.6x)	(5.9%)	34.1%	1.0%	115

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													
	Equity Value (A\$m)	Enterprise Value (A\$m)	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
			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	
US horizontal SaaS																					
Workday	79,318.2	77,613.3	16.3x	11.8x	78.7x	50.5x	17.9%	72.6%	2.9%	19.0%	15.6%	28.0%	39.9%	39.9%	0.3x	0.6x	39.0%	89.4%	5.0%	453.87	
Splunk	29,164.5	30,266.6	9.8x	9.1x	58.4x	n.a.	3.8%	75.5%	(30.3%)	(5.5%)	13.9%	59.5%	36.1%	35.5%	2.3x	0.2x	14.2%	77.5%	n.a.	450.64	
ServiceNow	128,856.2	127,599.0	21.5x	16.9x	67.7x	55.3x	30.2%	78.2%	11.8%	30.6%	26.8%	41.0%	23.0%	22.7%	0.9x	0.7x	57.5%	94.7%	1.0%	453.43	
Zendesk	20,519.4	20,789.8	15.4x	11.9x	n.m.	n.a.	7.6%	75.7%	(10.4%)	26.1%	26.0%	49.8%	26.3%	24.8%	0.7x	0.5x	36.9%	99.0%	n.a.	327.54	
Paylocity	12,847.3	12,775.2	17.8x	14.0x	65.8x	57.9x	12.4%	66.3%	15.1%	12.6%	11.7%	25.4%	20.6%	15.6%	1.1x	0.8x	35.9%	99.4%	8.0%	210.45	
Cornerstone	3,727.6	5,187.0	5.3x	4.6x	15.4x	13.3x	17.3%	69.4%	15.3%	28.5%	15.2%	35.8%	22.8%	19.1%	0.4x	0.4x	49.8%	95.7%	n.a.	335.69	
Proofpoint	9,485.9	9,591.5	7.0x	6.1x	39.5x	35.7x	17.2%	73.8%	0.1%	18.2%	14.2%	46.5%	27.0%	27.0%	0.3x	0.3x	31.3%	98.6%	10.0%	377.15	
Paycom	28,074.4	27,952.4	25.3x	21.1x	65.7x	53.8x	17.6%	88.4%	25.2%	14.1%	20.1%	28.0%	10.7%	10.7%	1.6x	0.7x	59.2%	98.1%	7.0%	262.11	
Qualys	5,397.7	5,005.4	10.5x	9.3x	22.6x	22.5x	35.6%	78.2%	35.7%	12.9%	10.3%	18.7%	20.0%	20.0%	0.4x	0.6x	51.5%	n.a.	1.0%	318.36	
RingCentral	35,417.4	36,496.9	25.6x	18.7x	n.m.	n.a.	4.5%	72.7%	(3.5%)	31.1%	25.5%	53.7%	23.3%	17.4%	0.7x	0.7x	38.9%	91.3%	10.0%	454.54	
Five9	13,765.3	13,830.5	24.2x	20.1x	n.m.	n.a.	7.2%	58.5%	3.8%	32.6%	19.7%	30.4%	15.8%	15.8%	1.9x	0.6x	35.8%	93.0%	n.a.	368.90	
Salesforce.com	256,384.3	249,088.2	11.1x	7.4x	38.6x	24.8x	17.8%	74.4%	14.7%	24.3%	21.1%	45.5%	16.9%	16.9%	0.7x	0.5x	50.9%	94.1%	10.0%	493.29	
Palo Alto	41,148.7	41,544.7	9.3x	6.9x	41.6x	30.4x	27.5%	70.0%	0.7%	21.2%	22.7%	42.2%	24.2%	24.2%	0.7x	0.5x	45.5%	75.0%	n.a.	549.91	
Atlassian	69,246.5	68,201.0	34.7x	25.0x	n.m.	n.a.	26.8%	83.7%	3.0%	27.3%	24.0%	18.5%	54.3%	54.3%	2.1x	1.3x	48.7%	88.2%	n.a.	383.14	
Blackline	8,266.2	8,103.2	17.5x	15.0x	n.m.	n.a.	7.6%	80.4%	(0.2%)	21.7%	17.5%	49.6%	21.9%	18.2%	0.5x	0.4x	29.1%	93.0%	3.0%	348.79	
HubSpot	27,652.2	27,044.4	23.3x	17.6x	n.m.	n.a.	11.1%	81.1%	(3.4%)	30.8%	32.3%	51.2%	27.5%	25.1%	0.8x	0.6x	44.9%	96.9%	15.0%	274.61	
Shopify	180,362.4	173,156.4	45.0x	32.2x	n.m.	n.a.	11.4%	52.6%	8.0%	85.6%	32.6%	20.4%	19.2%	19.2%	5.8x	1.9x	43.7%	28.6%	n.a.	549.87	
Twilio	76,327.1	73,131.0	31.6x	22.9x	n.m.	n.a.	n.a.	52.0%	(17.5%)	55.3%	38.1%	32.2%	32.7%	30.8%	2.8x	1.2x	44.7%	n.a.	n.a.	500.06	
Docusign	51,361.1	51,548.0	40.3x	19.9x	n.m.	n.a.	17.5%	75.4%	(7.5%)	49.2%	35.9%	55.0%	19.1%	19.1%	0.9x	0.7x	53.3%	95.2%	n.a.	339.10	
Zscaler	30,662.3	30,000.6	n.m.	31.0x	n.m.	n.a.	20.2%	77.3%	(25.9%)	48.9%	47.5%	67.3%	27.5%	25.8%	0.6x	0.6x	61.1%	97.0%	n.a.	348.66	
Dropbox	14,526.9	14,524.6	5.8x	5.2x	20.0x	15.1x	31.1%	78.3%	14.7%	15.2%	10.2%	22.1%	38.0%	38.0%	0.6x	0.5x	44.8%	90.0%	n.a.	911.11	
Smartsheet	10,421.1	9,957.1	28.0x	15.1x	n.m.	n.a.	n.a.	77.8%	(27.5%)	42.3%	30.5%	59.7%	33.7%	31.7%	0.7x	0.5x	24.6%	92.0%	n.a.	264.50	

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												
	Equity Value (A\$m)	Enterprise Value (A\$m)	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
			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
US horizontal SaaS																				
Zuora	2,353.0	2,198.9	6.1x	5.0x	n.m.	n.a.	0.8%	57.2%	(18.1%)	10.6%	10.1%	38.3%	25.1%	25.1%	0.3x	0.3x	12.0%	82.1%	n.a.	337.22
Okta	38,002.1	37,189.9	48.3x	26.0x	n.m.	n.a.	7.1%	73.9%	(21.4%)	42.5%	30.4%	51.2%	27.2%	26.7%	0.6x	0.6x	28.2%	95.7%	n.a.	391.18
New Relic	5,094.4	4,736.4	6.0x	5.2x	40.9x	n.a.	n.a.	76.7%	(15.6%)	14.5%	10.4%	54.5%	29.3%	27.5%	0.0x	0.1x	11.4%	n.a.	n.a.	387.97
Coupa Software	24,359.0	25,598.5	50.0x	28.7x	n.m.	n.a.	14.0%	59.1%	(15.6%)	39.0%	25.4%	43.6%	26.0%	26.0%	2.3x	0.6x	39.3%	82.5%	n.a.	272.15
Box	4,822.5	4,893.8	5.3x	4.4x	64.3x	18.1x	23.3%	70.8%	3.7%	10.7%	9.6%	35.8%	27.1%	26.1%	0.2x	0.3x	34.0%	97.0%	5.0%	523.64
Mimecast	3,401.5	3,384.6	6.0x	4.7x	34.6x	19.0x	20.1%	75.3%	13.8%	19.0%	16.8%	36.4%	19.1%	19.1%	0.6x	0.4x	41.6%	98.0%	10.0%	351.63
Everbridge	5,987.7	5,978.6	16.8x	13.3x	n.m.	n.a.	3.2%	69.4%	(18.1%)	35.0%	27.2%	45.5%	37.4%	27.5%	0.6x	0.6x	29.5%	89.0%	5.0%	265.07
Workiva	5,752.2	5,488.9	11.9x	10.2x	n.m.	n.a.	6.7%	74.4%	(7.4%)	18.0%	16.8%	41.2%	27.1%	27.0%	0.6x	0.4x	15.2%	86.4%	5.0%	268.89
Yext	2,374.5	2,252.7	5.7x	4.5x	n.m.	n.a.	8.9%	75.6%	(24.3%)	18.7%	6.5%	64.4%	17.1%	17.1%	0.2x	0.1x	4.3%	93.0%	n.a.	358.45
Talend	2,705.4	2,736.0	7.2x	6.3x	n.m.	n.a.	n.a.	78.0%	(21.7%)	16.0%	14.7%	55.8%	24.2%	24.2%	0.6x	0.3x	8.6%	91.0%	n.a.	270.37
Zoom	123,989.3	118,551.5	n.m.	23.6x	n.m.	75.1x	35.2%	69.0%	26.3%	118.2%	35.6%	25.8%	6.4%	6.2%	2.2x	1.7x	67.0%	98.0%	n.a.	787.80
Slack	31,050.5	30,162.7	36.4x	19.7x	n.m.	n.a.	6.0%	86.5%	(28.0%)	81.6%	29.8%	51.0%	42.6%	42.3%	0.5x	0.6x	26.2%	99.0%	n.a.	465.99
8x8	4,581.4	4,914.5	9.0x	6.3x	n.m.	n.a.	n.a.	55.5%	(27.6%)	21.6%	18.2%	52.9%	25.0%	18.3%	0.4x	0.5x	20.7%	93.0%	n.a.	372.41
Anaplan	10,167.3	9,813.7	21.5x	13.5x	n.m.	n.a.	n.a.	75.7%	(30.7%)	28.7%	23.6%	67.4%	24.7%	22.5%	0.4x	0.4x	19.6%	91.9%	n.a.	309.63
Ceridian	16,477.1	17,165.2	15.5x	14.1x	81.9x	81.3x	7.8%	44.9%	7.2%	2.2%	9.6%	19.1%	13.3%	8.3%	n.a.	0.5x	26.9%	87.0%	4.2%	185.30
Snowflake	86,971.2	82,105.1	n.m.	56.1x	n.m.	n.a.	n.a.	59.0%	n.a.	n.a.	84.7%	81.0%	42.5%	40.2%	0.9x	1.0x	67.9%	93.7%	n.a.	311.78
Asana	6,122.8	6,385.0	34.1x	15.6x	n.m.	n.a.	n.a.	87.3%	n.a.	n.a.	36.8%	77.7%	53.8%	53.4%	0.8x	0.5x	(11.2%)	99.0%	n.a.	276.17
Sumo Logic	2,545.0	2,014.0	9.9x	6.5x	n.m.	n.a.	n.a.	72.1%	(36.4%)	30.7%	15.5%	52.4%	38.9%	38.3%	0.3x	0.3x	(1.2%)	99.0%	n.a.	350.78
Palantir	55,762.7	53,720.3	37.4x	28.0x	n.m.	n.a.	8.7%	67.7%	n.a.	47.2%	33.1%	62.6%	51.3%	51.3%	0.4x	0.5x	57.3%	n.a.	n.a.	588.63
Datadog	33,561.0	32,412.8	40.9x	29.6x	n.m.	n.a.	8.3%	78.5%	0.1%	66.3%	38.2%	34.8%	38.3%	34.9%	1.6x	1.1x	46.1%	n.a.	n.a.	362.88
CrowdStrike	53,685.5	52,188.2	n.m.	30.1x	n.m.	n.a.	22.7%	73.7%	(6.5%)	81.6%	51.0%	45.9%	25.8%	24.5%	1.2x	1.1x	62.5%	92.4%	2.0%	338.52
Median			16.8x	14.1x	41.6x	33.0x	13.2%	74.4%	-3.4%	27.3%	22.7%	45.5%	26.0%	25.1%	0.7x	0.5x	38.9%	93.0%	5.0%	351.63
Max			50.0x	56.1x	81.9x	81.3x	35.6%	88.4%	35.7%	118.2%	84.7%	81.0%	54.3%	54.3%	5.8x	1.9x	67.9%	99.4%	15.0%	911.11
Min			5.3x	4.4x	15.4x	13.3x	0.8%	44.9%	-36.4%	-5.5%	6.5%	18.5%	6.4%	6.2%	0.0x	0.1x	-11.2%	28.6%	1.0%	185.30

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													
	Equity Value (A\$m)	Enterprise Value (A\$m)	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
			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	
US vertical SaaS																					
Avalara	14,976.5	14,177.4	21.6x	17.1x	n.m.	n.a.	1.8%	71.4%	(7.8%)	30.9%	26.2%	40.9%	25.0%	23.9%	1.4x	0.6x	27.2%	91.6%	4.0%	196.27	
Veeva	52,249.7	50,146.8	34.6x	21.6x	88.9x	56.1x	36.4%	72.1%	27.8%	32.7%	20.4%	16.0%	20.1%	20.1%	1.3x	1.3x	59.0%	81.4%	n.a.	427.20	
Guidewire	11,181.8	10,276.1	10.5x	10.4x	94.2x	n.a.	6.8%	53.1%	(0.2%)	8.6%	(1.6%)	19.4%	28.8%	27.9%	1.1x	-0.1x	(0.1%)	76.3%	n.a.	358.97	
2U	3,716.8	3,540.4	3.5x	2.9x	n.m.	48.2x	n.a.	69.8%	(9.5%)	34.8%	20.4%	50.4%	28.2%	20.1%	0.6x	0.4x	26.4%	n.a.	n.a.	196.12	
Aspen	12,864.2	13,023.5	16.6x	13.5x	36.0x	24.0x	44.8%	91.1%	52.3%	12.0%	26.3%	15.9%	13.7%	13.6%	18.9x	0.5x	82.6%	97.1%	n.a.	404.27	
Alarm.com	5,627.8	5,502.0	6.8x	6.3x	36.5x	33.2x	13.0%	63.2%	14.9%	23.0%	7.8%	12.3%	25.7%	25.0%	1.5x	0.6x	26.8%	63.7%	6.0%	578.34	
Appfolio	6,401.4	6,235.1	15.3x	13.7x	88.5x	86.3x	6.2%	61.6%	7.4%	21.1%	11.9%	18.8%	29.8%	21.4%	-3.1x	0.6x	27.7%	95.5%	n.a.	305.16	
RealPage	11,476.5	12,439.2	8.2x	7.4x	29.7x	25.3x	20.5%	61.8%	16.7%	17.2%	10.8%	18.8%	18.1%	18.1%	0.0x	0.6x	40.0%	97.2%	n.a.	200.28	
Envestnet	5,135.9	5,789.9	4.4x	3.9x	19.2x	18.3x	15.0%	69.4%	13.3%	10.9%	13.9%	n.a.	9.1%	3.6%	n.a.	n.a.	35.2%	96.9%	n.a.	308.61	
Q2 holdings	7,319.8	7,404.0	14.0x	11.5x	n.m.	n.a.	0.9%	43.6%	(13.8%)	27.7%	21.6%	18.0%	29.9%	29.7%	1.1x	1.2x	28.9%	71.3%	5.9%	302.39	
Blackbaud	4,399.2	5,090.5	4.2x	4.3x	16.9x	17.3x	13.9%	53.7%	13.3%	1.4%	(1.3%)	23.0%	19.5%	14.9%	2.3x	-0.1x	23.6%	93.2%	7.0%	387.06	
SPS Commerce	4,643.1	4,428.8	10.8x	9.2x	39.5x	33.4x	21.8%	68.1%	22.0%	12.0%	16.8%	24.3%	9.9%	9.9%	0.8x	0.7x	44.5%	94.0%	13.0%	261.30	
Median			10.7x	9.8x	36.5x	33.2x	13.9%	65.6%	13.3%	19.2%	15.3%	18.8%	22.5%	20.1%	1.1x	0.6x	28.3%	93.2%	6.0%	306.88	
Max			34.6x	21.6x	94.2x	86.3x	44.8%	91.1%	52.3%	34.8%	26.3%	50.4%	29.9%	29.7%	18.9x	1.3x	82.6%	97.2%	13.0%	578.34	
Min			3.5x	2.9x	16.9x	17.3x	0.9%	43.6%	-13.8%	1.4%	-1.6%	12.3%	9.1%	3.6%	(3.1x)	(0.1x)	-0.1%	63.7%	4.0%	196.12	

Source: Capital IQ, company filings, Blackpeak Capital.

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