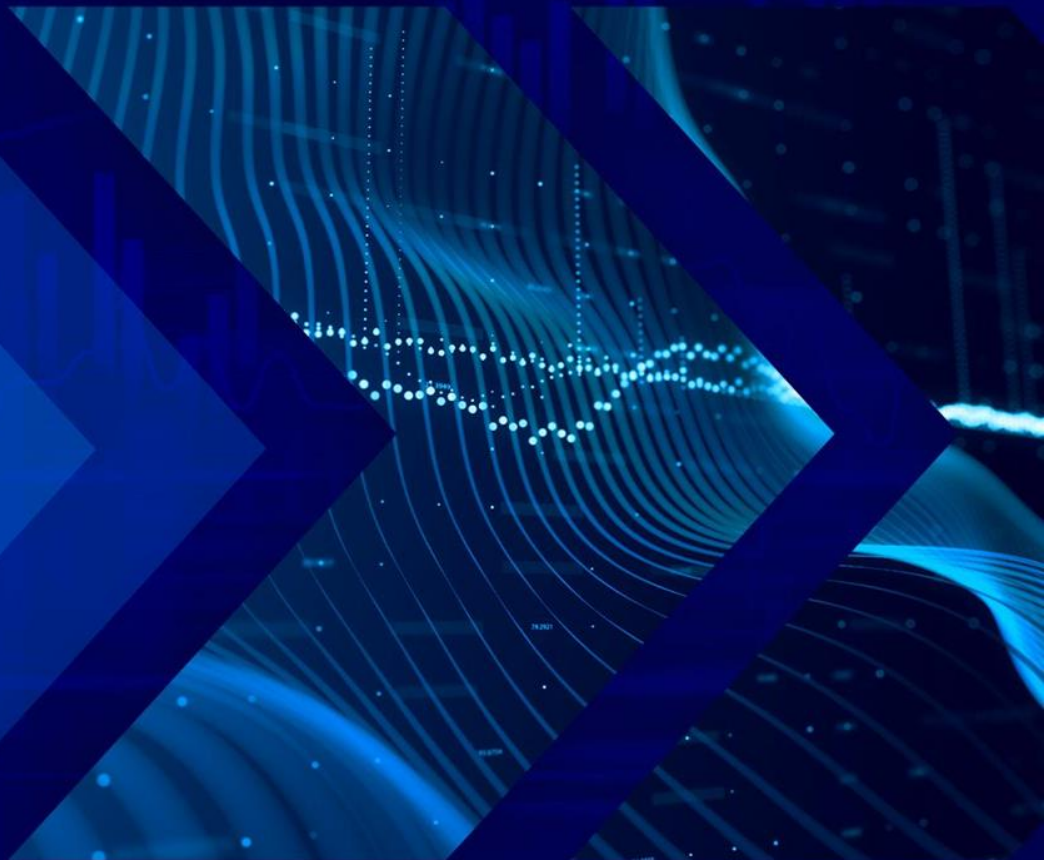


SEG

Software Equity Group

1Q24

SaaS M&A and
Public Market
Report



The Authors



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SEG's Perspective on the SaaS Landscape

“Thank you for taking the time to explore our latest research report. As we've done since 2002, we are committed to tracking the ever-evolving software industry. We are honored to have software executives and industry professionals like you as our valued readers.

As has been the story in recent years, there is a tremendous amount of information for founders, operators, investors, and strategic buyers alike to consider. Between macroeconomic data like inflation and interest rates, stock market trends and public company performance, geopolitical instability, and an upcoming US election, there is a dizzying amount of information to consume.

The volume of factors to consider makes it hard to determine what is happening within software and SaaS markets. Our goal is simple: to make complex information easier for everyone. The output of that goal is our research reports, the latest iteration being this report on 1Q24. Once again, we strive to make it as easy as possible to digest the key trends and dynamics impacting the industry we are so passionate about.

We hope you enjoy delving deeper into the trends impacting software and SaaS throughout the report. Thank you once again for being part of this journey with us.”

- **Austin Hammer, Principal**, Software Equity Group

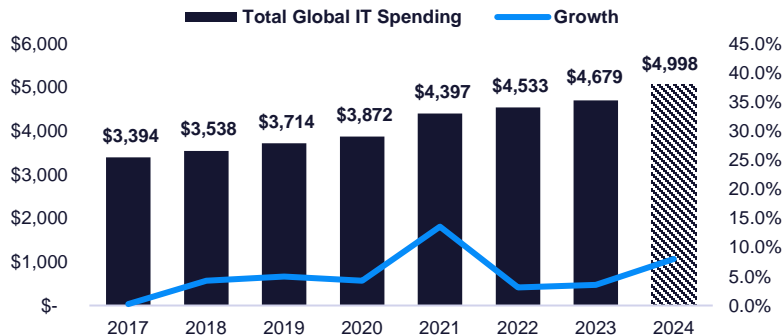
1Q24 Macroeconomic Outlook Overview

- **The macroeconomic outlook is approaching an inflection point.** On the one hand, the Federal Reserve has not raised interest rates since 3Q23 due to relatively stable inflation (i.e., not increasing). On the other hand, inflation has been stubborn as prices have risen ~2.7% YOY in 1Q24, well above the Fed's 2% target⁽¹⁾.
- In 2024, the market expected the Fed to begin lowering interest rates, pricing in six interest rate cuts starting as soon as March. As we know, not only did rate cuts not materialize in Q1, but with sticky inflation, the Fed is signaling that it may be some time until rate cuts begin. **Currently, the market is pricing in three cuts in 2024⁽²⁾, but this is far from a certainty.**
- The Fed must balance the performance of the US economy in its conquest to combat inflation via interest rates. Heading into 2024, the U.S. economy was performing extremely well, but recent economic data has shown some softening. **In 1Q24, the U.S. GDP increased at an annualized rate of 1.6% vs. a consensus forecast greater than 2%⁽³⁾.**
- In addition to slower-than-expected growth, recent U.S. job market data showed the labor market loosening. **The U.S. economy added 175,000 jobs in April compared to consensus estimates of 243,000, while unemployment rose slightly to 3.9% from 3.8% the previous month⁽⁴⁾.** This resulted in a positive response from the stock market due to the possibility of rate cuts being pulled forward because of softer GDP growth and employment data.
- This all amounts to the Fed closely watching inflation, growth, and the labor markets. In a scenario where economic growth signals weakness or the labor market continues to loosen up, the Fed will expedite its interest rate-cutting measures. **A rate-cutting environment is favorable to growth sectors like SaaS and software and a tailwind to M&A markets that depend on affordable capital to execute transactions.**

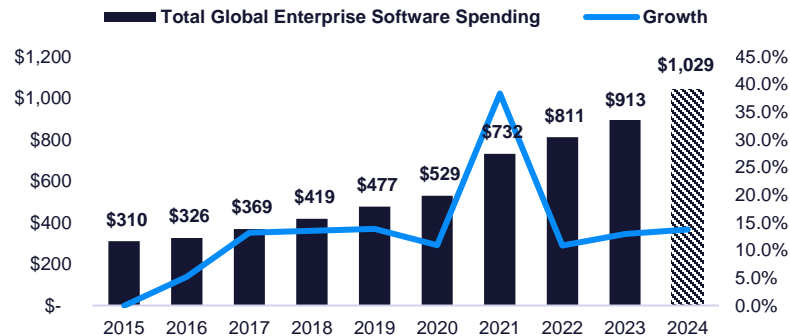
See appendix for references.

2024 Global IT & Enterprise Software Spend Outlook⁽¹⁾

Global IT Spend and Growth (\$B)



Global Enterprise Software Spend & Growth (\$B)



- Global IT and Enterprise Software growth and spending are poised to continue strong growth.** In 2021, both categories experienced unprecedented growth due to rapid digitization driven by COVID. However, 2022 marked a regression from peak growth and a return to more typical historical patterns. Nonetheless, the outlook remains robust.
- Both categories are expected to continue robust growth in 2024,** with Global IT spending approaching \$5T and enterprise software spending surpassing \$1T for the first time. **Enterprise software, the fastest-growing IT segment, is expected to have grown 12.4% in 2023, with 2024 projected growth at 12.7%,** outpacing the broader IT category's growth of 3.3% and 6.8%, respectively. **Software spending as a % of overall IT spending has nearly doubled since 2017 (10% to 20%),** a remarkable feat considering the large dollar volume of IT spending (nearly \$4.7T in 2023).

See appendix for references.

What We Do

We Provide **High Impact** Sell-Side **Strategic Advice** and **M&A Services** to B2B Software Executives and Their Shareholders, Resulting in Exceptional First-Pass Success Rates.

100%

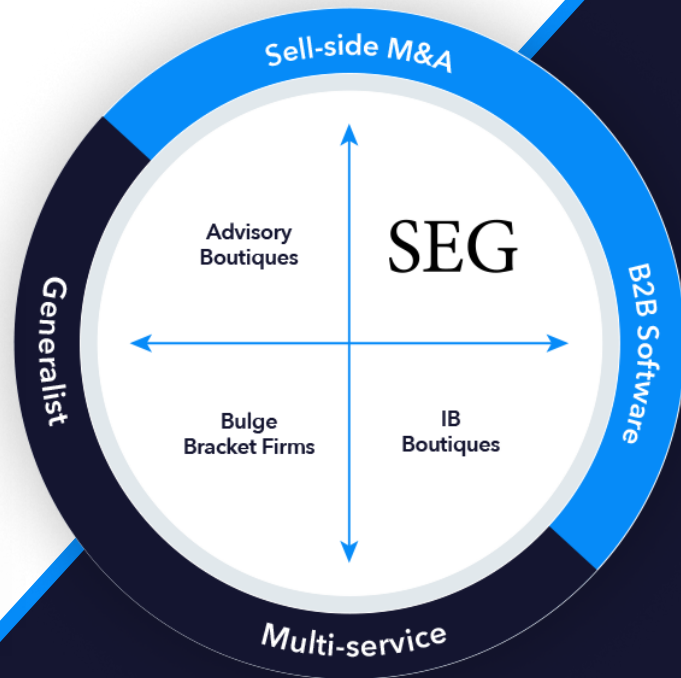
Sell-side advisory services = no conflicts

5-50M

Average client is between \$5M - \$50M in ARR

9/10

SEG clients enthusiastically recommend us





M&A CLIENT TESTIMONIALS

Exceptional Outcomes

Over One Hundred B2B Software Executives
Share Their Incredible Experiences Working with SEG.

SoftwareEquity.com/Testimonials

SEG | Software Equity Group

SaaS M&A

1Q24 SaaS Report

1Q24 SaaS M&A Summary

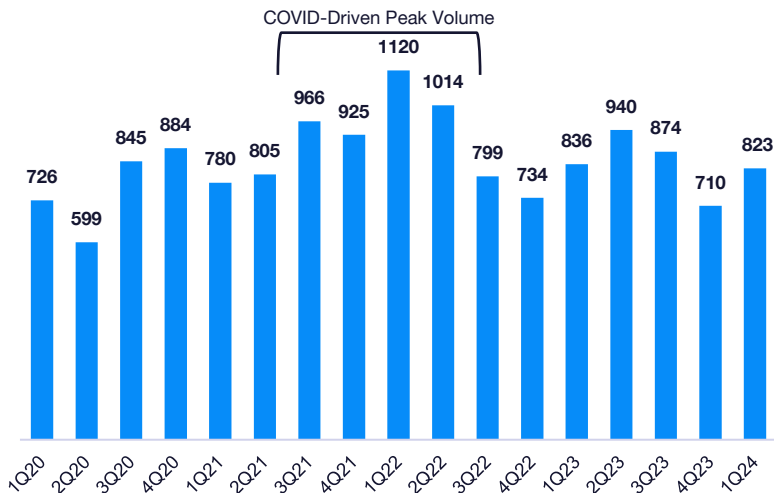
- **Aggregate software industry⁽¹⁾ M&A deal volume has settled into a steady state that remains strong relative to historical standards**, recording 823 total deals in 1Q24, a similar level to 1Q23. The trend shows a steady increase compared to pre-COVID levels, with '21 and '22 representing a period of unprecedented M&A volume.
- **Deal activity for SaaS M&A, which was strong in 2023**, has seen less volume in the last two quarters. This trend is likely caused by a myriad of compounding variables, including regional bank instability in early 2023, macroeconomic concerns, and a high-interest rate environment that have all had lagging impacts on volume. With the Fed planning to cut interest rates three times this year, deal volume is expected to increase. Despite a few lighter volume quarters, **the 486 deals SaaS deals in 1Q24 remain well above pre-2022 levels, up 50% from the 2019-2021 Q1 average.**
- The median EV/TTM Revenue multiple for 1Q24 was 3.8x, in line with 4Q23. **Over the last three quarters, both the median and average EV/TTM revenue multiples for SaaS M&A have stabilized**, indicating that the M&A market has fully responded to a higher interest rate environment and caught up to the public SaaS market. M&A valuations for the remainder of 2024 will be impacted by the Fed's interest rate-cutting trajectory, but in the interim, high-performing businesses [continue to receive strong outcomes in the M&A markets.](#)
- **Vertical SaaS comprised 49% of all SaaS M&A deals in 1Q24**, continuing the trend of buyers and investors seeking the types of purpose-built, mission-critical applications that are the calling card of vertical software companies. Healthcare and Financial Services represented the most active verticals this quarter. However, **several other verticals, including Hospitality, Retail, and Manufacturing, saw increased activity YOY**, indicating that the buyers and investors are not just looking for deals in historically active verticals but rather widening their focus to comprise a variety of verticals.
- Private equity continued to pace SaaS M&A activity (59% of 1Q24 deals), **driven by PE-backed strategics (48%) that continue to leverage an ideal mix of product synergies and capital allocated to M&A.** Strategic buyers (40.7% of Q1 deals) had their most active two-quarter stretch since 1Q22.

(1) Both total software M&A and SaaS M&A are tracked and reported on in this report. SaaS M&A is a subset of overall software industry M&A.

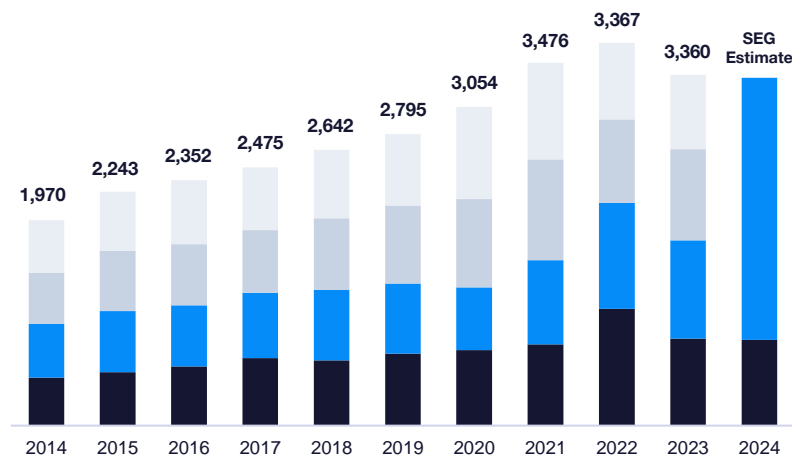
Overall Software Industry M&A: Deal Volume

The aggregate software industry⁽¹⁾ experienced a strong 1Q24, with 823 deals, up 16% QOQ versus 4Q23 (710 deals) and in line with 1Q23 (down 2% YOY vs. 836 deals). The 16% rebound against 4Q23 starts 2024 with an encouraging trend that supports the aggregate software industry's continued normalization to a post-COVID volume. The four quarters prior to 3Q21, when the software M&A market started to see an increased number of deals due to COVID tailwinds, averaged 829 deals. The last seven quarters averaged 817 deals per quarter, and when removing a lower-than-usual 4Q23, averaged 834 deals. **This volume represents a healthy, stable state for software M&A, demonstrating the market's resilience.** 2024 is expected to see a similar volume of software transactions as 2023, a volume that represents ~9% growth over 2020.

Software Industry M&A Deal Volume - Quarterly



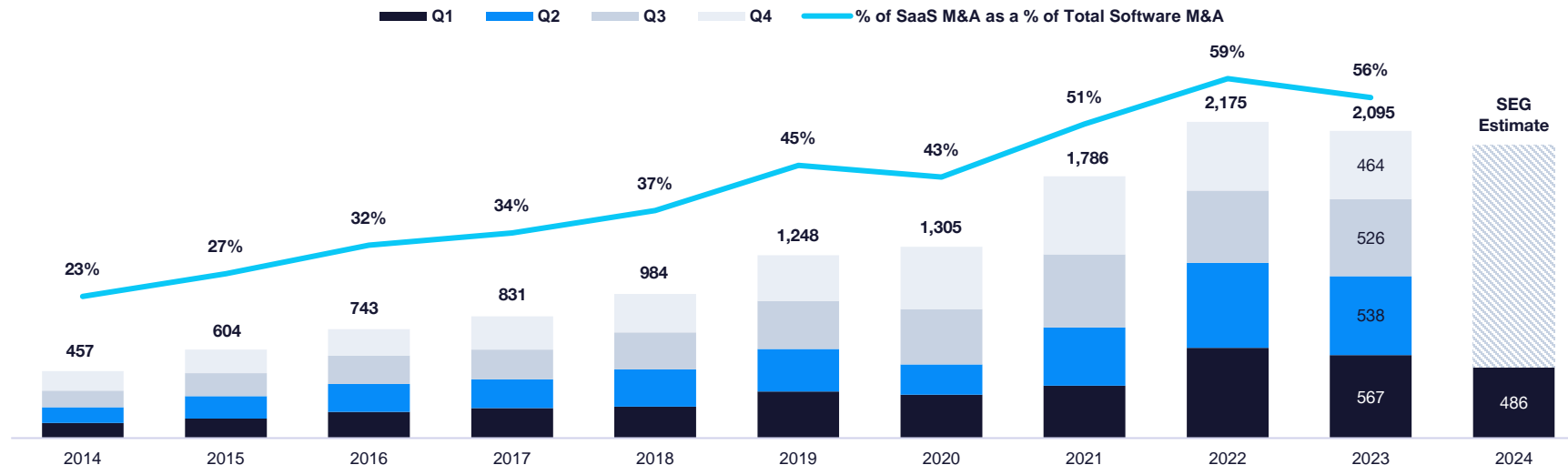
Software Industry M&A Deal Volume - Annual



(1) Aggregate software industry includes SaaS, on-premise license models, and internet companies.

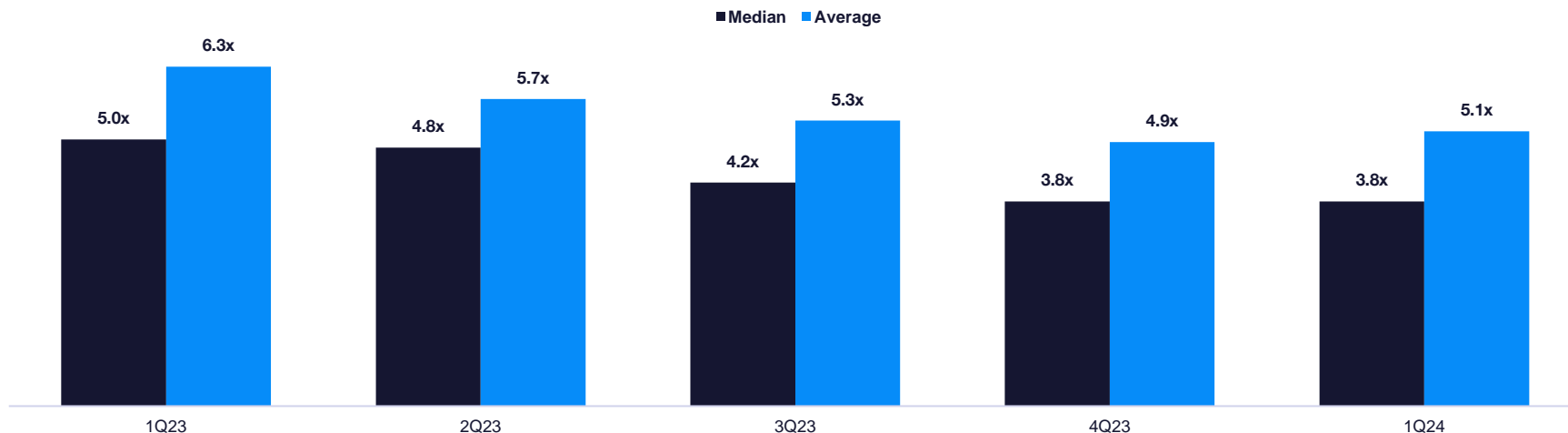
SaaS M&A Highlights: Deal Volume

The 486 SaaS deals in 1Q24 represent 5% QOQ growth (464 in 4Q24) and 14% decrease YOY (567 in 1Q23). **SaaS M&A volume has been strong on an annual basis, with 2023 representing the second-highest year on record.** Less volume in the last two quarters is likely caused by a myriad of compounding variables, including regional bank instability in early 2023, macroeconomic concerns, and a high-interest rate environment that have all had lagging impacts on volume. With the Fed expected to cut rates three times this year and solid forecasted economic performance, SaaS deal volume is expected to increase for the remainder of the year, resulting in 2024 volume to finish on par with 2023. Moreover, the 486 SaaS deals in **1Q24 remain well above pre-2022 levels, up 50% from the 2019-2021 Q1 average.**



SaaS M&A Highlights: EV/TTM Revenue Multiples⁽¹⁾

1Q24's 5.1x average EV/TTM revenue multiple represents a 4% increase QOQ and a 19% decrease YOY, while the median held steady QOQ and decreased YOY (-24%). The median and average EV/TTM revenue multiples for SaaS M&A have stabilized, especially considering that multiples are reported on a TTM basis, resulting in median and average multiples in early 2023 that still incorporated a higher valuation environment. **The in-quarter median M&A multiple has held steady since the second half of 2022**, indicating that the M&A market has fully responded to a higher interest rate environment and caught up to the public SaaS market. M&A valuations for the remainder of 2024 will be impacted by the Fed's interest rate-cutting trajectory, **with the combination of a stabilizing valuation environment and the potential for interest rate cuts presenting an upside case for valuation expansion**. In the interim, businesses that fit the criteria that strategic buyers and investors prioritize are seeing premium multiples. Learn more in our [2023 State of SaaS M&A: Buyers' Perspectives](#) report.

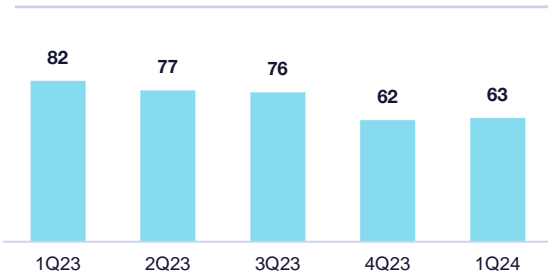


(1) Values are on a median or average TTM basis, indicating each quarter includes 12 months of data to obtain a larger dataset.

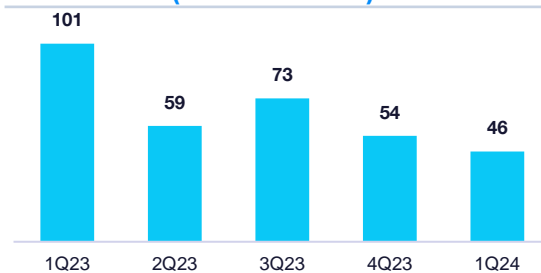
SaaS M&A Highlights: Top Product Categories By Deal Volume

Content & Workflow Management accounted for **70 deals in 1Q24**, up 43% QOQ and 30% YOY. This reflects a broader trend as SaaS companies build intelligent workflows and automation into their products tailored to solve specific customer challenges, resulting in more companies in the category. Notably, **Business Management / ERP** has seen **stable quarterly M&A volume in the last five quarters**, which mirrors its consistent growth and steady valuations in the public markets and further re-enforces demand for companies providing mission-critical solutions.

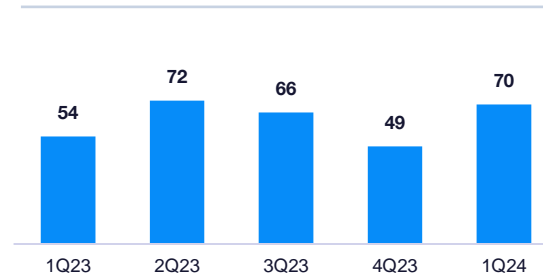
Sales & Marketing (TTM Total: 360)



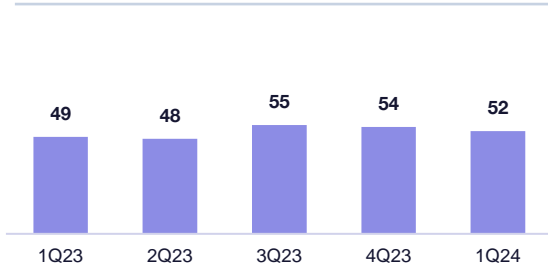
Analytics & Data Management (TTM Total: 333)



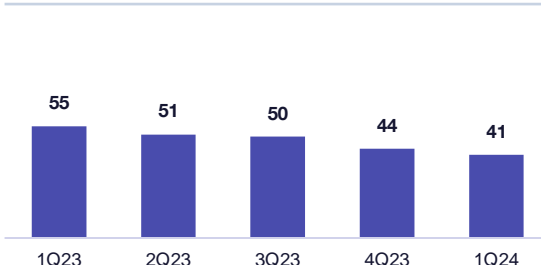
Content & Workflow Management (TTM Total: 311)



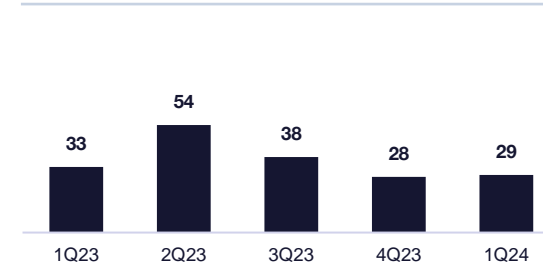
Business Management / ERP (TTM Total: 258)



Financial Applications (TTM Total: 241)



HCM (TTM Total: 182)



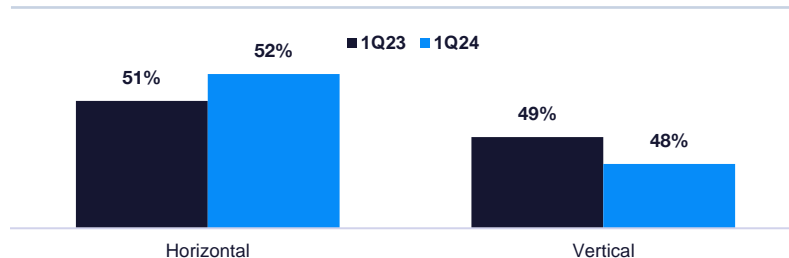
SaaS M&A Highlights: Target Market Focus

Vertically focused businesses comprised nearly half of all SaaS deals in 1Q24 (48%), similar to 1Q23 (49%). Buyers and investors have adapted to the current markets and prioritized durable and sustainable M&A targets. Qualitative indicators of these businesses include vertically focused companies offering mission-critical solutions that serve recession-resistant end markets.

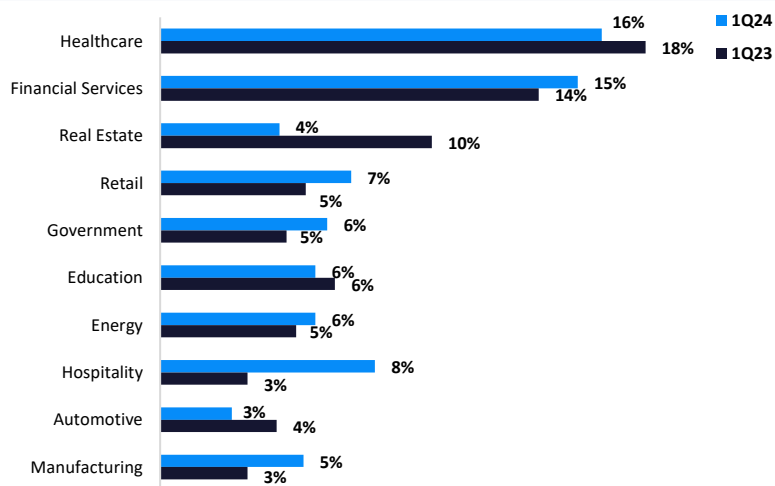
The most active verticals in 1Q24 were Healthcare (16% of Vertical Deals) and Financial Services (15%). **While these two verticals have been historically active, several other verticals, including Hospitality (8%), Retail (7%), and Manufacturing (5%), saw increased activity YOY.** This indicates buyers and investors are not just looking for deals in the same verticals but rather widening their focus to comprise a variety of verticals as they adjust to the shifting operating environment. This is a good sign for general vertical activity for the remainder of the year.

Horizontal product categories with the highest volume include Sales & Marketing (13% of horizontal SaaS), Security (13%), Human Capital Management (10%), and Communications & Collaboration (10%).

Target Market Focus⁽¹⁾



Top 10 M&A Verticals by % of Vertical Deals⁽²⁾



(1) Target market focus refers to the company's market focus as either horizontal and serving multiple industries or serving a specific vertical market.

(2) Top vertical deals as a percent of all vertical SaaS deals in 2023.

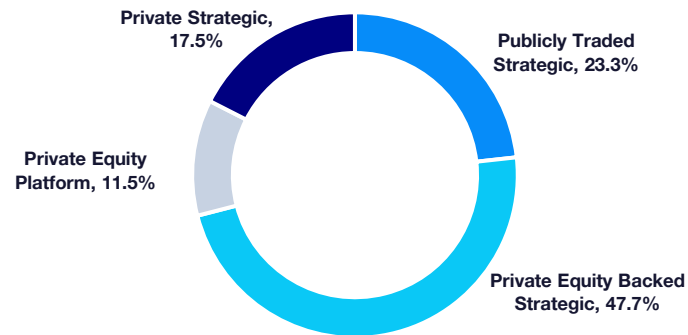
SaaS M&A Highlights: Rebound of Strategic Buyer

Once again, private equity⁽¹⁾ investors comprised the majority of SaaS M&A, comprising 59% of deals in 1Q24. The percentage was slightly down YOY (from 60% in 4Q22) and QOQ (from 60% in 3Q23). This is broken down further into PE-backed strategics (45%) and platform investments (11%).

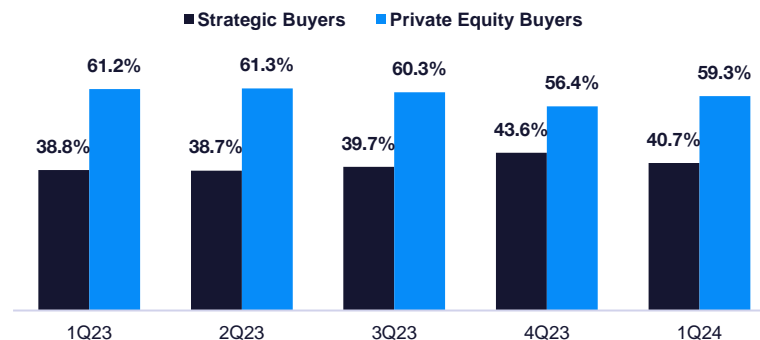
PE-backed strategics have continued to leverage the combination of product synergies, capital available for M&A via their financial sponsors, and the lack of real-time valuation pressure faced by publicly traded strategics to be highly active, comprising nearly half of the transactions.

Strategic buyers (40.7% of Q1 deals) had their most active two-quarter stretch since 1Q22. While private equity will still be a force in 2024, with public equities rebounding, many expect strategics to continue to be more active⁽²⁾ in 2024.

1Q24 SaaS M&A Activity by Buyer Type



Historical SaaS M&A Activity by Buyer Type



(1) Private Equity-driven deals include Private Equity Platform and Private Equity-Backed Strategic. Private Equity Platform includes private equity firms making platform acquisitions, while Private Equity-Backed Strategic includes all strategic buyers backed by a private equity firm.

(2) See appendix for references.

Select Most Active Buyers of SaaS (TTM): Strategic Buyers⁽¹⁾

Buyer	Deal Count	SaaS Sellers
 CONSTITUTION SOFTWARE INC.	28	 PEAKWORK  GOVBR  Insurance Software  FunctionFox  WinTech  PowerManager  H GEM  QUESTLINE  DisplayNote  CloudMD  Benchmark  AIM  optimalblue  abilis  LIXOFT  GREATSOFT  RAF  SQUIRRELS  NOVENTI  Delacoin  MEDHOST  modyo  intellior.ag  Avencall  routevision  gold-vision  servoy  zeit.ag
 VALSOFT	19	 Datatrac  Irossoft (certain assets)  Nexera  BDK  SDS  wageloch  THATCHER  Forms Express  virtualtrader  Seekda  kloptek.  G-BIS  ZAFIRE  microdeb  demandbridge  J-L  UPTAKE  ICL  ee  EASY EMPLOYER
 VISMA	12	 clevergig  VS  ZorgDomein  payday  ACOS  LAUDUS  Quaderno  silverfin  inVISION  FabricAI  CHAINTRUST  invoiceexpress
 CISCO	9	 smartlook  Armorblox  ACCEDIAN  SamKnows  DORT  Code BGP  wgtwo  splunk  ISOVALENT
 accenture	8	 vector SIGNAL  ConcentricLife  OnProcess  Rabbit's  JIXIE (certain assets)  WORK & CO  UDACITY  f10
 DURA SOFTWARE	6	 Oxlo  Retail  Paperwise  infinity  SATUIT TECHNOLOGIES  POL
 Ideagen	6	 OnePlace Solutions  TRITAN SOFTWARE  DEVONWAY  lucidity  OP CENTRAL  plant assessor
 IBM	6	 ahana  P O L A R  APPTIO  manta  Pliant  Intellimetric
 VITEC vertical software	6	 DL SYSTEMS  entry event  NEAGEN  Codea  PICTURAE  LDC
 aptean	5	 TOTAL Logistics  AFFINITUS  trend swm  abs  3T Logistics and Technology Group

(1) Transactions listed may not include all deals by the buyer. The transactions listed were announced in the last 12 months.

Select Most Active Buyers of SaaS (TTM): Private Equity Investors⁽¹⁾

Investor	Deal Count	SaaS Sellers
MAIN CAPITAL PARTNERS	9	CLOUD COACH RAIL CUBE Sensire xential. PACT MANAGER UNIK LUXSCI Omidocs cisbox Digital experience cloud
THOMABRAVO	6	BLUESIGHT THE MEDICATION INTELLIGENCE COMPANY nextgen INSURANCE EQS bluematrix® HYPERGENE everbridge®
FP FRANCISCO PARTNERS	6	MACROBOND new relic. blancco technology group The Weather Company Accela jama software®
Hg	5	GTREASURY nomadia SMART MOBILITY SOLUTIONS JTL Software CINC Systems CUBE
TPG CAPITAL	5	ELITE Forcepoint (certain assets) nextech new relic. SAYARI
GTCR	4	worldpay ONCE FOR ALL Foundation / Source CLOUDBREAK
VISTA	4	resilinc TRG SCREEN Gatekeeper EngageSmart

Additional Select Active Investors













(1) Transactions listed may not include all deals by the buyer. The transactions listed were announced in the last 12 months and are only private equity platform investments.

1Q24 Select Notable SaaS Deals: Mega & Mid-Market Deals⁽¹⁾

Buyer	SaaS Seller	EV	EV/TTM Revenue	Seller PC/ Vertical	Seller Description
 SYNOPSYS®	 Ansys	\$35,000,000,000	16.2x	Engineering / Manufacturing	Provides CAD simulation, analysis, and testing SaaS with features for structural design optimization, virtual prototyping, systems modeling, and materials information management.
 Cinven	alterDomus*	\$5,310,865,000	N/A	Financial Applications	Provides AI-based financial management SaaS, services, and related APIs to the alternative investment industry.
 AMADEUS	 vision-box	\$346,713,600	4.5x	Security / Other	Provides ML-based biometric identification management software and includes features for verification, authentication, business intelligence, journey management, monitoring, process control, and facial recognition.
 Arsenal Capital Partners	 Fortrea (certain assets)	\$295,000,000	N/A	Content & Workflow Management / Life Sciences	The endpoint clinical and patient access businesses of Fortrea provides interactive responsive and patient access software for businesses in the life sciences industry.

(1) Includes M&A deals estimated to be greater than \$1250M in Enterprise Value.

1Q24 Select Notable SaaS Deals: Lower-Mid Market⁽¹⁾

Buyer	SaaS Seller	EV	EV/TTM Revenue	Seller PC/ Vertical	Seller Description
		\$189,151,776	2.0x	Supply Chain / Government	Provides e-commerce, supply chain, and procurement software for businesses and government agencies.
	 (certain assets)	\$108,754,100	N/A	Sales & Marketing / Financial Services	The U.K. mortgage sales and originations software business of Iress provides mortgage broking software for mortgage brokers in the UK.
		\$75,000,000	N/A	Content & Workflow Mgmt. / Financial Services	Provides onboarding automation and account opening software for commercial and business banking globally.
		\$70,000,000	N/A	Analytics & Data Mgmt. / Healthcare	Provides AI-based minimal residual disease (MRD) detection software for businesses in the pharmaceutical and healthcare industry globally.
		\$34,400,000	1.9x	Content & Workflow Mgmt. / Healthcare	Provides AI-based digital-led care management software, including features for live coaching, healing management, wellbeing support, journey management, and therapeutic assistance.

(1) Includes M&A deals estimated to be less than \$250M in Enterprise Value.

SEG SaaS M&A DEAL DATABASE™

Take advantage of this tool to monitor deal activity and active buyers within your vertical for a strategic advantage.

The SEG SaaS M&A Deal Database™ is now up-to-date with select 2023 deals.

[VISIT THE DATABASE](#)

Announced	Target Name	Acquirer Name	SEG Vertical	Read Press Release
2023-09-29	GEDI Cube Intl	Renovaro Biosciences	Healthcare	Press Release
2023-09-29	The Indoor Lab	Blattner Technologies	Government	Press Release
2023-09-28	S21 Ignition	Overfuel	Other	Press Release
2023-09-28	Diet ID	Tangelo	Healthcare	Press Release
2023-09-28	Insight Risk Technologies	Velocity HoldCo	Real Estate	Press Release
2023-09-28	Trimble (certain assets)	AGCO Corporation	Agriculture	Press Release
2023-09-27	reciprofly	ECRS	Hospitality	Press Release
2023-09-26	Alethes	Clarivate		Press Release
2023-09-26	Codea	Vitec Software Group		Press Release
2023-09-26	HealthJump	Datavant		Press Release

Resources To Help You Sell

Crafted for SaaS leaders, our resources simplify M&A complexities. With insightful blog articles, founder conversations, webinars, and essential guides, we cover every aspect. Anticipating your needs, we do our best to offer strategic guidance in digestible forms. *Explore our library of resources on our website.*



20 Factors to Track When Valuing Your Business

Learn the factors buyers and investors prioritize when valuing SaaS companies.

[READ NOW](#)



Webinar: Selling Your Software Company

SEG Principal breaks down company readiness-to-sell, plus actionable advice.

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Webinar: Legal Strategies for Software Leaders

M&A attorney advises founders on essential legal prep for smooth and optimal process.

[WATCH NOW](#)

Blogs

Want to Sell Your SaaS Business? Here's How to Get Started

Hear from a founder: how to sell when ready.

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How to Prepare an Exit Strategy: A Guide for SaaS Founders

Get started on creating your exit strategy.

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7 Reasons to Hire an M&A Advisor When Selling a Software Company

See how an advisor can help mitigate risks.

[READ ARTICLE](#)



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SaaS Public Market



1Q24 SaaS Report

1Q24 SaaS Public Market Summary

- Overall, the SEG SaaS Index™ hovered around the same level in 1Q24, down 1.4% YTD in stock price performance. **The Index saw a stellar last two months of 2023 in which it outperformed the major indices by over 10% (23% increase in those two months)**, a run fueled by the anticipation of six potential interest rate cuts in 2024 starting in March. With the market now expecting only three rate cuts beginning in September, smaller cap growth stocks (a bulk of the SEG SaaS Index™) have seen more muted performance in 2024. However, several SaaS companies enjoyed strong Q1's on the back of solid financial results.
- **The SaaS Index™ added \$82M of revenue YOY in 1Q24**, proving that it can continue to grow and digitally transform business while also balancing operational efficiency. While there are not as many high-growth businesses in the Index compared to 1Q23, 55% are growing 10-30%, and 11% are growing greater than 30%.
- The percentage of companies in the Index trading at >12.5x EV/TTM revenue multiples increased YOY from 5% in 1Q23 to 16% in 1Q24, **a sign that the strongest companies in the Index have rebounded in the last year. The fastest-growing companies remain highly valued**, but not at the cost of EBITDA. Of the 20 companies in the >40% weighted Rule of 40 cohort (median EV/TTM rev of 12.2x, 106% premium to the median), **only four have a negative EBITDA margin, and only two of those have EBITDA margins less than -5%**.
- Operating margins have rapidly improved, with 1Q24 representing the **first quarter in which the TTM EBITDA of the Index has been positive since 2Q19. EBITDA margins for the Index were positive for the third straight quarter, and the median cash flow from operations was 20%** as SaaS businesses have prioritized operational efficiency. Gross margins have also improved (2.6 percentage points were added YOY) as the Index takes advantage of economies of scale.
- DevOps & IT Management and Security are the two highest-valued and fastest-growing product categories as they ride the tailwinds of the new AI paradigm. Meanwhile, **ERP & Supply Chain continues to be rewarded for its strong performance by demonstrating balanced growth and profit (17.3% TTM**

SEG SaaS Index™ Updates

ADDITIONS

Includes companies that have been added to the Index due to IPO, SPAC acquisition, or transitioned from a license-based model to SaaS

UPCOMING INDEX ADDITIONS

Includes companies that have recently gone public but are excluded from the Index this quarter due to a lack of publicly available financial data

REMOVALS

Includes companies that have been removed from the Index due to acquisition

The logo for Klaviyo, featuring the word "klaviyo" in a lowercase, black, serif font, followed by a small black square icon.The logos for Model N and Everbridge. Model N is in a blue, sans-serif font. Everbridge features a stylized icon of three curved lines in orange, red, and grey, followed by the word "everbridge" in a lowercase, sans-serif font, with "ever" in grey and "bridge" in red.

SEG SaaS Index™ Overview

Our Q4 SEG SaaS Index™ comprises 126 publicly traded companies that primarily offer solutions via the cloud⁽¹⁾. The Index is updated every quarter depending on acquisitions, IPOs, readily available financial data, and changes in business models. If a company is added or removed from the Index, we re-run historical data to exclude its financials and analyze how it changes the metrics.

SEG SaaS Index™ Median Metrics⁽²⁾

Measure	1Q23	2Q23	3Q23	4Q23	1Q24
Market Capitalization (M)	\$3,846	\$4,018	\$4,299	\$4,198	\$4,300
EV/NTM Revenue	5.3x	5.5x	5.7x	5.6x	5.7x
EV/TTM Revenue	5.9x	5.9x	6.0x	5.8x	6.0x
EV/TTM Gross Profit	8.5x	8.2x	8.4x	8.2x	8.8x
EV/TTM EBITDA	35.3x	32.0x	31.4x	32.8x	35.9x
EV/TTM CFO	25.6x	25.8x	30.2x	27.3x	32.9x
Gross Profit Margin	71.4%	71.1%	71.7%	73.3%	74.0%
EBITDA Margin	-1.9%	-0.7%	1.8%	4.6%	6.5%
Net Income Margin	-11.0%	-10.1%	-7.0%	-3.8%	-2.4%
CFO Margin	12.2%	14.9%	12.9%	15.5%	20.3%
TTM Total Revenue (M)	\$669	\$713	\$737	\$747	\$751
TTM Total EBITDA (M)	-\$39	-\$22	-\$17	-\$11	\$10
YOY Revenue Growth	21.6%	19.8%	17.8%	16.4%	15.6%
YOY EBITDA Growth	14.0%	17.5%	26.5%	31.3%	48.9%
Cash & Eq (M)	\$251	\$255	\$272	\$259	\$273

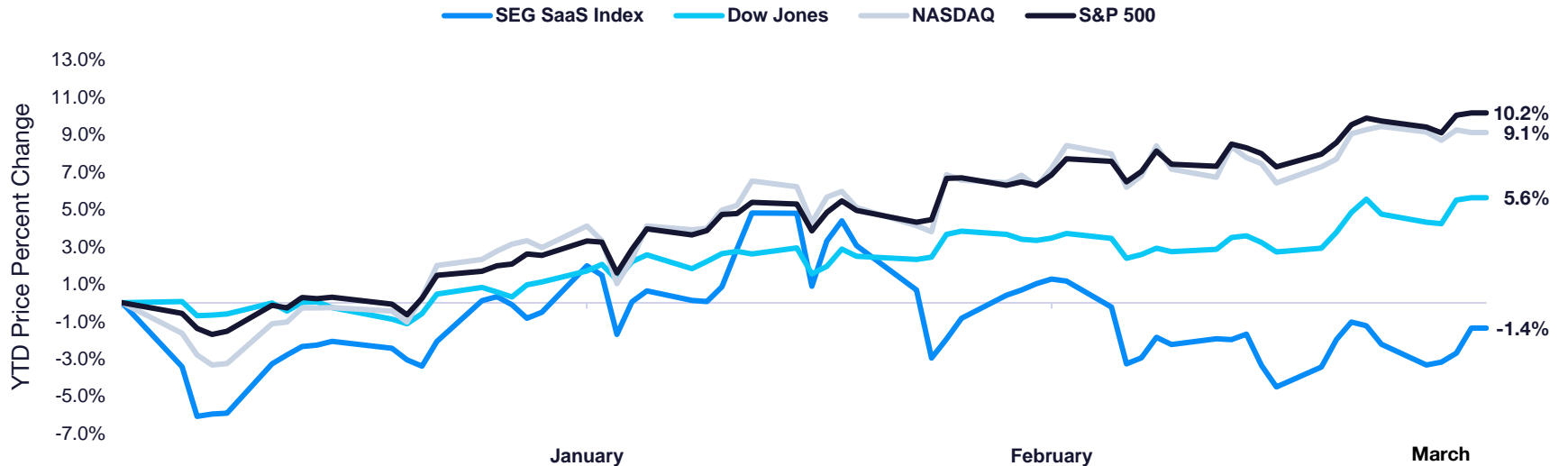


(1) Companies in the SEG SaaS Index™ may have a subscription or transaction-based pricing model.

(2) Quarterly stats are measured using quarterly metrics and annual stats are measured using annual stats unless noted otherwise.

SEG SaaS Index™: YTD Stock Market Performance

The stock market has enjoyed a strong start to 2024, with the S&P500, NASDAQ, and Dow Jones growing since the beginning of the year (10.2%, 9.1%, and 5.6%, respectively). **The SEG SaaS Index™, after increasing a stellar 23% in the last two months of 2023 and outpacing all other indices by nearly 10% over the same period, has hovered around the same level that it began the year (down 1.4% through Q1).** **Entering 2024, the market expected as many as six rate cuts from the Fed** starting as soon as March⁽¹⁾, a tailwind for smaller cap growth stocks, representing the bulk of the SEG SaaS Index™. With the Fed delaying rate cuts due to stubborn inflation and the market now expecting three cuts in 2024⁽²⁾, public market investors have focused on larger-cap companies comprising the NASDAQ and S&P 500.

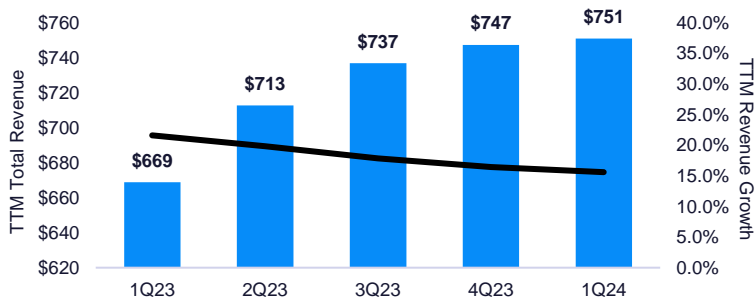


SEG SaaS Index™: Quarterly Revenue Performance

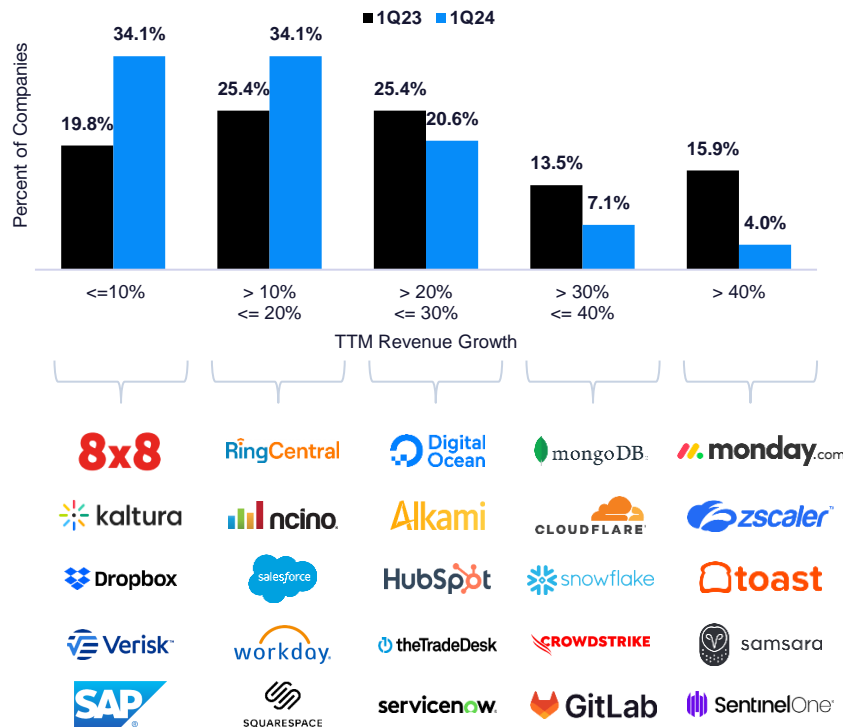
The Index posted median revenues of \$751M in 1Q24, up 12.3% YOY and 0.5% QOQ. Though the percentage of high-growth SaaS companies has decreased (only 11% of the Index grew >30% in the 1Q24 TTM period compared to ~29% in the 1Q23 TTM period), **this is partially the result of the market demanding profitable growth**. Additionally, 54.7% of companies in the Index grew between 10% and 30% TTM.

SaaS companies have **focused on operational efficiency**, bringing down aggregate growth rates. However, **median revenue grew \$82M YOY** despite this shift, indicating the potential of SaaS businesses to continue to grow despite an operationally constrained environment.

TTM Revenue Performance (\$M)



TTM Revenue Growth Rate Distribution⁽¹⁾



(1) Logos correspond to a select representation of the 1Q24 data.
 (2) Refer to Slide 35 for information on improving cash flow trends.

SEG SaaS Index™:

Revenue Multiples

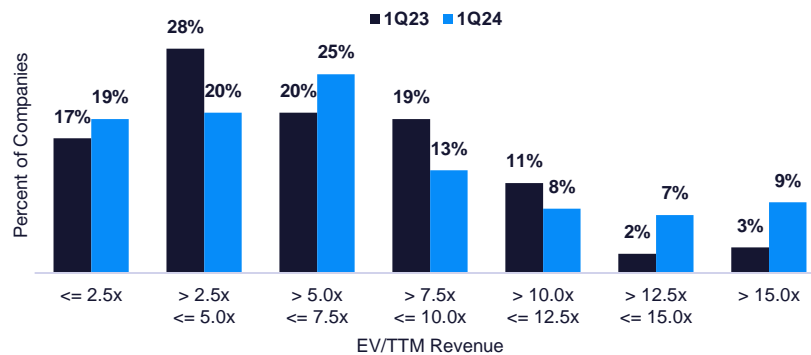
The percentage of companies in the Index trading at >12.5x EV/TTM revenue multiples increased YOY from 5% in 1Q23 to 16% in 1Q24, a sign that the strongest companies in the Index have rebounded in the last year.

The companies that demonstrate the ability to **balance growth and cash flow receive premium valuations, as the upper quartile of the Index grew faster (25% YOY vs. 16%) and generated stronger cash flow (29% YOY vs. 16%) than the median.** Across the Index, valuations have hovered around 6x EV/TTM Rev for the last five quarters, signaling that the markets have fully baked in the current economic environment.

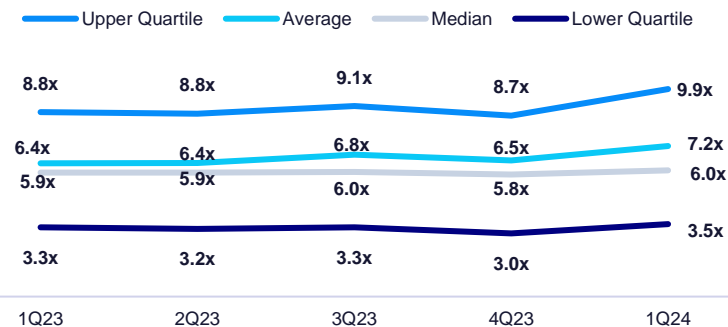
Median TTM Metrics by EV/TTM Revenue Multiple⁽¹⁾⁽²⁾

Metrics	Lower Quartile	Median	Upper Quartile
Revenue Growth	4%	16%	25%
Gross Profit Margin	67%	73%	77%
EBITDA Margin	-4%	2%	7%
CFO Margin	5%	16%	29%

EV/TTM Revenue Multiple Distribution⁽¹⁾



EV/TTM Revenue Multiple - Quarterly⁽¹⁾



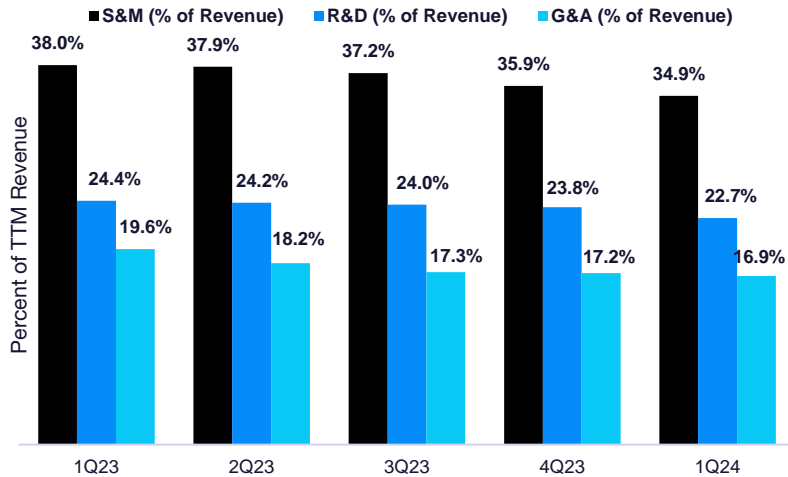
(1) Quarterly EV/TTM Revenue multiples are derived by finding the Enterprise Values over the entire quarter, divided by the last available TTM Revenue figure. TTM Revenue is based on the last available financial statement and may be from one quarter prior.

(2) Stats shown for the lower and upper quartiles are calculated based on the median metrics for the respective cohort of companies belonging to those quartiles over the TTM. The stats for the median group are calculated based on the median metrics for the entire index. Stats are based on the last available financial statement and may be from one quarter prior.

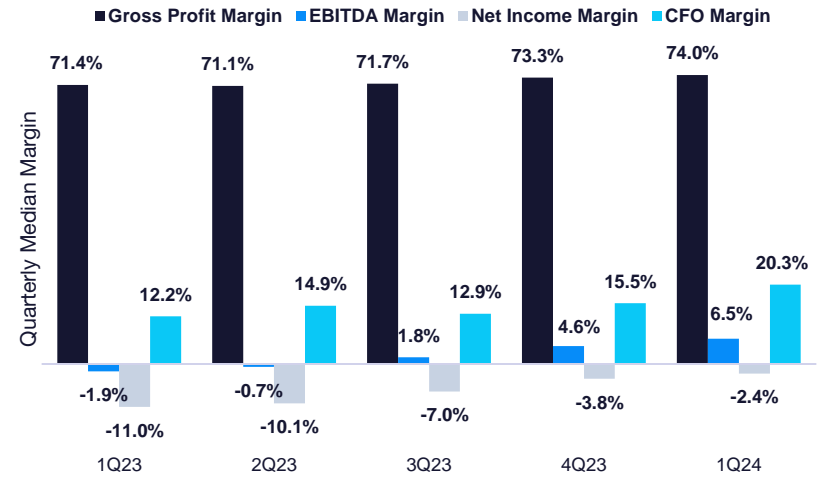
SEG SaaS Index™: Financial Performance

The Index's **rapid pivot to capital efficiency is a fantastic sign of the long-term earning potential of the SaaS industry**. The Index's median CFO margin is up 66% YOY (20.3% vs. 12.2%) and 31% QOQ (20.3% vs. 15.5%). The Index's median EBITDA margin was a robust 6.5% in 1Q24, **and for the first time in several years, the TTM EBITDA of the entire index was positive**. The median Gross Profit margin increased YOY to a strong 74%, indicating the Index is taking advantage of economies of scale to improve efficiency as companies grow. The ability of SaaS companies, predominantly classified as growth stocks, to navigate a path toward profitability signifies a crucial moment for this asset class. To achieve this feat, companies in the Index have cut back on the % of spend in S&M (3.1% less YOY) and G&A (2.7% less YOY), while **R&D spending has decreased to a lesser extent. This signals innovation remains a focus for the Index**, a good sign for performance in 2024 and beyond.

Median Operating Ratios



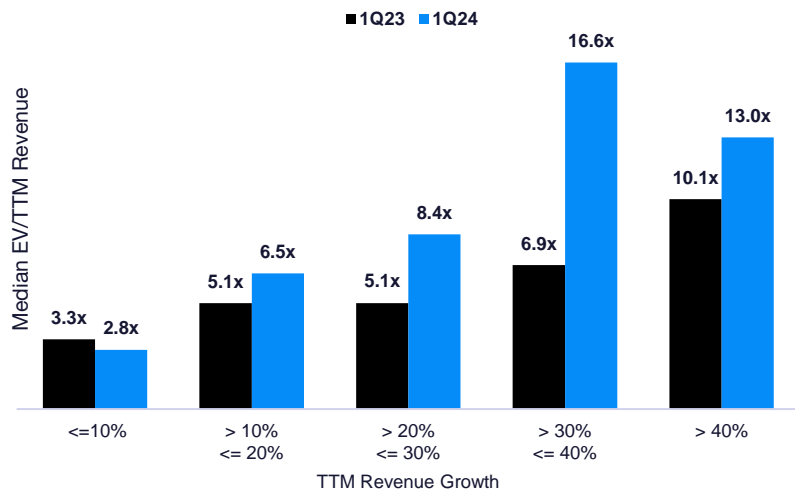
Median Margin Performance



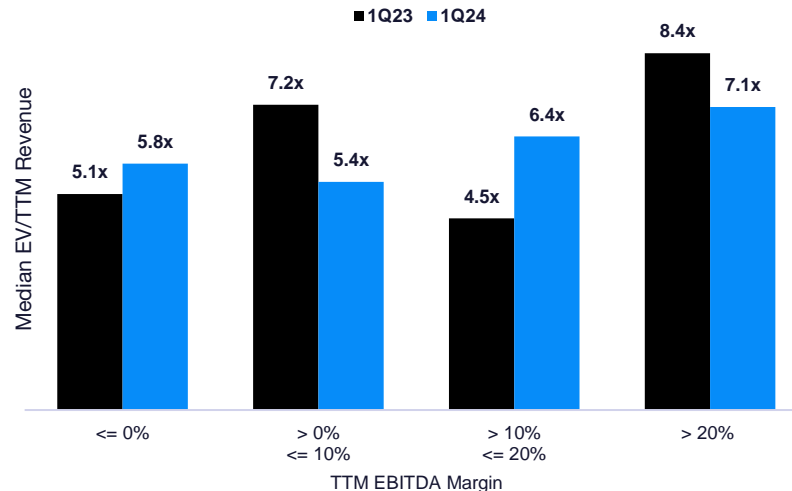
SEG SaaS Index™: Quarterly Public Market Multiples

Growth is always valued at a premium in the public markets, but amidst a pivot towards operational efficiency, the benchmark investors use to determine strong growth has shifted. **The cohort of companies growing 30-40% on a TTM basis saw a 16.6x median EV/TTM revenue multiple, up 141% YOY and 28% higher than the >40% cohort.** Notably, in 1Q24, there were fewer companies (5) in the >40% cohort than there were in 1Q23 (20), and the same is true for the 30-40% cohort (17 in 1Q23 vs. 9 in 1Q24). The market tells us that while all companies prioritize efficiency and cash flow, the companies that manage to maintain market-leading growth while doing so (>30%) are highly desirable and thus are rewarded with valuations more than double the Index median of 6.0x. **There is also a premium placed on profitability.** In 1Q24, companies with >20% EBITDA margin saw a median multiple of 7.1x, a decrease of 15% YOY from 8.4x, but a 20% premium to the Index median.

EV/TTM Revenue vs. TTM Revenue Growth



EV/TTM Revenue vs. TTM EBITDA Margin

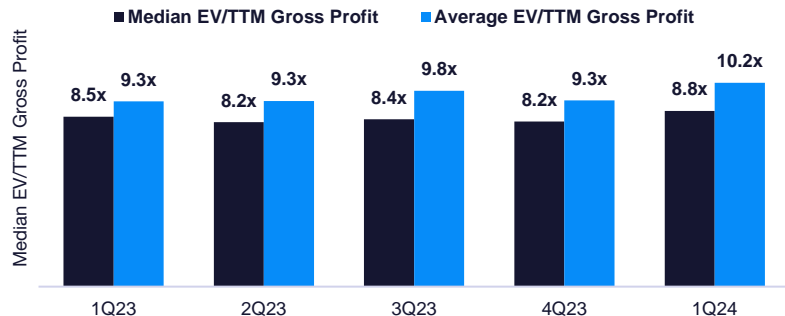


SEG SaaS Index™: Gross Profit

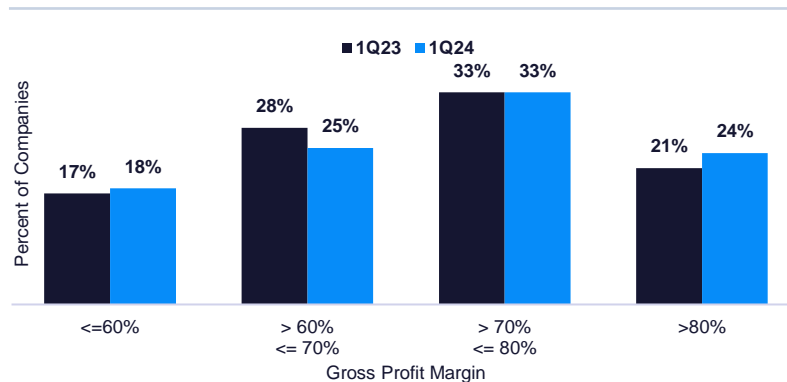
The average Gross Profit multiple increased 10% both YOY and QOQ, coming in at 10.2x in 1Q24. The cohort of >80% GPM companies increased to 24% of the Index, up from 21% in 1Q23, as four companies moved up from the lower cohort, bringing the total to 30 companies.

A few companies in the >80% gross margin cohort are outliers from an EV/TTM Revenue perspective (Ziff Davis: 2.4x, WalkMe: 2.5x, SolardWinds: 3.9x, DropBox: 3.9x). Absent those companies, the cohort saw a median multiple of 9.3x, representing a premium of 58% over the index median as the public investors reward SaaS companies with high gross margins, the first indicator of scalability and profit potential on the P&L.

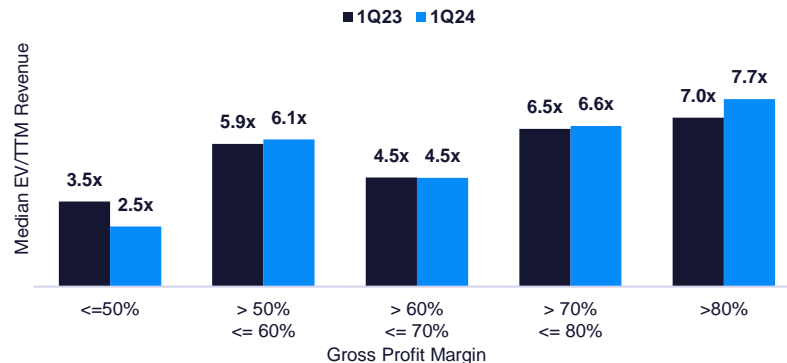
EV/TTM Gross Profit - Quarterly



Gross Profit Margin Distribution⁽¹⁾



EV/TTM Revenue vs. Gross Profit Margin



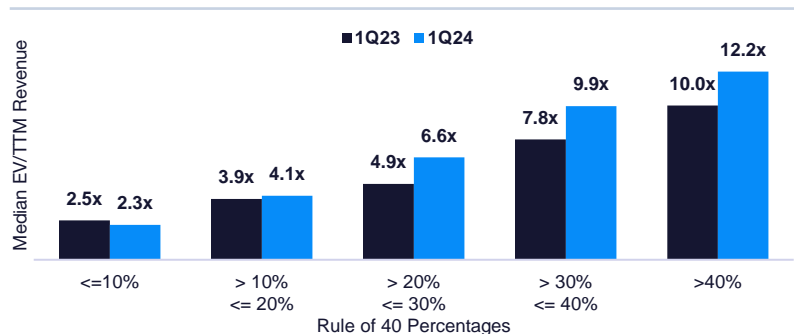
SEG SaaS Index™:

Weighted Rule of 40%

The Weighted Rule of 40⁽²⁾ is a crucial KPI measured by investors. Businesses in the 30-40% bucket saw multiples increase 27% YOY (9.9x from 7.8x). Companies exceeding a **Weighted Rule of 40% posted a median EV/TTM Revenue multiple of 12.2x, 107% higher than the Index median** and an increase YOY of 22%.

The balance between revenue growth and profitability is highly valued in the current market. **Of the 20 companies in the >40% cohort, only four have a negative EBITDA margin, and only two of those (Samsara: -25%, Toast: -7%) have EBITDA margins less than -5%.** Both boast strong growth at 44% and 42%, respectively.

Weighted Rule of 40%



Select Companies by Weighted Rule of 40%⁽¹⁾⁽²⁾

<=10%	Couchbase	ZUORA	VARONIS	walkme
	HealthCatalyst	DEFINITIVE HEALTHCARE	twilio	Amplitude
>10% <=20%	freshworks	RAPID7	blackbaud	bandwidth
	PagerDuty	ZOOM	coursera	VERINT
>20% <=30%	SAP	affirm	avidxchange	ncino
	vertex	Five9	INTAPP	snowflake
>30% <=40%	kinaxis	BLACKLINE	ATlassian	ORACLE
	paloalto NETWORKS	shopify	eventbrite	ptc
> 40%	appfolio	toast	theTradeDesk	zoominfo
	dynatrace	zscaler	Digital Ocean	samsara

(1) Logos correspond to a select representation of the 1Q24 data.

(2) Weighted Rule of 40 = (1.33 * Revenue Growth) + (0.67 * EBITDA Margin)

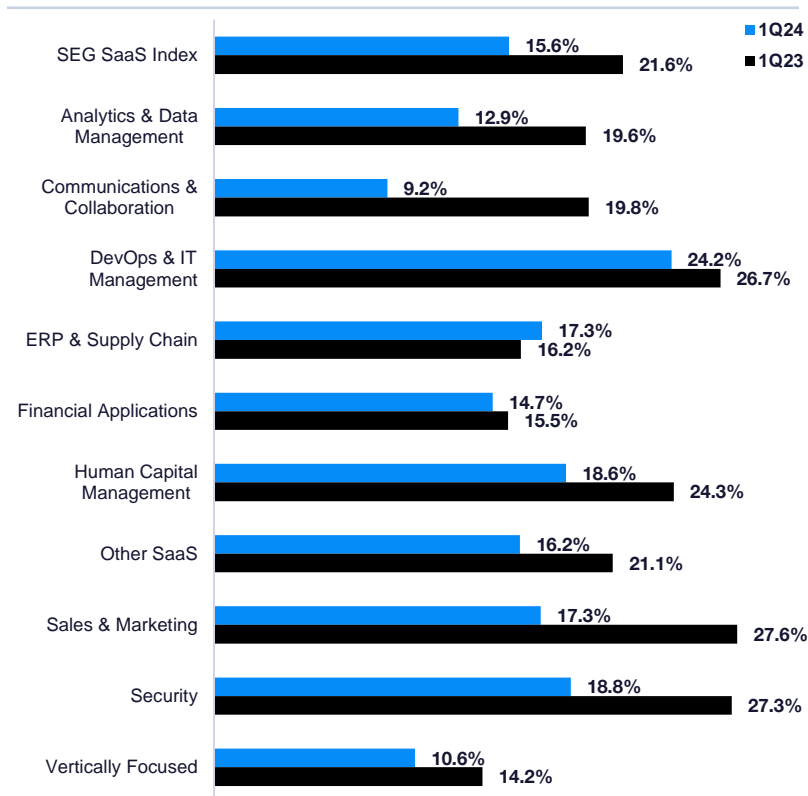
SEG SaaS Index™: Revenue Performance by Category

ERP & Supply Chain is the only product category whose growth increased YOY, improving from 16.2% in 1Q23 to 17.3% in 1Q24, validating the mission-critical nature of the product category, as businesses run operations through platforms like Oracle, SAP, and Workday.

Despite the general decline in growth across categories, DevOps & IT Management and Financial Applications saw TTM growth in 1Q24, similar to 1Q23. **DevOps & IT Management (24.2% TTM growth) continues to ride the tailwinds of AI** and the increased demand for infrastructure that can support a rapidly evolving paradigm. In comparison, **Financial Applications (15.5%) contain companies critical to the ongoing effort of maximizing operational efficiency.**

Purpose-built vertical solutions remain highly relevant in solving unique, industry-specific problems. The median growth rate for the Vertically Focused category is below the Index median of 15.6% but is weighed down by the bottom third (median growth rate of 2.9% YOY). The top third had a median of 25% YOY growth, including Appfolio (Real Estate), Procore (Real Estate/Construction), & Intapp (Financial Applications).

Median TTM Revenue Growth Rate



SEG SaaS Index™: EBITDA Performance by Category

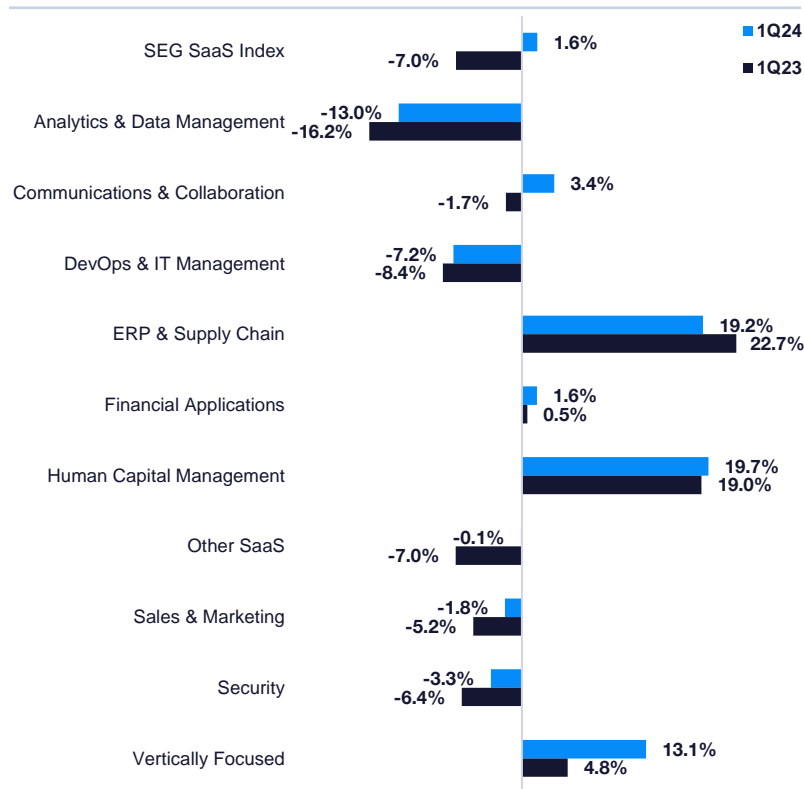
The SEG SaaS Index™ improved its TTM EBITDA margin to **1.6% in 1Q24, up from -7.3% in 1Q23**, as the companies comprising the Index prioritized operational efficiency.

ERP & Supply Chain and Human Capital Management are the most profitable product categories. ERP & SCM is bolstered by Oracle and Descartes (39% and 38% EBITDA margin each), while Human Capital Management is paced by Paycom (41%) and Paylocity & HealthStream (22% and 21% each).

Analytics & Data Management represents the least profitable category, which includes companies such as Definitive Healthcare (-96%), Snowflake (-35%), and Amplitude (-32%). These businesses aggressively invest in R&D to stay ahead of the quickly evolving data and artificial intelligence landscape.

The Vertically Focused category was the 3rd most profitable category, nearly tripling (4.8% to 13.1%) EBITDA margins YOY in 1Q24. With vertical focus comes mission criticality, pricing power, and deep industry knowledge that can be used to generate profit when needed. Companies like Roper (44% TTM EBITDA margin), PTC (30%), and Instructure (29%) have leveraged their positions as market leaders to create cash flow.

Median TTM EBITDA Margin



SEG SaaS Index™: Valuation Performance by Category

Several categories in the Index recorded higher median EV/TTM revenue multiples in 1Q24 than in 1Q23, reflecting the strong year many companies in the Index experienced in 2023.

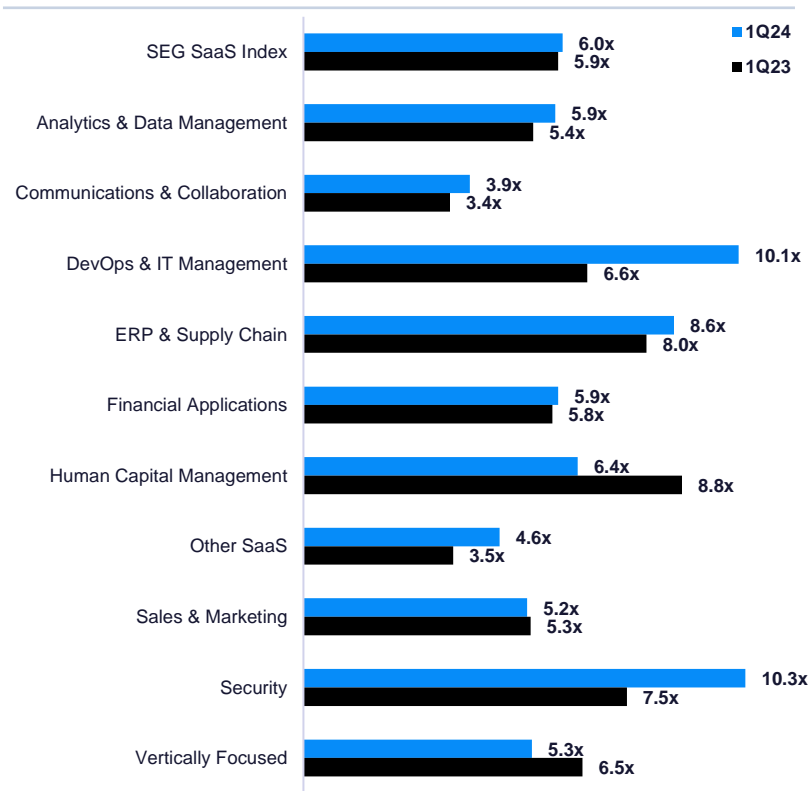
DevOps & IT Management (10.0x in 1Q24 vs. 6.6x in 1Q23) and Security (10.3x vs. 7.5x) saw the two largest increases in revenue multiple.

DevOps & IT Management, with a 10.1x EV/TTM revenue multiple, traded at a 71% premium to the Index median. The cohort contains highflyers like Cloudflare (24.4x) and Datadog (18.5x), and the group broadly has seen massive tailwinds as artificial intelligence adds additional complexity for IT departments.

ERP & Supply Chain, combining growth (17.3% TTM Revenue Growth) and profitability (19.2% TTM EBITDA Margin), exemplifies a **cohort of public SaaS companies receiving recognition for achieving profitable growth.** The group saw a TTM revenue multiple of 8.6x in 1Q24, the third highest behind the two above and 46% higher than the Index median.

The Vertically Focused group is led by Veeva Systems (13.2x, Life Sciences), AppFolio (11.8x, Real Estate), and PTC (10.5x, Manufacturing).

Median EV/TTM Revenue Multiple⁽¹⁾

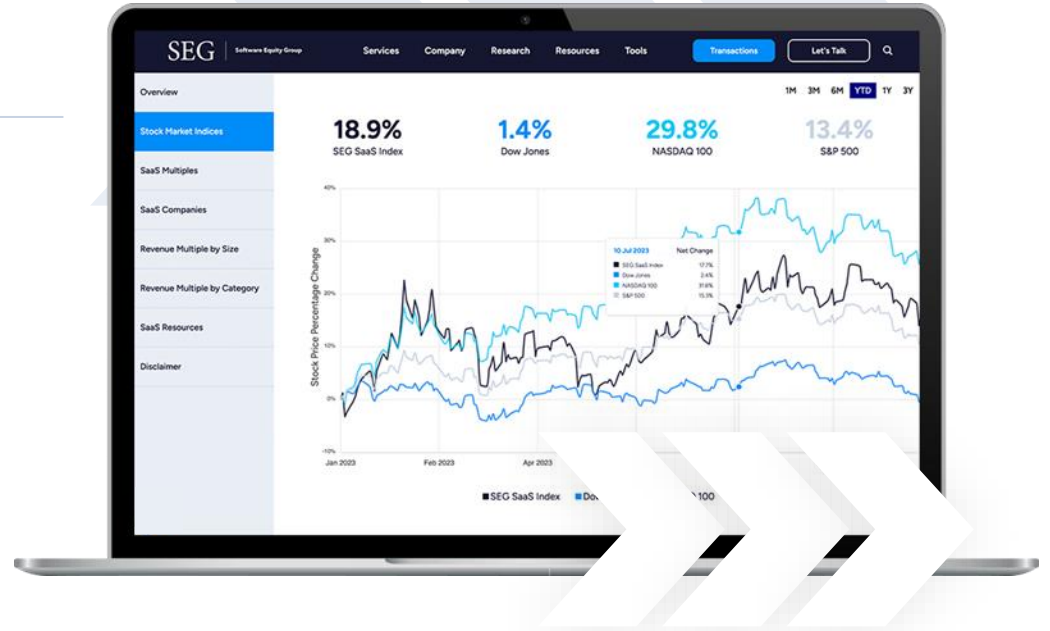


(1) Median EV for product category valuation performance is measured using the median EVs in 1Q24 and 1Q23.



Discover our dynamic SEG SaaS Index™ Page, offering real-time metrics for SaaS companies including revenue multiples by category and size, comparisons to stock market indices, and more.

[VISIT THE SEG SaaS INDEX™ PAGE](#)



SEG | Software Equity Group

Appendix

1Q24 SaaS Report

Report Definitions

SaaS

Primarily offers solutions via the cloud and may have a subscription or transaction-based pricing model

EV

Enterprise Value

TTM

Trailing Twelve Months

YOY

Year-over-Year

QOQ

Quarter-over-Quarter

SEG SaaS Index™: Top Quartile by EV/TTM Revenue

Company	Ticker	Median EV (M)	TTM Revenue (M)	TTM Revenue Growth	EV/TTM Revenue	EBITDA (M)	EBITDA Margin	EV/EBITDA
Adobe	ADBE	\$256,633.2	\$19,936.0	10.8%	12.9x	\$7,149.0	35.9%	35.9x
AppFolio	APPF	\$7,931.0	\$671.8	33.6%	11.8x	\$88.1	13.1%	90.0x
Atlassian	TEAM	\$54,553.0	\$4,166.1	24.2%	13.1x	\$29.1	0.7%	1874.7x
Autodesk	ADSK	\$54,642.0	\$5,497.0	9.8%	9.9x	\$1,267.0	23.0%	43.1x
Braze	BRZE	\$4,940.4	\$471.8	32.7%	10.5x	-\$137.7	-29.2%	-
Cloudflare	NET	\$31,641.7	\$1,385.2	31.5%	22.8x	-\$35.1	-2.5%	-
Confluent	CFLT	\$8,842.9	\$777.0	32.6%	11.4x	-\$430.0	-55.3%	-
Crowdstrike	CRWD	\$73,392.9	\$3,055.6	36.3%	24.0x	\$293.8	9.6%	249.8x
Datadog	DDOG	\$39,277.8	\$2,128.4	27.1%	18.5x	\$112.7	5.3%	348.5x
Descartes	DSGX	\$7,174.3	\$572.9	17.9%	12.5x	\$218.5	38.1%	32.8x
DynaTrace	DT	\$14,510.5	\$1,364.2	24.4%	10.6x	\$180.2	13.2%	80.5x
Gitlab	GTLB	\$9,631.4	\$579.9	36.7%	16.6x	-\$180.9	-31.2%	-
HubSpot	HUBS	\$29,829.5	\$2,170.2	25.4%	13.7x	-\$81.2	-3.7%	-
Jfrog	FROG	\$3,551.1	\$349.9	24.9%	10.1x	-\$60.2	-17.2%	-
Monday.com	MNDY	\$9,502.8	\$729.7	40.6%	13.0x	\$12.3	1.7%	769.5x
MongoDB	MDB	\$28,481.4	\$1,683.0	31.1%	16.9x	-\$122.0	-7.2%	-
MSCI	MSCI	\$48,252.6	\$2,616.7	14.7%	18.4x	\$1,747.5	66.8%	27.6x
Palo Alto Networks	PANW	\$97,716.1	\$7,527.4	22.3%	13.0x	\$1,150.5	15.3%	84.9x
PTC	PTC	\$23,583.3	\$2,242.2	13.3%	10.5x	\$676.0	30.1%	34.9x
Qualys	QLYS	\$5,914.2	\$554.5	13.2%	10.7x	\$190.1	34.3%	31.1x
Roper Technologies	ROP	\$64,666.6	\$6,388.8	14.9%	10.1x	\$2,813.1	44.0%	23.0x
Samsara	IOT	\$17,507.0	\$937.4	43.7%	18.7x	-\$234.4	-25.0%	-
SentinelOne	S	\$7,102.7	\$621.2	47.1%	11.4x	-\$292.7	-47.1%	-
ServiceNow	NOW	\$153,650.2	\$9,478.0	24.4%	16.2x	\$1,736.0	18.3%	88.5x
Shopify	SHOP	\$97,048.7	\$7,060.0	26.1%	13.7x	-\$9.0	-0.1%	-
Snowflake	SNOW	\$60,782.2	\$2,806.5	35.9%	21.7x	-\$974.9	-34.7%	-
SPS Commerce	SPSC	\$6,508.7	\$560.6	18.9%	11.6x	\$111.2	19.8%	58.5x
The Trade Desk	TTD	\$34,854.8	\$1,946.1	23.3%	17.9x	\$280.9	14.4%	124.1x
Varonis Systems	VRNS	\$4,965.7	\$499.2	5.4%	9.9x	-\$72.0	-14.4%	-
Veeva Systems	VEEV	\$31,201.1	\$2,363.7	9.7%	13.2x	\$462.0	19.5%	67.5x
Verisk Analytics	VRSK	\$36,730.6	\$2,733.8	9.1%	13.4x	\$1,448.8	53.0%	25.4x
Zscaler	ZS	\$32,616.3	\$1,895.5	40.6%	17.2x	-\$29.7	-1.6%	-
	High	\$256,633.2	\$19,936.0	47.1%	24.0x	\$7,149.0	66.8%	1874.7x
	Median	\$30,515.3	\$1,920.8	24.7%	13.1x	\$99.7	7.5%	67.5x
	Average	\$42,426.1	\$2,992.8	25.1%	14.3x	\$540.8	5.8%	215.3x
	Low	\$3,551.1	\$349.9	5.4%	9.9x	-\$974.9	-55.3%	23.0x

SEG SaaS Index™: Bottom Quartile by EV/TTM Revenue

Company	Ticker	Median EV (M)	TTM Revenue (M)	TTM Revenue Growth	EV/TTM Revenue	EBITDA (M)	EBITDA Margin	EV/EBITDA
2U	TWOU	\$870.8	\$946.0	-1.8%	0.9x	-\$126.1	-13.3%	-
8X8	EGHT	\$652.3	\$733.8	-0.9%	0.9x	\$38.8	5.3%	16.8x
ACI Worldwide	ACIW	\$4,189.6	\$1,478.9	6.5%	2.8x	\$391.8	26.5%	10.7x
Bandwidth	BAND	\$642.2	\$601.1	4.9%	1.1x	\$40.5	6.7%	15.9x
BigCommerce	BIGC	\$697.4	\$309.4	10.9%	2.3x	-\$50.8	-16.4%	-
Brightcove	BCOV	\$78.4	\$201.2	-4.7%	0.4x	-\$5.2	-2.6%	-
Coursera	COUR	\$1,938.2	\$657.2	19.3%	2.9x	-\$111.2	-16.9%	-
CS Disco	LAW	\$320.6	\$138.1	2.1%	2.3x	-\$41.5	-30.0%	-
Domo	DOMO	\$446.5	\$319.0	3.4%	1.4x	-\$48.0	-15.1%	-
Ebix	EBIXQ	\$626.7	\$735.6	-30.7%	0.9x	\$126.2	17.2%	5.0x
Eventbrite	EB	\$505.7	\$334.5	18.2%	1.5x	\$8.4	2.5%	60.0x
EverCommerce	EVCN	\$2,290.2	\$675.4	8.8%	3.4x	\$106.6	15.8%	21.5x
Health Catalyst	HCAT	\$449.2	\$295.9	7.1%	1.5x	-\$68.3	-23.1%	-
HealthStream	HSTM	\$740.5	\$282.9	4.6%	2.6x	\$60.3	21.3%	12.3x
Kaltura	KLTR	\$190.6	\$175.2	3.8%	1.1x	-\$29.6	-16.9%	-
LivePerson	LPSN	\$599.3	\$402.0	-21.9%	1.5x	-\$43.4	-10.8%	-
Olo	OLO	\$523.7	\$228.3	23.1%	2.3x	-\$47.6	-20.8%	-
ON24 Inc	ONTF	\$94.4	\$163.7	-14.2%	0.6x	-\$45.3	-27.7%	-
Pegasystems	PEGA	\$4,307.8	\$1,437.3	13.4%	3.0x	\$120.8	8.4%	35.7x
RingCentral	RNG	\$4,433.4	\$2,202.4	10.8%	2.0x	\$113.1	5.1%	39.2x
Riskified	RSKD	\$334.4	\$297.6	13.9%	1.1x	-\$71.7	-24.1%	-
Teradata	TDC	\$3,820.9	\$1,833.0	2.1%	2.1x	\$263.0	14.3%	14.5x
Toast	TOST	\$9,581.2	\$3,865.0	41.6%	2.5x	-\$255.0	-6.6%	-
Twilio	TWLO	\$9,470.3	\$4,153.9	8.6%	2.3x	-\$105.9	-2.5%	-
Upland Software	UPLD	\$479.0	\$291.5	-7.6%	1.6x	-\$52.1	-17.9%	-
Verint Systems	VRNT	\$2,532.6	\$910.4	0.9%	2.8x	\$143.1	15.7%	17.7x
Veritone	VERI	\$130.1	\$127.6	-14.8%	1.0x	-\$27.3	-21.4%	-
WalkMe	WKME	\$661.7	\$267.0	9.0%	2.5x	-\$58.7	-22.0%	-
Yext	YEXT	\$535.3	\$404.3	0.9%	1.3x	\$24.7	6.1%	21.6x
Ziff Davis	ZD	\$3,309.1	\$1,364.0	-1.9%	2.4x	\$332.0	24.3%	10.0x
Zoom	ZM	\$13,653.2	\$4,527.2	3.1%	3.0x	\$629.7	13.9%	21.7x
Zuora	ZUO	\$1,107.1	\$431.7	9.0%	2.6x	-\$26.3	-6.1%	-
	High	\$13,653.2	\$4,527.2	41.6%	3.4x	\$629.7	26.5%	60.0x
	Median	\$657.0	\$418.0	4.2%	2.0x	-\$26.8	-4.3%	17.2x
	Average	\$2,194.1	\$962.2	4.0%	1.9x	\$37.0	-3.5%	21.6x
	Low	\$78.4	\$127.6	-30.7%	0.4x	-\$255.0	-30.0%	5.0x

SEG SaaS Index™

Company	EV/TTM Revenue					EV/EBITDA					TTM Revenue Growth					EBITDA Margin				
	1Q23	2Q23	3Q23	4Q23	1Q24	1Q23	2Q23	3Q23	4Q23	1Q24	1Q23	2Q23	3Q23	4Q23	1Q24	1Q23	2Q23	3Q23	4Q23	1Q24
2U	1.5x	1.2x	1.1x	1.0x	0.9x	-	-	-	-	-	1.8%	-1.9%	-4.3%	-4.6%	-1.8%	-13.8%	-6.4%	-18.4%	-10.1%	-13.3%
8X8	1.2x	1.1x	1.0x	0.9x	0.9x	-	85.4x	26.7x	20.5x	16.8x	23.2%	16.6%	9.2%	3.4%	-0.9%	-4.2%	1.2%	3.8%	4.5%	5.3%
ACI Worldwide	2.7x	2.6x	2.4x	2.6x	2.8x	11.2x	11.1x	10.3x	10.4x	10.7x	-1.4%	-5.2%	-0.6%	2.2%	6.5%	24.6%	23.4%	23.7%	24.8%	26.5%
Adobe	9.0x	9.3x	12.4x	13.6x	12.9x	22.9x	23.9x	31.4x	34.0x	35.9x	11.5%	10.4%	9.9%	10.2%	10.8%	39.1%	39.1%	39.6%	40.1%	35.9%
Affirm Holdings	4.3x	4.4x	5.4x	6.4x	8.6x	-	-	-	-	-	31.8%	20.8%	17.7%	19.5%	29.3%	-44.3%	-49.0%	-42.3%	-30.3%	-16.8%
Alarm.com	2.9x	2.8x	3.2x	3.1x	3.7x	23.6x	22.0x	23.3x	21.9x	22.4x	12.5%	8.3%	6.4%	4.1%	4.6%	12.2%	12.7%	13.8%	14.3%	16.5%
Alkami	5.9x	5.0x	6.0x	7.5x	8.1x	-	-	-	-	-	34.1%	32.2%	30.3%	29.6%	28.0%	-21.7%	-18.6%	-15.2%	-16.9%	-14.6%
Amplitude	5.4x	4.0x	4.1x	3.5x	4.2x	-	-	-	-	-	42.3%	34.3%	26.7%	21.6%	16.1%	-38.6%	-39.2%	-36.9%	-34.4%	-32.1%
AppFolio	8.1x	9.1x	11.0x	10.4x	11.8x	-	-	-	215.7x	90.0x	30.3%	28.5%	29.1%	31.5%	33.6%	-10.2%	-4.5%	-3.0%	4.8%	13.1%
Appian	6.3x	6.0x	6.9x	5.5x	4.7x	-	-	-	-	-	26.7%	23.9%	20.1%	17.6%	16.5%	-30.2%	-30.4%	-26.8%	-20.7%	-14.8%
Asana	5.2x	6.6x	6.9x	6.1x	5.5x	-	-	-	-	-	44.6%	37.1%	29.6%	24.1%	19.2%	-70.9%	-60.5%	-50.7%	-42.3%	-36.0%
Atlassian	12.0x	11.4x	13.0x	12.3x	13.1x	-	-	-	-	1874.7x	28.9%	26.1%	23.7%	22.4%	24.2%	-6.7%	-6.2%	-6.0%	-4.0%	0.7%
Autodesk	8.8x	8.4x	8.6x	8.5x	9.9x	37.2x	36.3x	38.2x	36.3x	43.1x	14.1%	11.8%	9.9%	9.1%	9.8%	23.7%	23.0%	22.6%	23.5%	23.0%
AvePoint	2.6x	3.4x	3.8x	4.9x	4.6x	-	-	-	-	-	21.1%	18.8%	17.3%	17.2%	17.0%	-13.0%	-10.1%	-7.8%	-4.7%	-3.9%
AvidXChange	5.1x	4.4x	5.0x	4.4x	5.5x	-	-	-	-	636.8x	27.4%	25.6%	22.8%	21.2%	20.3%	-15.0%	-11.8%	-9.6%	-4.6%	0.9%
Bandwidth	1.5x	1.1x	1.1x	1.0x	1.1x	13.9x	9.2x	9.2x	8.4x	15.9x	16.8%	13.9%	12.3%	9.3%	4.9%	10.6%	11.6%	12.0%	11.5%	6.7%
BigCommerce	2.7x	2.4x	2.8x	2.6x	2.3x	-	-	-	-	-	26.9%	19.0%	13.0%	9.6%	10.9%	-45.4%	-39.2%	-31.1%	-27.0%	-16.4%
Bill.com	10.7x	9.9x	10.8x	6.9x	5.4x	-	-	-	-	988.2x	107.6%	85.1%	64.9%	50.4%	39.1%	-28.6%	-19.2%	-10.6%	-4.7%	0.5%
Blackbaud	3.8x	4.3x	4.4x	4.2x	4.2x	49.7x	56.7x	41.7x	27.9x	24.6x	10.1%	6.8%	5.2%	4.5%	5.7%	7.6%	7.6%	10.6%	15.1%	17.1%
BlackLine	8.6x	6.6x	6.5x	6.4x	6.6x	3575.7x	148.1x	54.0x	37.1x	33.6x	22.8%	21.2%	17.8%	15.2%	12.8%	0.2%	4.5%	12.1%	17.3%	19.7%
Box	4.9x	4.3x	4.7x	4.0x	4.1x	47.2x	41.2x	45.1x	40.4x	41.3x	13.3%	10.3%	8.3%	6.6%	4.7%	10.4%	10.4%	10.3%	9.8%	9.8%
Braze	7.2x	7.1x	9.2x	9.9x	10.5x	-	-	-	-	-	49.3%	41.9%	37.1%	34.3%	32.7%	-40.4%	-38.2%	-35.5%	-32.3%	-29.2%
Brightcove	1.0x	0.8x	0.7x	0.5x	0.4x	124.6x	-	-	-	-	0.0%	-1.4%	-4.4%	-6.6%	-4.7%	0.8%	-2.8%	-5.4%	-5.5%	-2.6%
C3.ai	6.3x	8.1x	11.2x	9.0x	8.9x	-	-	-	-	-	14.6%	5.6%	3.1%	5.5%	11.1%	-100.9%	-106.6%	-103.6%	-101.5%	-100.2%
Ceridian	8.9x	7.8x	8.1x	7.5x	7.2x	105.0x	69.7x	57.8x	42.7x	39.5x	22.2%	22.4%	21.6%	21.5%	19.0%	8.5%	11.2%	14.0%	17.5%	18.1%
Clearwater Analytics	10.6x	9.0x	9.5x	10.5x	9.9x	811.8x	-	-	-	-	19.3%	19.9%	21.1%	21.3%	21.8%	1.3%	-0.9%	-1.8%	-1.9%	-0.1%
Cloudflare	18.9x	19.4x	18.8x	18.7x	24.4x	-	-	-	-	-	48.6%	44.2%	38.7%	35.2%	33.0%	-8.6%	-6.4%	-7.8%	-5.1%	-2.8%
Confluent	10.0x	10.9x	13.7x	9.1x	11.4x	-	-	-	-	-	51.1%	45.1%	40.1%	36.3%	32.6%	-77.7%	-74.8%	-69.3%	-63.0%	-55.3%
Couchbase	3.1x	3.5x	3.6x	4.0x	6.5x	-	-	-	-	-	25.3%	23.4%	16.9%	15.7%	16.3%	-41.5%	-40.7%	-43.3%	-41.7%	-42.4%

SEG SaaS Index™

Company	EV/TTM Revenue					EV/EBITDA					TTM Revenue Growth					EBITDA Margin				
	1Q23	2Q23	3Q23	4Q23	1Q24	1Q23	2Q23	3Q23	4Q23	1Q24	1Q23	2Q23	3Q23	4Q23	1Q24	1Q23	2Q23	3Q23	4Q23	1Q24
Coursera	2.0x	1.8x	2.7x	3.4x	2.9x	-	-	-	-	-	23.2%	23.4%	22.7%	21.4%	19.3%	-28.1%	-25.0%	-24.2%	-20.3%	-16.9%
Crowdstrike	11.3x	12.4x	12.9x	16.4x	24.0x	-	22245.8x	486.4x	279.3x	249.8x	54.4%	49.5%	44.1%	39.9%	36.3%	-1.8%	0.1%	2.7%	5.9%	9.6%
CS Disco	1.4x	1.4x	2.8x	1.5x	2.3x	-	-	-	-	-	18.2%	4.8%	2.0%	-1.2%	2.1%	-49.7%	-57.7%	-55.0%	-40.6%	-30.0%
Datadog	13.2x	15.4x	15.9x	16.7x	18.5x	1497.4x	-	-	1150.6x	348.5x	62.8%	50.3%	38.9%	31.1%	27.1%	0.9%	-0.9%	-1.0%	1.4%	5.3%
Definitive Healthcare	7.7x	6.7x	6.3x	4.9x	5.3x	65.3x	69.3x	85.2x	-	-	34.0%	29.2%	22.7%	18.1%	12.9%	11.8%	9.7%	7.4%	-97.9%	-95.9%
Descartes	12.5x	12.7x	11.7x	11.8x	12.5x	30.3x	31.0x	28.7x	30.4x	32.8x	14.4%	14.5%	14.3%	16.2%	17.9%	41.2%	41.0%	40.6%	38.9%	38.1%
DigitalOcean Holdings	6.4x	6.6x	6.0x	5.0x	6.4x	42.3x	51.0x	41.3x	26.2x	28.9x	34.5%	32.9%	32.0%	26.6%	20.2%	15.1%	12.9%	14.5%	19.0%	22.2%
Docebo	7.0x	6.6x	6.6x	7.3x	7.3x	94.9x	52.7x	90.7x	182.8x	160.2x	37.1%	33.0%	30.0%	27.5%	26.5%	7.3%	12.5%	7.2%	4.0%	4.6%
Docusign	4.6x	4.0x	3.6x	2.9x	3.9x	2524.1x	310.2x	93.8x	46.8x	54.5x	19.4%	16.2%	13.6%	11.2%	9.8%	0.2%	1.3%	3.8%	6.2%	7.1%
Domo	1.7x	1.8x	1.9x	1.2x	1.4x	-	-	-	-	-	19.6%	15.2%	11.5%	6.5%	3.4%	-26.9%	-23.7%	-18.6%	-16.2%	-15.1%
Dropbox	3.3x	3.3x	3.9x	3.8x	3.9x	15.1x	15.4x	19.5x	18.0x	17.6x	7.7%	7.5%	7.7%	7.6%	7.6%	22.1%	21.5%	19.9%	21.2%	22.1%
DynaTrace	10.0x	11.3x	10.8x	11.0x	10.6x	74.0x	88.5x	81.3x	80.3x	80.5x	25.6%	24.6%	24.0%	24.7%	24.4%	13.5%	12.8%	13.3%	13.8%	13.2%
Ebix	1.0x	1.1x	1.1x	0.8x	0.9x	7.3x	7.3x	7.2x	5.2x	5.0x	11.7%	5.5%	1.6%	-12.2%	-30.7%	14.5%	14.5%	15.0%	16.3%	17.2%
Elastic	5.0x	5.4x	5.3x	6.5x	9.3x	-	-	-	-	-	28.4%	24.0%	21.0%	18.5%	17.9%	-19.5%	-16.0%	-12.6%	-10.4%	-6.2%
Eventbrite	2.2x	1.5x	2.4x	1.5x	1.6x	-	-	-	89.5x	1106.5x	39.4%	31.5%	25.9%	24.4%	25.0%	-11.2%	-8.3%	-2.1%	1.7%	0.1%
EverCommerce	3.8x	4.2x	3.8x	3.5x	3.4x	29.2x	30.6x	26.3x	21.9x	21.5x	26.6%	20.7%	15.2%	12.3%	8.8%	12.9%	13.6%	14.3%	15.8%	15.8%
Fastly	4.2x	4.6x	5.2x	4.5x	4.2x	-	-	-	-	-	20.5%	20.3%	18.6%	16.9%	16.5%	-22.1%	-19.6%	-16.7%	-11.3%	-10.6%
Five9	6.6x	6.2x	6.2x	5.5x	5.9x	-	-	-	-	-	27.8%	24.5%	21.1%	18.2%	16.9%	-3.6%	-2.6%	-2.2%	-1.5%	-1.2%
Fortive	4.4x	4.3x	4.9x	4.4x	5.1x	17.9x	17.1x	18.8x	16.9x	19.0x	10.0%	8.3%	6.0%	4.1%	3.7%	24.7%	25.3%	25.9%	25.9%	26.7%
Freshworks	6.2x	5.8x	8.3x	7.4x	8.1x	-	-	-	-	-	28.6%	24.3%	21.1%	19.8%	19.7%	-42.7%	-36.4%	-31.4%	-26.5%	-22.8%
Gitlab	13.7x	9.1x	12.8x	11.8x	16.6x	-	-	-	-	-	68.0%	59.9%	50.8%	42.1%	36.7%	-48.5%	-47.6%	-41.6%	-35.7%	-31.2%
Guidewire Software	6.5x	6.8x	7.0x	8.3x	9.9x	-	-	-	-	-	13.9%	10.3%	11.4%	9.0%	6.4%	-18.3%	-16.9%	-11.3%	-6.3%	-4.7%
Health Catalyst	2.1x	1.9x	2.0x	1.1x	1.5x	-	-	-	-	-	14.2%	11.0%	7.3%	6.7%	7.1%	-31.2%	-33.3%	-33.0%	-25.0%	-23.1%
HealthStream	2.6x	2.5x	2.2x	2.5x	2.6x	14.0x	13.3x	11.1x	12.2x	12.3x	4.6%	5.6%	5.5%	4.6%	4.6%	18.4%	18.9%	19.9%	20.5%	21.3%
HubSpot	10.0x	12.3x	12.8x	10.9x	13.7x	-	-	-	-	-	33.1%	29.8%	27.4%	26.2%	25.4%	-2.5%	-3.7%	-6.0%	-4.3%	-3.7%
Informatica	3.9x	3.7x	4.4x	5.0x	6.2x	28.4x	26.7x	28.4x	33.1x	35.9x	2.4%	0.6%	2.4%	6.0%	7.3%	13.9%	14.0%	15.5%	15.1%	17.3%
Instructure	8.4x	8.1x	8.0x	7.6x	7.0x	32.2x	32.0x	30.2x	27.0x	24.3x	17.2%	15.5%	13.7%	12.7%	11.6%	26.0%	25.4%	26.6%	28.0%	28.6%
Intapp	7.7x	8.5x	6.6x	6.6x	6.9x	-	-	-	-	-	26.9%	28.7%	29.0%	28.8%	26.7%	-23.9%	-19.0%	-14.3%	-12.2%	-9.3%
Jfrog	6.6x	6.2x	7.6x	7.0x	10.1x	-	-	-	-	-	35.5%	31.5%	27.9%	25.3%	24.9%	-26.8%	-26.7%	-24.1%	-21.2%	-17.2%

SEG SaaS Index™

Company	EV/TTM Revenue					EV/EBITDA					TTM Revenue Growth					EBITDA Margin						
	1Q23	2Q23	3Q23	4Q23	1Q24	1Q23	2Q23	3Q23	4Q23	1Q24	1Q23	2Q23	3Q23	4Q23	1Q24	1Q23	2Q23	3Q23	4Q23	1Q24		
Kaltura	1.3x	1.2x	1.4x	1.2x	1.1x	-	-	-	-	-	2.3%	0.8%	1.7%	4.4%	3.8%	-30.4%	-27.0%	-22.3%	-15.9%	-16.9%		
Kinaxis	8.8x	9.8x	8.2x	7.0x	6.8x	61.5x	102.8x	87.1x	67.6x	72.3x	51.8%	34.0%	34.0%	29.5%	20.8%	14.4%	9.5%	9.4%	10.3%	9.5%		
LivePerson	2.3x	1.4x	1.5x	1.4x	1.5x	-	-	-	-	-	9.6%	0.1%	-9.4%	-16.9%	-21.9%	-31.7%	-27.7%	-14.6%	-12.7%	-10.8%		
MeridianLink	5.8x	5.9x	6.0x	6.0x	5.9x	20.0x	23.9x	26.6x	25.6x	23.3x	7.6%	7.3%	6.4%	6.4%	5.4%	29.0%	24.9%	22.6%	23.3%	25.5%		
Monday.com	10.9x	10.9x	11.3x	10.0x	13.0x	-	-	-	-	-	769.5x	68.4%	60.1%	52.1%	45.7%	40.6%	-23.3%	-13.1%	-6.5%	-2.3%	1.7%	
MongoDB	11.0x	13.6x	17.6x	16.9x	16.9x	-	-	-	-	-	-	47.0%	39.8%	37.4%	33.4%	31.1%	-22.9%	-19.7%	-12.6%	-8.4%	-7.2%	
MSCI	20.3x	17.6x	19.0x	17.6x	18.4x	33.3x	28.6x	30.6x	25.9x	27.6x	7.3%	7.9%	8.7%	12.5%	14.7%	61.0%	61.6%	62.1%	67.8%	66.8%		
Ncino	7.1x	6.3x	7.6x	7.0x	7.1x	-	-	-	-	-	453.1x	49.1%	39.9%	31.4%	23.5%	16.7%	-14.8%	-9.3%	-5.9%	-2.0%	1.6%	
Nutanix	3.6x	3.3x	3.8x	4.7x	6.8x	-	-	-	-	-	146.3x	12.0%	10.6%	17.8%	18.6%	18.1%	-15.8%	-13.0%	-5.0%	-0.6%	4.7%	
Okta	6.4x	6.0x	5.4x	5.2x	5.9x	-	-	-	-	-	42.9%	33.9%	29.0%	25.3%	21.8%	-36.4%	-28.3%	-22.6%	-15.9%	-10.8%		
Olo	4.3x	3.7x	3.2x	2.6x	2.3x	-	-	-	-	-	24.1%	24.9%	23.4%	22.5%	23.1%	-22.1%	-20.9%	-22.3%	-19.4%	-20.8%		
ON24 Inc	0.5x	0.4x	0.3x	0.4x	0.6x	-	-	-	-	-	-6.3%	-8.2%	-9.5%	-12.9%	-14.2%	-27.1%	-28.8%	-27.8%	-27.5%	-27.7%		
Oracle	6.7x	7.0x	7.8x	7.3x	7.5x	17.6x	18.6x	20.2x	18.6x	18.8x	14.7%	17.7%	15.4%	12.1%	9.5%	38.1%	37.5%	38.4%	39.2%	39.7%		
Pagerduty	6.8x	6.3x	5.0x	4.4x	4.8x	-	-	-	-	-	31.8%	28.2%	24.6%	20.7%	16.2%	-29.4%	-22.3%	-17.3%	-11.9%	-12.3%		
Palo Alto Networks	8.4x	9.3x	10.7x	11.2x	13.0x	134.3x	105.6x	84.9x	72.8x	84.9x	26.7%	25.5%	25.3%	23.9%	22.3%	6.3%	8.8%	12.6%	15.3%	15.3%		
Paycom Software	11.5x	10.6x	10.1x	6.7x	6.1x	32.1x	29.9x	28.1x	19.2x	14.9x	29.6%	28.6%	26.4%	23.2%	18.2%	35.8%	35.5%	35.9%	34.7%	41.3%		
Paycor	8.8x	7.8x	7.3x	6.6x	5.8x	689.7x	141.4x	114.2x	74.7x	60.1x	26.4%	28.8%	28.7%	27.0%	24.7%	1.3%	5.5%	6.4%	8.8%	9.6%		
Paylocity Holding	10.7x	9.2x	9.3x	7.2x	7.0x	72.9x	54.9x	50.5x	35.4x	31.3x	36.9%	38.4%	37.8%	34.0%	29.1%	14.7%	16.7%	18.4%	20.4%	22.3%		
Pegasystems	3.1x	3.2x	3.1x	2.8x	3.0x	-	-	-	-	-	-0.6%	5.5%	9.5%	8.7%	13.4%	-11.2%	-6.3%	-0.3%	8.5%	8.4%		
PowerSchool	7.5x	6.6x	7.3x	6.9x	7.3x	36.9x	32.5x	32.7x	30.1x	31.5x	12.9%	8.6%	9.1%	9.9%	10.6%	20.3%	20.3%	22.2%	22.8%	23.1%		
Procure	9.9x	9.0x	9.8x	8.6x	9.9x	-	-	-	-	-	38.2%	36.2%	34.3%	31.9%	29.9%	-27.4%	-22.8%	-18.0%	-12.1%	-5.9%		
PROS Holdings	4.6x	5.0x	5.9x	6.0x	5.9x	-	-	-	-	-	9.8%	10.2%	10.6%	10.0%	10.0%	-22.3%	-19.0%	-15.7%	-15.7%	-13.0%		
PTC	8.1x	8.3x	8.8x	9.0x	10.5x	25.8x	27.4x	30.8x	31.4x	34.8x	5.3%	8.0%	8.5%	12.4%	13.3%	31.3%	30.2%	28.6%	28.6%	30.2%		
Q2 Holdings	3.5x	2.9x	3.5x	3.6x	4.3x	-	-	-	-	-	143.2x	753.5x	13.2%	12.3%	10.5%	10.4%	9.0%	-2.3%	-1.5%	-0.2%	2.5%	0.6%
Qualys	8.4x	8.5x	9.6x	11.0x	10.7x	24.9x	26.0x	29.1x	32.8x	31.1x	19.1%	18.5%	17.0%	15.4%	13.2%	33.7%	32.6%	33.1%	33.7%	34.3%		
Rapid7	4.4x	4.7x	4.5x	5.0x	5.1x	-	-	-	-	-	28.0%	23.6%	19.1%	16.0%	13.5%	-10.3%	-7.2%	-10.3%	-8.9%	-5.0%		
RingCentral	2.4x	2.2x	2.1x	2.0x	2.0x	-	-	-	-	-	39.2x	24.7%	20.1%	15.9%	12.8%	10.8%	-31.3%	-25.6%	-18.1%	-6.3%	5.1%	
Riskified	1.8x	1.4x	1.2x	0.9x	1.1x	-	-	-	-	-	14.0%	14.5%	17.8%	16.3%	13.9%	-40.2%	-34.9%	-29.4%	-28.1%	-24.1%		
Roper Technologies	9.3x	9.3x	9.6x	10.0x	10.1x	23.5x	22.8x	23.2x	23.3x	23.0x	12.2%	13.8%	15.3%	15.0%	14.9%	39.5%	40.9%	41.5%	43.1%	44.0%		

SEG SaaS Index™

Company	EV/TTM Revenue					EV/EBITDA					TTM Revenue Growth					EBITDA Margin				
	1Q23	2Q23	3Q23	4Q23	1Q24	1Q23	2Q23	3Q23	4Q23	1Q24	1Q23	2Q23	3Q23	4Q23	1Q24	1Q23	2Q23	3Q23	4Q23	1Q24
Salesforce.com	5.2x	6.1x	6.2x	6.2x	7.9x	29.1x	27.6x	24.5x	22.3x	27.7x	18.3%	15.2%	12.8%	12.1%	11.2%	18.0%	22.0%	25.4%	27.8%	28.6%
Samsara	11.7x	13.8x	17.0x	16.0x	18.7x	-	-	-	-	-	52.3%	47.8%	45.6%	43.3%	43.7%	-37.8%	-35.3%	-32.7%	-28.5%	-25.0%
SAP	4.5x	5.0x	4.8x	5.0x	5.9x	22.6x	24.4x	21.2x	20.5x	31.9x	-1.2%	1.8%	6.4%	8.8%	9.8%	19.8%	20.7%	22.5%	24.5%	18.5%
SEMrush	4.0x	3.8x	3.9x	3.7x	4.9x	-	-	-	-	3651.5x	35.3%	30.7%	25.8%	22.5%	21.0%	-7.3%	-9.6%	-8.6%	-6.0%	0.1%
SentinelOne	8.8x	8.8x	7.5x	7.6x	11.4x	-	-	-	-	-	106.1%	94.3%	73.3%	58.4%	47.1%	-83.6%	-75.7%	-65.5%	-54.8%	-47.1%
ServiceNow	11.4x	12.0x	13.2x	14.4x	16.2x	87.8x	82.6x	80.5x	81.3x	88.5x	21.8%	21.5%	22.5%	23.8%	24.4%	13.0%	14.5%	16.5%	17.8%	18.3%
Shopify	9.2x	12.2x	12.0x	11.8x	13.7x	-	-	-	-	-	21.4%	22.3%	26.0%	26.8%	26.1%	-13.0%	-13.8%	-14.6%	-7.0%	-0.1%
Smartsheet	6.9x	6.4x	5.8x	5.6x	5.7x	-	-	-	-	-	39.2%	35.9%	32.0%	28.3%	25.0%	-25.7%	-19.4%	-14.9%	-13.3%	-9.7%
Snowflake	20.4x	22.3x	20.1x	19.1x	21.7x	-	-	-	-	-	69.4%	60.5%	49.2%	40.9%	35.9%	-37.7%	-37.5%	-37.4%	-36.4%	-34.7%
SolarWinds	3.5x	3.4x	3.7x	3.8x	3.8x	14.1x	12.7x	12.6x	12.2x	12.0x	0.9%	2.3%	4.0%	5.5%	5.2%	24.7%	26.8%	29.3%	30.7%	31.9%
Sprinklr	3.6x	4.4x	4.8x	4.4x	3.9x	-	-	331.6x	110.7x	57.3x	25.5%	22.8%	20.8%	19.5%	18.5%	-6.3%	-2.8%	1.4%	4.0%	6.7%
Sprout Social	11.8x	8.4x	8.4x	8.7x	9.5x	-	-	-	-	-	32.8%	30.9%	30.4%	31.4%	30.8%	-16.6%	-14.9%	-16.5%	-16.4%	-15.7%
SPS Commerce	10.7x	11.2x	12.2x	11.3x	11.6x	49.7x	52.6x	58.5x	54.2x	58.5x	17.8%	18.7%	19.1%	19.1%	18.9%	21.6%	21.2%	20.8%	20.9%	19.8%
Squarespace	4.0x	4.9x	4.7x	4.4x	4.6x	-	-	-	-	35.9x	10.6%	10.4%	12.3%	14.8%	16.8%	-20.2%	-15.8%	-12.8%	-10.4%	12.9%
Tenable	6.7x	5.9x	6.4x	5.7x	6.6x	-	-	-	-	1879.4x	23.4%	21.6%	18.9%	16.9%	15.9%	-5.5%	-2.5%	-1.5%	-1.1%	0.4%
Teradata	2.1x	2.5x	2.5x	2.5x	2.1x	16.8x	20.6x	18.8x	18.5x	14.5x	-6.4%	-7.6%	-2.9%	0.6%	2.1%	12.5%	12.2%	13.3%	13.4%	14.3%
The Trade Desk	16.0x	18.7x	22.0x	18.9x	17.9x	150.5x	182.0x	176.1x	148.4x	124.1x	31.9%	27.3%	24.7%	23.5%	23.3%	10.7%	10.3%	12.5%	12.7%	14.4%
Toast	3.3x	3.3x	3.2x	2.2x	2.5x	-	-	-	-	-	60.0%	53.9%	50.2%	45.4%	41.6%	-13.2%	-11.6%	-9.9%	-8.4%	-6.6%
Twilio	2.2x	2.1x	2.1x	2.0x	2.3x	-	-	-	-	-	34.6%	26.6%	19.1%	12.6%	8.6%	-19.6%	-16.5%	-11.1%	-6.4%	-2.5%
Tyler Technologies	7.7x	9.0x	8.9x	9.1x	9.3x	37.9x	44.2x	44.2x	45.3x	44.7x	6.4%	4.6%	5.0%	5.5%	6.8%	20.3%	20.2%	20.2%	20.1%	20.9%
UiPath	6.3x	6.6x	6.5x	6.9x	8.7x	-	-	-	-	-	18.6%	16.0%	15.1%	16.5%	23.6%	-30.9%	-23.1%	-18.3%	-16.4%	-10.6%
Upland Software	2.0x	1.6x	1.6x	1.7x	1.6x	-	-	-	-	-	2.9%	-0.3%	-3.1%	-6.1%	-7.6%	-32.1%	-31.6%	-33.1%	-30.8%	-17.9%
Varonis Systems	4.9x	4.6x	5.8x	7.7x	9.9x	-	-	-	-	-	21.4%	17.8%	12.4%	6.6%	5.4%	-20.2%	-18.6%	-18.8%	-19.6%	-14.4%
Veeva Systems	11.1x	11.8x	12.7x	11.6x	13.2x	49.1x	60.5x	66.6x	61.1x	67.5x	16.4%	13.2%	11.6%	10.6%	9.7%	22.7%	19.4%	19.1%	18.9%	19.5%
Verint Systems	3.3x	3.2x	3.1x	2.3x	2.8x	23.1x	21.1x	20.0x	14.5x	17.7x	3.2%	1.1%	-1.3%	-2.1%	0.9%	14.5%	15.4%	15.6%	15.9%	15.7%
Verisk Analytics	12.5x	13.2x	13.9x	13.7x	13.4x	22.8x	24.1x	25.8x	25.9x	25.4x	5.3%	14.3%	25.7%	7.4%	9.1%	55.1%	54.9%	53.7%	53.1%	53.0%
Veritone	1.3x	1.0x	1.4x	1.1x	1.0x	39.4x	49.7x	-	-	-	29.9%	10.8%	-4.9%	-14.7%	-14.8%	3.4%	2.1%	-11.6%	-24.2%	-21.4%
Vertex	4.5x	6.2x	5.9x	7.3x	6.8x	41.7x	66.5x	65.0x	77.8x	68.6x	15.5%	15.2%	16.0%	16.2%	16.4%	10.8%	9.4%	9.1%	9.4%	9.9%
WalkMe	2.6x	2.4x	2.1x	2.2x	2.5x	-	-	-	-	-	26.7%	22.4%	18.0%	13.1%	9.0%	-41.6%	-38.7%	-32.2%	-26.5%	-22.0%

SEG SaaS Index™

Company	EV/TTM Revenue					EV/EBITDA					TTM Revenue Growth					EBITDA Margin				
	1Q23	2Q23	3Q23	4Q23	1Q24	1Q23	2Q23	3Q23	4Q23	1Q24	1Q23	2Q23	3Q23	4Q23	1Q24	1Q23	2Q23	3Q23	4Q23	1Q24
Weave	1.6x	2.2x	3.7x	2.9x	4.1x	-	-	-	-	-	20.2%	19.0%	19.2%	19.9%	20.0%	-17.3%	-12.9%	-9.4%	-7.6%	-7.0%
Wix	3.5x	3.0x	3.3x	3.3x	4.5x	-	-	-	-	102.3x	9.3%	8.4%	9.3%	10.8%	12.5%	-31.7%	-23.3%	-16.5%	-12.0%	4.4%
Workday	7.2x	7.4x	8.4x	8.2x	9.8x	216.3x	158.9x	132.7x	102.9x	94.7x	21.0%	19.8%	18.4%	17.4%	16.8%	3.3%	4.7%	6.4%	7.9%	10.4%
Workiva	8.4x	8.7x	8.9x	8.3x	7.5x	-	-	-	-	-	19.1%	17.6%	17.9%	17.1%	17.4%	-17.7%	-15.5%	-11.7%	-9.4%	-3.6%
Yext	1.8x	2.2x	2.2x	1.4x	1.3x	-	-	167.0x	34.6x	21.6x	2.6%	1.0%	0.8%	1.3%	0.9%	-9.2%	-2.8%	1.3%	4.0%	6.1%
Ziff Davis	3.0x	2.5x	2.5x	2.3x	2.4x	10.4x	9.4x	8.4x	9.5x	10.0x	-1.8%	-2.6%	-3.1%	-2.3%	-1.9%	28.6%	25.9%	29.9%	24.8%	24.3%
Zoom	3.5x	3.2x	3.3x	3.0x	3.0x	46.9x	90.3x	67.3x	41.0x	21.7x	7.1%	4.9%	3.9%	3.5%	3.1%	7.5%	3.6%	4.9%	7.3%	13.9%
ZoomInfo	10.1x	8.6x	6.6x	5.6x	5.5x	33.6x	26.5x	19.6x	16.6x	13.3x	46.9%	38.5%	29.1%	20.2%	12.9%	30.1%	32.7%	33.7%	33.5%	41.5%
Zscaler	12.1x	11.1x	12.9x	14.9x	17.2x	-	-	-	-	-	56.8%	52.6%	48.2%	44.6%	40.6%	-16.9%	-11.8%	-6.9%	-3.9%	-1.6%
Zuora	2.5x	2.6x	2.9x	2.4x	2.6x	-	-	-	-	-	14.2%	12.9%	11.7%	10.5%	9.0%	-38.3%	-36.2%	-33.5%	-25.1%	-6.1%

SEG SaaS Index™ by Category

Analytics & Data Management	1Q23	2Q23	3Q23	4Q23	1Q24
EV/NTM Revenue	4.9x	4.7x	5.7x	5.8x	5.3x
EV/TTM Revenue	5.4x	5.4x	5.9x	6.0x	5.9x
EV/TTM EBITDA	39.4x	36.9x	25.8x	-	-
EV/TTM CFO	29.6x	32.5x	47.2x	34.7x	42.5x
Gross Profit Margin	71.2%	70.8%	71.8%	73.0%	73.9%
EBITDA Margin	-19.5%	-16.0%	-12.6%	-16.2%	-13.0%
Net Income Margin	-24.8%	-21.5%	-19.3%	-21.4%	-18.6%
YOY Revenue Growth	19.6%	16.0%	21.0%	16.5%	12.9%
YOY EBITDA Growth	-17.1%	22.1%	-11.2%	-	-
YOY Earnings Growth	1.3%	-17.3%	-29.3%	-15.1%	5.1%
YOY Enterprise Value Growth	-37.6%	-12.1%	-8.8%	20.1%	13.3%
Cash as Percent of Market Cap	14.5%	12.0%	11.1%	8.4%	10.2%



Communications & Collaboration	1Q23	2Q23	3Q23	4Q23	1Q24
EV/NTM Revenue	3.3x	3.2x	3.5x	2.9x	3.7x
EV/TTM Revenue	3.4x	3.3x	3.6x	2.9x	3.9x
EV/TTM EBITDA	31.0x	41.2x	26.7x	20.5x	21.7x
EV/TTM CFO	16.7x	15.2x	15.7x	12.9x	12.2x
Gross Profit Margin	74.7%	75.0%	75.1%	75.0%	75.2%
EBITDA Margin	-8.9%	-7.8%	-4.3%	-1.9%	3.4%
Net Income Margin	-15.8%	-12.8%	-9.3%	-8.7%	-7.4%
YOY Revenue Growth	20.8%	17.8%	14.7%	11.9%	9.2%
YOY EBITDA Growth	-14.6%	73.0%	55.1%	12.7%	92.1%
YOY Earnings Growth	20.7%	-18.1%	-36.7%	-38.2%	-33.6%
YOY Enterprise Value Growth	-42.8%	-10.0%	-8.7%	10.4%	-1.7%
Cash as Percent of Market Cap	8.9%	9.2%	9.0%	9.4%	7.0%



SEG SaaS Index™ by Category

Dev Ops & IT Management	1Q23	2Q23	3Q23	4Q23	1Q24
EV/NTM Revenue	6.3x	7.0x	9.4x	8.4x	8.5x
EV/TTM Revenue	6.6x	8.1x	10.8x	9.0x	10.1x
EV/TTM EBITDA	80.9x	82.6x	80.5x	80.3x	88.5x
EV/TTM CFO	15.7x	21.8x	25.8x	24.0x	39.9x
Gross Profit Margin	78.0%	78.5%	78.5%	78.6%	78.9%
EBITDA Margin	-22.9%	-19.7%	-12.6%	-8.4%	-7.2%
Net Income Margin	-32.2%	-30.8%	-26.6%	-16.7%	-14.2%
YOY Revenue Growth	26.7%	24.6%	23.7%	23.8%	24.2%
YOY EBITDA Growth	12.1%	24.2%	49.5%	63.1%	112.9%
YOY Earnings Growth	32.0%	11.1%	-4.2%	-4.6%	-26.2%
YOY Enterprise Value Growth	-30.1%	3.4%	11.4%	40.0%	56.9%
Cash as Percent of Market Cap	4.8%	5.1%	4.4%	4.3%	3.5%



ERP & Supply Chain	1Q23	2Q23	3Q23	4Q23	1Q24
EV/NTM Revenue	6.8x	7.5x	7.7x	7.4x	7.9x
EV/TTM Revenue	8.0x	8.6x	8.3x	7.7x	8.6x
EV/TTM EBITDA	40.0x	41.8x	43.6x	42.3x	45.7x
EV/TTM CFO	28.8x	31.8x	32.0x	28.1x	33.9x
Gross Profit Margin	72.4%	72.5%	72.2%	72.0%	71.9%
EBITDA Margin	20.7%	20.9%	21.6%	22.7%	19.2%
Net Income Margin	8.9%	8.3%	14.5%	15.7%	16.9%
YOY Revenue Growth	16.2%	18.2%	16.9%	16.8%	17.3%
YOY EBITDA Growth	20.4%	1.9%	15.2%	13.0%	9.2%
YOY Earnings Growth	-35.8%	22.9%	25.8%	21.8%	16.0%
YOY Enterprise Value Growth	3.7%	30.9%	42.9%	27.5%	25.4%
Cash as Percent of Market Cap	4.2%	3.7%	3.6%	3.8%	3.9%



SEG SaaS Index™ by Category

Financial Applications	1Q23	2Q23	3Q23	4Q23	1Q24
EV/NTM Revenue	5.0x	5.6x	5.7x	6.3x	5.7x
EV/TTM Revenue	5.8x	5.9x	6.0x	6.4x	5.9x
EV/TTM EBITDA	37.5x	28.6x	30.6x	31.5x	68.6x
EV/TTM CFO	25.0x	29.9x	32.8x	33.1x	38.0x
Gross Profit Margin	61.3%	62.0%	62.3%	63.2%	64.3%
EBITDA Margin	-2.3%	-1.5%	-1.8%	-1.9%	0.9%
Net Income Margin	-14.7%	-14.1%	-13.1%	-10.5%	-9.7%
YOY Revenue Growth	15.5%	15.2%	16.0%	15.2%	14.7%
YOY EBITDA Growth	11.8%	7.8%	3.0%	11.3%	102.7%
YOY Earnings Growth	15.1%	3.4%	-17.8%	-23.1%	-31.5%
YOY Enterprise Value Growth	-7.5%	2.9%	13.5%	18.6%	13.3%
Cash as Percent of Market Cap	6.3%	6.8%	6.1%	6.7%	5.5%



Human Capital Management	1Q23	2Q23	3Q23	4Q23	1Q24
EV/NTM Revenue	7.9x	7.3x	7.8x	6.5x	6.1x
EV/TTM Revenue	8.8x	7.8x	8.3x	6.9x	6.6x
EV/TTM EBITDA	89.0x	62.3x	54.2x	39.0x	35.4x
EV/TTM CFO	47.6x	41.4x	33.9x	29.1x	29.8x
Gross Profit Margin	66.4%	67.0%	67.4%	67.6%	67.6%
EBITDA Margin	11.6%	13.9%	16.2%	18.9%	19.7%
Net Income Margin	0.8%	1.9%	2.5%	4.5%	9.6%
YOY Revenue Growth	24.3%	25.5%	24.0%	22.3%	18.6%
YOY EBITDA Growth	20.3%	44.9%	80.2%	151.6%	124.9%
YOY Earnings Growth	-0.6%	37.0%	10.9%	5.1%	18.4%
YOY Enterprise Value Growth	-4.8%	7.7%	-11.4%	-10.4%	-10.2%
Cash as Percent of Market Cap	3.4%	3.0%	2.7%	2.9%	3.5%



SEG SaaS Index™ by Category

Other SaaS	1Q23	2Q23	3Q23	4Q23	1Q24
EV/NTM Revenue	3.2x	3.1x	3.6x	4.3x	4.0x
EV/TTM Revenue	3.5x	3.4x	3.8x	4.4x	4.6x
EV/TTM EBITDA	39.5x	31.5x	33.3x	34.8x	39.5x
EV/TTM CFO	20.3x	20.1x	28.4x	23.9x	28.9x
Gross Profit Margin	70.1%	70.6%	70.7%	70.6%	71.5%
EBITDA Margin	-13.0%	-11.6%	-9.9%	-7.0%	-0.1%
Net Income Margin	-21.6%	-17.6%	-12.5%	-12.9%	-6.4%
YOY Revenue Growth	21.1%	18.8%	13.0%	14.8%	16.2%
YOY EBITDA Growth	-5.8%	25.2%	24.0%	27.8%	67.6%
YOY Earnings Growth	1.2%	-7.2%	7.0%	-33.1%	-44.4%
YOY Enterprise Value Growth	-29.9%	-0.6%	18.0%	27.9%	23.9%
Cash as Percent of Market Cap	11.5%	9.9%	10.5%	10.3%	8.5%



Sales & Marketing	1Q23	2Q23	3Q23	4Q23	1Q24
EV/NTM Revenue	4.6x	4.7x	5.2x	4.9x	4.8x
EV/TTM Revenue	5.3x	5.1x	5.5x	5.0x	5.2x
EV/TTM EBITDA	29.2x	27.6x	31.4x	34.0x	31.8x
EV/TTM CFO	25.9x	24.6x	32.0x	38.8x	36.8x
Gross Profit Margin	73.8%	74.8%	75.9%	76.4%	76.2%
EBITDA Margin	-8.2%	-6.6%	-7.3%	-5.2%	-1.8%
Net Income Margin	-14.9%	-12.9%	-11.2%	-7.7%	-7.4%
YOY Revenue Growth	27.6%	23.6%	20.9%	19.9%	17.3%
YOY EBITDA Growth	46.7%	66.2%	108.3%	125.4%	71.8%
YOY Earnings Growth	-3.6%	-7.9%	2.1%	-15.5%	-9.2%
YOY Enterprise Value Growth	-26.6%	-4.8%	14.7%	47.9%	32.6%
Cash as Percent of Market Cap	5.6%	4.8%	4.0%	4.2%	4.2%

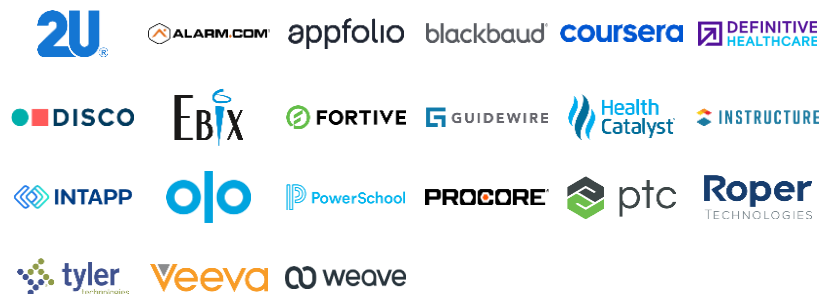


SEG SaaS Index™ by Category

Security	1Q23	2Q23	3Q23	4Q23	1Q24
EV/NTM Revenue	5.9x	6.3x	6.4x	7.3x	8.9x
EV/TTM Revenue	7.5x	7.3x	7.0x	7.6x	10.3x
EV/TTM EBITDA	-	105.6x	84.9x	72.8x	167.4x
EV/TTM CFO	28.6x	27.1x	33.9x	30.1x	37.2x
Gross Profit Margin	71.9%	72.6%	73.3%	74.0%	74.8%
EBITDA Margin	-13.6%	-9.5%	-8.6%	-6.4%	-3.3%
Net Income Margin	-21.1%	-16.5%	-15.3%	-15.6%	-11.9%
YOY Revenue Growth	27.3%	24.5%	22.2%	20.4%	18.8%
YOY EBITDA Growth	-	102.5%	280.3%	403.7%	153.2%
YOY Earnings Growth	-2.9%	-21.9%	-27.9%	-30.9%	-23.1%
YOY Enterprise Value Growth	-38.8%	-21.9%	-3.9%	38.2%	66.4%
Cash as Percent of Market Cap	7.3%	7.3%	6.2%	4.1%	4.3%



Vertically Focused	1Q23	2Q23	3Q23	4Q23	1Q24
EV/NTM Revenue	6.3x	6.1x	5.5x	4.8x	5.3x
EV/TTM Revenue	6.5x	6.6x	6.3x	4.9x	5.3x
EV/TTM EBITDA	32.2x	32.0x	30.8x	27.9x	24.6x
EV/TTM CFO	32.0x	31.1x	31.7x	29.5x	30.0x
Gross Profit Margin	63.7%	63.9%	64.5%	63.6%	63.3%
EBITDA Margin	7.6%	7.6%	7.4%	4.8%	13.1%
Net Income Margin	-10.9%	-11.7%	-8.3%	-6.6%	-5.6%
YOY Revenue Growth	14.2%	11.0%	11.4%	10.6%	10.6%
YOY EBITDA Growth	13.6%	10.6%	24.7%	25.3%	22.7%
YOY Earnings Growth	8.7%	0.6%	-13.7%	-30.7%	-8.9%
YOY Enterprise Value Growth	-24.1%	7.6%	13.4%	14.7%	25.5%
Cash as Percent of Market Cap	4.6%	3.9%	5.3%	8.1%	4.0%



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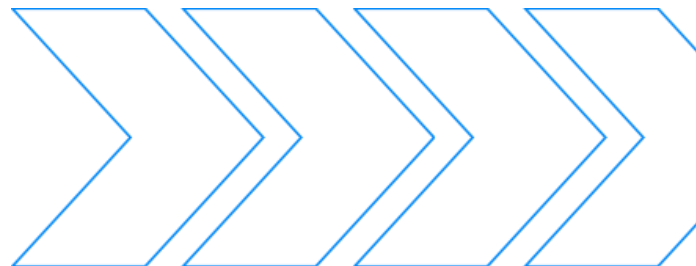
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