

SaaS Industry Update | Q2 2017



Notable & Quotable

- “We’re already seeing a lot of consolidation, and that is what happens in the technology industry, but, at the same time, technology has really changed today. Implementing enterprise software – implementing great enterprise software – is not what it used to be. You can do it incredibly seamlessly without a great deal of impact on the organization.” – *Mikkel Svane, CEO of Zendesk*
- “I believe as an entrepreneur you need to have patience sometimes. It’s hard for entrepreneurs. I don’t have much patience, but building a business can take time and it’s quite hard in terms of the people aspect. The bigger you get, the more and more important it becomes. How you organize a team, the executives that you have on your team, how you set vision for the company, how you manage multiple locations. Stuff like that becomes increasingly challenging. That’s why you need to attract the right experience as well.” – *Pieterjan Bouten, CEO of Showpad*
- “Now is a great time to start a SaaS company. While SaaS has been a hot buzzword, it’s more than that, it’s a whole shift as to how people function with their devices. You’re going to see plenty of niche verticals with their own unique software, things that were never online before.” – *David Batchelor, President and Co-Founder of DialMyCalls*

Market Insights

- Exit opportunities are not always the first thing in the mind of owners when starting a company, but these opportunities should always be considered. [In a recent podcast](#), several professionals from August Capital, Vista Equity, LinkedIn and SAP discuss their valuable M&A experience and give their thoughts on the kinds of companies they look for when buying.
- Everyone is attracted to big brand names, and when you go to raise money, it is easy to be attracted to the top brands in venture capital. However, [in a recent article](#), Jason Lemkin discusses the ways in which partnering with a new VC could be better than receiving an investment from a big brand name VC.
- Cloud platforms are enabling new, complex business models and orchestrating more globally-based integration networks in 2017 than many analyst and advisory firms predicted. Many researchers are adjusting their forecasts upward. [In a recent article in Forbes](#), Louis Columbus rounds up many of the most recent cloud forecasts, including cloud investments by type, global IT revenue, spending on public cloud computing and more.

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Upcoming Events

Silicon Y’all, SaaS and Internet Summit

October 2 – 4, 2017

[Chateau Elan](#) Winery & Resort

[Click here](#) for more details and access to our sign up list

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Quarterly Tip: Competitor Research

Every owner/operator should be diligently tracking and benchmarking against their competition. Prospective customers are always shopping solutions, and a variety of factors contribute to their ultimate decision of whether to go with your company's solution, or a competitor's. Effectively keeping tabs on competitors allows you to make educated decisions on pricing, your product road map, features and functions, and marketing. Below are several techniques and methodologies we suggest considering when keeping tabs on your rivals.

1. Utilize review sites to identify who your competition is. Resources such as Capterra, TechnologyAdvice, and G2Crowd all have useful grouping highlighting the players in a given market or space. They are excellent resources to know who is playing in your sandbox. Industry newsletters and reports (Gartner, etc.) are also useful in this identification process, and they often contain insight on what direction a player or the industry seems to be headed.
2. Company webinars and demos often are hosted and able to be joined by anyone with a valid email address. Oftentimes this can lead to a "look under the hood" of features and functions, as well as insight into how your competitor is going to market and messaging their value proposition.
3. Websites often give useful detail on number of customers ("Over 5,500 customers trust Company X") or employees. Active sites, coupled with any archived versions on Archive.org's Wayback Machine, can enable benchmarking to understand how quickly your competition is growing.
4. If your competition is publicly traded, earnings calls and required SEC filings are great resources to understand more about your rival.
5. Consider surveying your existing customers. Given poaching attempts by your competitors, oftentimes they'll provide meaningful feedback about what features they desire, what they've heard from another market participant, etc. that will be meaningful and actionable.
6. Assuming there are no non-solicitation or NDA restrictions, hiring away a rivals VP of Sales or another strategic position of need can serve as a twofer, as you fill a hole on your org chart and also glean insight from their time at your competitor.

Silicon Y'all – SaaS & Internet Summit 2017

Founders Investment Banking is ramping up for its 5th annual SaaS and Internet Summit – Silicon Y'all – on October 2nd – 4th at [Chateau Elan](#), outside of Atlanta, Georgia. This is a unique 2 day gathering, limited to 50 CEOs and 15 professionals from leading Private Equity firms, Venture Capital groups, and Strategic organizations. Attendees will engage in targeted discussions about growth, value, and current trends in the SaaS and Internet sectors, while also participating in a variety of activities and networking opportunities. For more information, please visit [SiliconYall.org](#) or email Katie Burns at kburns@foundersib.com.

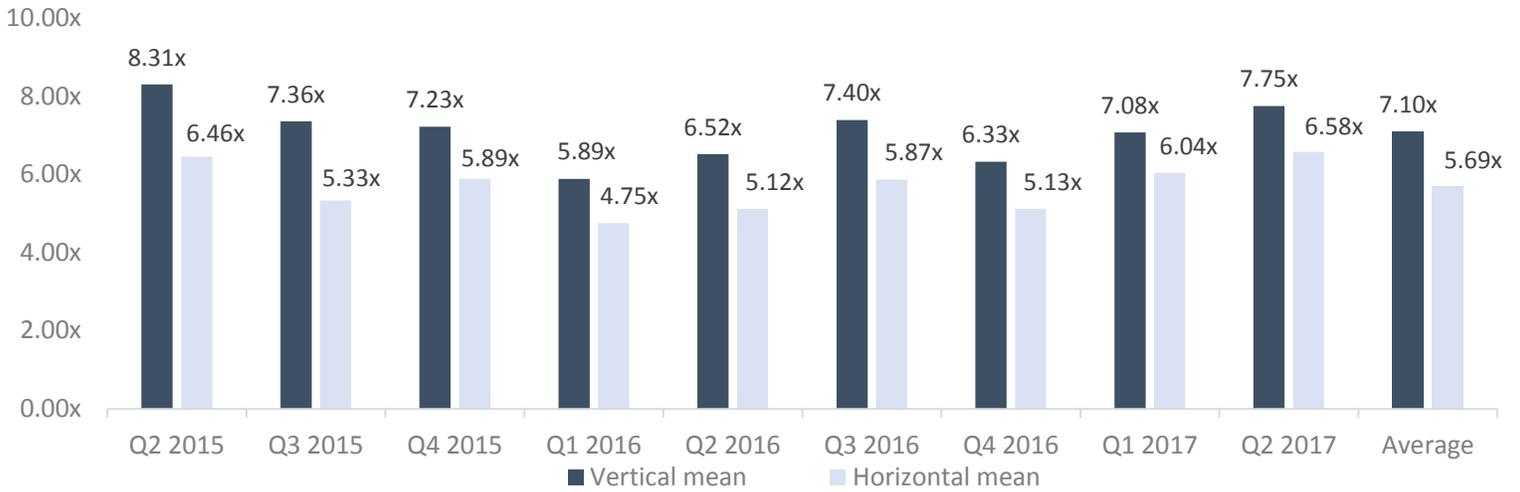


Recent SaaS Transactions

Announced Date	Target	Buyer	Purchase Price	LTM Revenue	LTM EBITDA	Enterprise Value / LTM Revenue	Enterprise Value / LTM EBITDA
6/23/2017	 Synchronoss	 SIRIS Capital Group, LLC	\$ 874.7	\$ 476.8	\$ 54.3	2.1x	18.2x
6/22/2017	 ENERNOC	 enel Green Power	\$ 302.1	\$ 398.7	\$ (0.2)	0.7x	N/A
5/30/2017	 Xactly Inspire Performance	 VISTA EQUITY PARTNERS	\$ 530.6	\$ 96.8	\$ (12.2)	5.5x	N/A
5/26/2017	 Evolution HCM Technology	 ASURE SOFTWARE	\$ 76.7	\$ 12.9	\$ 0.8	5.9x	96.3x
5/23/2017	 GENBAND	 Sonus Cloud communications made smarter	\$ 364.5	\$ 427.1	\$ 23.6	1.0x	17.5x
5/3/2017	 KOFAX	 THOMA BRAVO	\$ 1,350.0	\$3,974.2	N/A	0.3x	N/A
5/1/2017	 jive	 wave™	\$ 343.5	\$ 203.5	\$ 5.0	1.7x	69.1x
4/28/2017	 Tangoe	 asentinel	\$ 242.2	N/A	N/A	N/A	N/A
4/24/2017	 rightanswers	 upland	\$ 19.7	N/A	N/A	N/A	N/A
4/18/2017	 MOAT	 ORACLE	N/A	N/A	N/A	N/A	N/A
4/4/2017	 GlobalHR RESEARCH	 RENOVO CAPITAL LLC	\$ 30.0	N/A	N/A	N/A	N/A
4/4/2017	 Connexions	 TeleTech	\$ 80.0	N/A	N/A	N/A	N/A
4/3/2017	 academicworks	 blackbaud your passion > our purpose	\$ 50.0	N/A	N/A	N/A	N/A
4/3/2017	 TELVENT	 TBG	\$ 900.0	\$ 213.0	N/A	4.2x	N/A

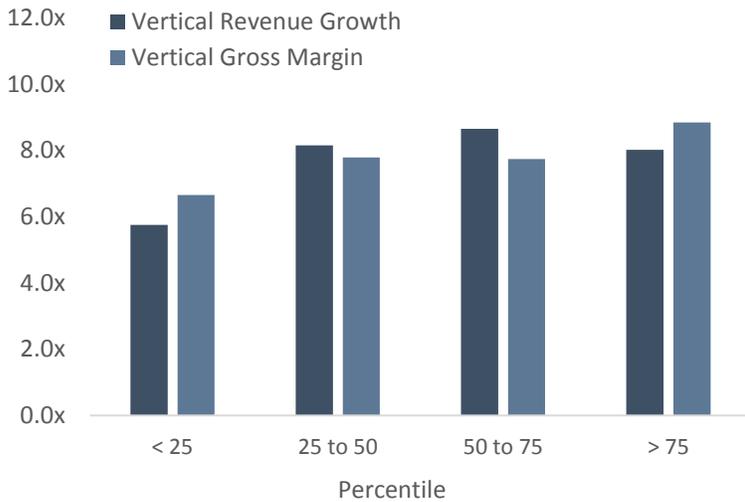
Metrics Overview

Public Vertical & Horizontal EV/LTM Revenue Multiples

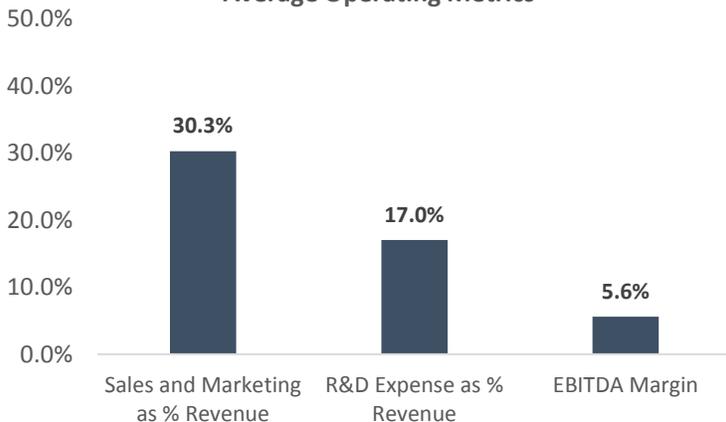


Public Vertical

Percentile Growth and Margin vs. EV/LTM Revenue

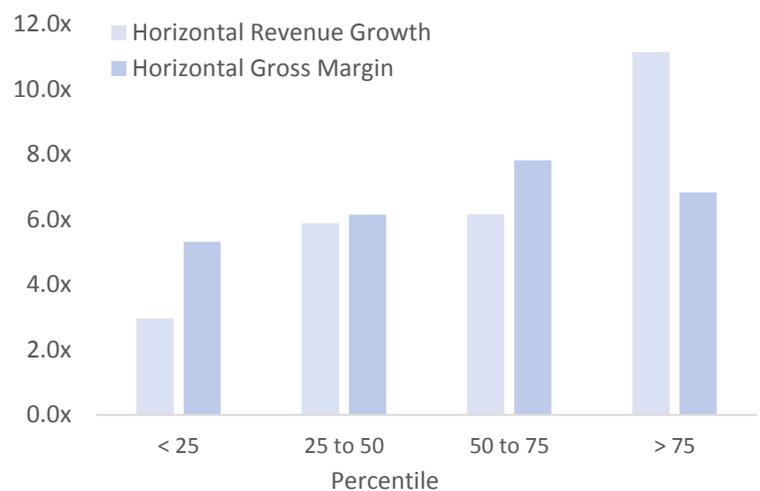


Average Operating Metrics

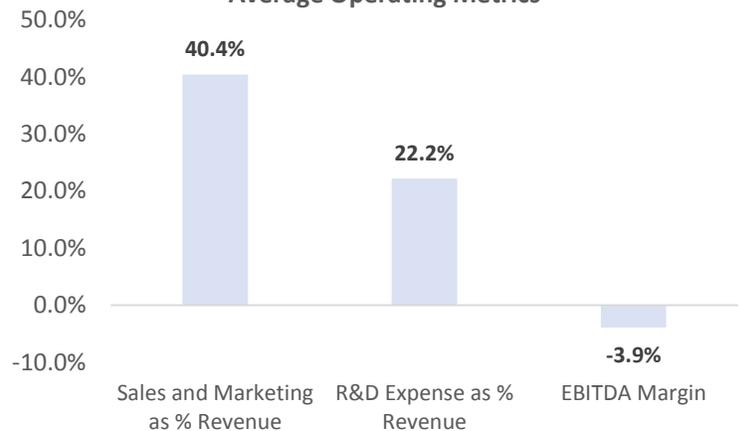


Public Horizontal

Percentile Growth and Margin vs. EV/LTM Revenue



Average Operating Metrics



Valuation & Growth Metrics

FIB SaaS Index - Valuation & Growth - As of Q2 2017

(In millions)

Ticker	Company Name	LTM Revenue	YoY Growth	LTM EBITDA	YoY Growth*	Enterprise Value / LTM Revenue	LTM EBITDA
Vertical SaaS Companies							
TWOU	2U, Inc.	\$ 239.1	35.2%	\$ (20.1)	6.4%	11.4x	N/A
APPF	AppFolio, Inc.	\$ 124.2	37.8%	\$ 4.6	143.2%	11.9x	318.5x
ATHN	athenahealth, Inc.	\$ 1,151.4	13.8%	\$ 127.7	40.9%	4.7x	42.6x
BLKB	Blackbaud, Inc.	\$ 757.2	10.7%	\$ 131.9	17.4%	5.7x	32.8x
EBIX	Ebix, Inc.	\$ 321.1	14.4%	\$ 114.4	9.0%	6.6x	18.4x
ELLI	Ellie Mae, Inc.	\$ 393.7	32.3%	\$ 81.6	51.9%	6.5x	31.3x
INST	Instructure, Inc.	\$ 133.7	45.5%	\$ (47.3)	0.4%	6.4x	N/A
MDSO	Medidata Solutions, Inc.	\$ 508.8	20.9%	\$ 76.8	50.1%	8.4x	55.4x
MB	MINDBODY, Inc.	\$ 159.8	33.2%	\$ (8.8)	63.4%	5.7x	N/A
NEWR	New Relic, Inc.	\$ 285.0	41.2%	\$ (46.5)	23.7%	8.7x	N/A
QTWO	Q2 Holdings, Inc.	\$ 172.6	34.7%	\$ (17.3)	17.4%	9.3x	N/A
RP	RealPage, Inc.	\$ 611.3	18.8%	\$ 91.4	33.5%	5.4x	36.4x
SPSC	SPS Commerce, Inc.	\$ 206.6	17.6%	\$ 22.9	29.6%	4.1x	37.3x
VEEV	Veeva Systems Inc.	\$ 617.4	30.7%	\$ 154.5	66.2%	11.8x	47.0x
Min		\$ 124.2	10.7%	\$ (47.3)	0.4%	4.1x	18.4x
Median		\$ 303.1	31.5%	\$ 49.9	31.6%	6.5x	37.3x
Mean		\$ 405.8	27.6%	\$ 47.6	39.5%	7.6x	68.9x
Max		\$ 1,151.4	45.5%	\$ 154.5	143.2%	11.9x	318.5x

Horizontal SaaS Companies

EGHT	8x8, Inc.	\$ 262.4	18.5%	\$ (0.4)	N/A	4.1x	N/A
ALRM	Alarm.Com Holdings, Inc.	\$ 297.8	27.1%	\$ 47.2	25.9%	6.9x	43.9x
AMBR	Amber Road, Inc.	\$ 76.3	9.5%	\$ (11.0)	40.2%	2.8x	N/A
APTI	Apptio, Inc.	\$ 174.1	22.0%	\$ (22.2)	24.3%	3.3x	N/A
TEAM	Atlassian Corporation Plc	\$ 619.9	35.6%	\$ (16.1)	N/A	11.5x	N/A
BV	Bazaarvoice, Inc.	\$ 203.3	1.2%	\$ (3.0)	57.7%	1.8x	N/A
BNFT	Benefitfocus, Inc.	\$ 248.2	16.8%	\$ (6.4)	82.5%	4.2x	N/A
BL	BlackLine, Inc.	\$ 148.5	45.9%	\$ (13.1)	42.1%	12.1x	N/A
BOX	Box, Inc.	\$ 452.9	29.6%	\$ (117.7)	17.8%	5.4x	N/A
BCOV	Brightcove Inc.	\$ 153.3	7.8%	\$ (10.6)	N/A	1.4x	N/A
CALD	Callidus Software Inc.	\$ 228.0	20.1%	\$ (7.8)	N/A	6.6x	N/A
CARB	Carbonite, Inc.	\$ 221.6	29.4%	\$ 6.8	N/A	2.5x	80.1x
CSLT	Castlight Health, Inc.	\$ 115.2	32.2%	\$ (48.8)	32.3%	4.0x	N/A
ECOM	ChannelAdvisor Corporation	\$ 118.1	10.1%	\$ (4.6)	27.2%	2.0x	N/A
CTXS	Citrix Systems, Inc.	\$ 3,441.4	12.8%	\$ 987.1	13.2%	3.4x	11.9x
CSOD	Cornerstone OnDemand, Inc.	\$ 445.0	14.3%	\$ (45.5)	15.9%	4.4x	N/A
COUP	Coupa Software Incorporated	\$ 159.1	45.4%	\$ (33.5)	21.3%	9.3x	N/A
EVBG	Everbridge, Inc.	\$ 89.1	32.9%	\$ (10.8)	(0.4%)	6.9x	N/A
FIVN	Five9, Inc.	\$ 179.9	23.9%	\$ 2.1	N/A	6.6x	561.9x
HUBS	HubSpot, Inc.	\$ 318.4	41.6%	\$ (34.7)	14.9%	7.8x	N/A
KXS	Kinaxis Inc.	\$ 125.6	21.2%	\$ 22.0	(7.5%)	11.6x	66.2x
LPSN	LivePerson, Inc.	\$ 215.6	(7.1%)	\$ 8.2	(20.8%)	3.4x	90.5x
LOGM	LogMeIn, Inc.	\$ 617.6	100.1%	\$ 127.6	224.0%	9.1x	43.8x
MRIN	Marin Software Incorporated	\$ 86.0	(20.6%)	\$ (11.6)	(50.3%)	0.4x	N/A
MIME	Mimecast Limited	\$ 203.3	35.5%	\$ 4.8	54.6%	7.4x	311.7x
MOBL	MobileIron, Inc.	\$ 172.0	8.9%	\$ (50.1)	23.1%	1.6x	N/A

Valuation & Growth Metrics, Cont'd

Ticker	Company Name	LTM Revenue	YoY Growth	LTM EBITDA	YoY Growth*	Enterprise Value / LTM Revenue	LTM EBITDA
Horizontal SaaS Companies							
MODN	Model N, Inc.	\$ 124.1	19.5%	\$ (30.0)	(24.9%)	3.2x	N/A
MULE	MuleSoft, Inc.	\$ 234.9	113.0%	\$ (53.9)	14.2%	10.5x	N/A
PAYC	Paycom Software, Inc.	\$ 382.9	34.6%	\$ 73.9	10.1%	11.6x	59.9x
PCTY	Paylocity Holding Corporation	\$ 300.0	30.0%	\$ 18.9	287.0%	7.8x	123.5x
PEGA	Pegasystems, Inc.	\$ 803.6	9.4%	\$ 75.2	(20.4%)	5.2x	55.2x
PFPT	Proofpoint, Inc.	\$ 442.2	41.3%	\$ (33.3)	37.1%	8.8x	N/A
QLYS	Qualys, Inc.	\$ 211.6	16.5%	\$ 52.4	18.6%	7.7x	31.0x
RNG	RingCentral, Inc.	\$ 432.6	27.8%	\$ (13.0)	(40.2%)	7.0x	N/A
CRM	Salesforce.com, inc.	\$ 9,387.9	25.6%	\$ 464.1	(29.8%)	7.2x	146.1x
SCWX	SecureWorks Corp.	\$ 455.8	18.2%	\$ (25.3)	40.0%	1.8x	N/A
NOW	ServiceNow, Inc.	\$ 1,631.8	36.7%	\$ (32.2)	64.8%	11.8x	N/A
SHOP	Shopify Inc.	\$ 509.0	80.3%	\$ (34.5)	(66.1%)	21.3x	N/A
ULTI	The Ultimate Software Group, Inc.	\$ 860.7	23.0%	\$ 62.3	(6.1%)	6.4x	88.0x
UPLD	Upland Software, Inc.	\$ 82.6	16.6%	\$ 9.2	151.4%	5.6x	50.6x
VRNS	Varonis Systems, Inc.	\$ 185.9	28.9%	\$ (13.3)	13.5%	5.2x	N/A
WIX	Wix.com Ltd.	\$ 355.8	47.8%	\$ (39.0)	14.2%	8.2x	N/A
WDAY	Workday, Inc.	\$ 1,853.3	37.3%	\$ (229.8)	(12.9%)	11.2x	N/A
WK	Workiva Inc.	\$ 192.4	17.5%	\$ (32.4)	28.8%	4.0x	N/A
ZEN	Zendesk, Inc.	\$ 363.6	39.3%	\$ (86.6)	(11.4%)	7.4x	N/A
ZIXI	Zix Corporation	\$ 63.2	9.7%	\$ 14.0	33.2%	3.9x	17.6x
Min		\$ 63.2	(20.6%)	\$ (229.8)	(66.1%)	0.4x	11.9x
Median		\$ 231.4	24.7%	\$ (10.9)	18.2%	6.5x	63.0x
Mean		\$ 614.1	28.0%	\$ 19.7	28.5%	6.4x	111.4x
Max		\$ 9,387.9	113.0%	\$ 987.1	287.0%	21.3x	561.9x

Note: Figures in grey text indicate that a) the year growth reflects a reduction in deficit from previous year or b) the year growth rate reflects growth from a deficit in previous year to positive EBITDA this year

Operating Statistics

FIB SaaS Index - Operating Statistics - As of Q2 2017

Ticker	Company Name	COGS <i>As a % of Revenue</i>	Gross Margin	SG&A <i>As a % of Revenue</i>	R&D Expense <i>As a % of Revenue</i>	Sales & Marketing <i>As a % of Revenue</i>	EBITDA Margin
Vertical SaaS Companies							
TWOU	2U, Inc.	19.1%	80.9%	75.1%	1.1%	53.3%	(8.4%)
APPF	AppFolio, Inc.	39.9%	60.1%	38.6%	17.7%	22.6%	3.7%
ATHN	athenahealth, Inc.	48.3%	51.7%	33.8%	13.9%	22.5%	11.1%
BLKB	Blackbaud, Inc.	45.8%	54.2%	32.9%	13.0%	21.9%	17.4%
EBIX	Ebix, Inc.	31.5%	68.5%	22.5%	10.8%	5.4%	35.6%
ELLI	Ellie Mae, Inc.	35.1%	64.9%	33.9%	16.5%	15.3%	20.7%
INST	Instructure, Inc.	28.7%	71.3%	78.4%	32.5%	57.1%	(35.4%)
MDSO	Medidata Solutions, Inc.	23.9%	76.1%	40.7%	24.0%	23.4%	15.1%
MB	MINDBODY, Inc.	29.5%	70.5%	60.4%	20.6%	39.6%	(5.5%)
NEWR	New Relic, Inc.	18.7%	81.3%	80.0%	24.7%	62.7%	(16.3%)
QTWO	Q2 Holdings, Inc.	50.9%	49.1%	43.0%	21.1%	22.8%	(10.0%)
RP	RealPage, Inc.	41.9%	58.1%	38.5%	14.0%	23.3%	14.9%
SPSC	SPS Commerce, Inc.	33.4%	66.6%	48.2%	10.6%	33.5%	11.1%
VEEV	Veeva Systems Inc.	30.7%	69.3%	28.4%	18.3%	19.9%	25.0%
	Min	18.7%	49.1%	22.5%	1.1%	5.4%	(35.4%)
	Median	32.4%	67.6%	39.7%	17.1%	23.1%	11.1%
	Mean	34.1%	65.9%	46.8%	17.1%	30.2%	5.6%
	Max	50.9%	81.3%	80.0%	32.5%	62.7%	35.6%

Horizontal SaaS Companies

EGHT	8x8, Inc.	24.0%	76.0%	69.4%	10.9%	56.7%	(0.1%)
ALRM	Alarm.Com Holdings, Inc.	36.8%	63.2%	27.3%	19.7%	14.2%	15.8%
AMBR	Amber Road, Inc.	48.5%	51.5%	49.9%	24.1%	29.7%	(14.4%)
APTI	Apptio, Inc.	33.5%	66.5%	60.7%	22.0%	46.0%	(12.8%)
TEAM	Atlassian Corporation Plc	19.2%	80.8%	40.9%	50.0%	21.8%	(2.6%)
BV	Bazaarvoice, Inc.	38.1%	61.9%	47.6%	23.7%	31.8%	(1.5%)
BNFT	Benefitfocus, Inc.	49.2%	50.8%	37.3%	22.2%	25.0%	(2.6%)
BL	BlackLine, Inc.	24.1%	75.9%	80.9%	21.0%	60.1%	(8.8%)
BOX	Box, Inc.	27.0%	73.0%	78.5%	28.3%	61.2%	(26.0%)
BCOV	Brightcove Inc.	39.2%	60.8%	51.3%	21.2%	37.4%	(6.9%)
CALD	Callidus Software Inc.	38.9%	61.1%	54.7%	17.6%	37.1%	(3.4%)
CARB	Carbonite, Inc.	29.8%	70.2%	58.4%	17.1%	38.8%	3.1%
CSLT	Castlight Health, Inc.	32.2%	67.8%	72.1%	41.7%	50.4%	(42.3%)
ECOM	ChannelAdvisor Corporation	23.0%	77.0%	70.6%	16.3%	50.0%	(3.9%)
CTXS	Citrix Systems, Inc.	14.7%	85.3%	46.5%	17.1%	35.5%	28.7%
CSOD	Cornerstone OnDemand, Inc.	30.9%	69.1%	70.0%	15.2%	51.7%	(10.2%)
COUP	Coupa Software Incorporated	32.2%	67.8%	68.2%	23.8%	49.0%	(21.1%)
EVBG	Everbridge, Inc.	30.9%	69.1%	64.7%	27.0%	44.6%	(12.1%)
FIVN	Five9, Inc.	41.0%	59.0%	47.9%	14.4%	33.4%	1.2%
HUBS	HubSpot, Inc.	21.5%	78.5%	74.8%	18.7%	58.3%	(10.9%)
KXS	Kinaxis Inc.	31.3%	68.7%	34.9%	19.7%	24.6%	17.5%
LPSN	LivePerson, Inc.	27.2%	72.8%	57.3%	18.3%	41.2%	3.8%
LOGM	LogMeIn, Inc.	18.6%	81.4%	52.4%	17.0%	40.0%	20.7%
MRIN	Marin Software Incorporated	39.1%	60.9%	53.2%	34.7%	32.3%	(13.5%)
MIME	Mimecast Limited	26.7%	73.3%	64.7%	12.5%	50.3%	2.4%
MOBL	MobileIron, Inc.	17.6%	82.4%	73.1%	40.3%	56.9%	(29.2%)

Operating Statistics, Cont'd

Ticker	Company Name	COGS <i>As a % of Revenue</i>	Gross Margin	SG&A <i>As a % of Revenue</i>	R&D Expense <i>As a % of Revenue</i>	Sales & Marketing <i>As a % of Revenue</i>	EBITDA Margin
Horizontal SaaS Companies							
MODN	Model N, Inc.	47.7%	52.3%	58.7%	23.7%	31.7%	(24.2%)
MULE	MuleSoft, Inc.	26.0%	74.0%	78.4%	19.8%	62.2%	(22.9%)
PAYC	Paycom Software, Inc.	15.1%	84.9%	57.4%	7.3%	35.7%	19.3%
PCTY	Paylocity Holding Corporation	41.3%	58.7%	46.5%	12.8%	25.8%	6.3%
PEGA	Pegasystems, Inc.	32.2%	67.8%	42.3%	19.3%	36.2%	9.4%
PFPT	Proofpoint, Inc.	28.0%	72.0%	61.8%	25.8%	51.4%	(7.5%)
QLYS	Qualys, Inc.	22.3%	77.7%	44.0%	18.0%	28.6%	24.8%
RNG	RingCentral, Inc.	24.3%	75.7%	66.2%	16.1%	51.9%	(3.0%)
CRM	Salesforce.com, inc.	27.0%	73.0%	57.5%	17.2%	46.5%	4.9%
SCWX	SecureWorks Corp.	48.3%	51.7%	49.7%	16.5%	30.2%	(5.5%)
NOW	ServiceNow, Inc.	27.3%	72.7%	60.8%	19.8%	49.9%	(2.0%)
SHOP	Shopify Inc.	44.8%	55.2%	44.3%	20.6%	33.6%	(6.8%)
ULTI	The Ultimate Software Group, Inc.	38.3%	61.7%	42.1%	16.0%	29.0%	7.2%
UPLD	Upland Software, Inc.	35.1%	64.9%	42.9%	17.5%	16.2%	11.2%
VRNS	Varonis Systems, Inc.	9.8%	90.2%	76.7%	22.0%	64.5%	(7.1%)
WIX	Wix.com Ltd.	15.9%	84.1%	61.6%	35.3%	51.3%	(10.9%)
WDAY	Workday, Inc.	29.8%	70.2%	46.8%	42.9%	35.0%	(12.4%)
WK	Workiva Inc.	28.3%	71.7%	58.9%	31.5%	41.1%	(16.8%)
ZEN	Zendesk, Inc.	29.8%	70.2%	72.0%	30.2%	52.6%	(23.8%)
ZIXI	Zix Corporation	18.1%	81.9%	47.6%	16.1%	3.0%	22.1%
	Min	9.8%	50.8%	27.3%	7.3%	3.0%	(42.3%)
	Median	29.8%	70.2%	57.5%	19.8%	39.4%	(3.7%)
	Mean	30.1%	69.9%	57.0%	22.2%	40.3%	(3.6%)
	Max	49.2%	90.2%	80.9%	50.0%	64.5%	28.7%

Balance Sheet Metrics

FIB SaaS Index - Balance Sheet Metrics - As of Q2 2017

Ticker	Company Name	Return on Assets	Return on Equity	Current Ratio	Days Sales Outstanding	Days Payable Outstanding	Liabilities/Assets	Debt/Equity
Vertical SaaS Companies								
TWOU	2U, Inc.	(5.8%)	(12.6%)	3.3x	21.9	39.7	27.1%	8.0%
APPF	AppFolio, Inc.	0.6%	1.4%	1.7x	10.7	5.5	24.5%	N/A
ATHN	athenahealth, Inc.	2.8%	5.0%	1.6x	49.2	3.2	42.4%	39.1%
BLKB	Blackbaud, Inc.	3.4%	20.2%	0.8x	57.3	23.9	80.4%	147.9%
EBIX	Ebix, Inc.	7.9%	22.3%	2.2x	77.7	106.4	48.2%	68.1%
ELLI	Ellie Mae, Inc.	6.0%	10.2%	7.0x	41.7	33.5	9.3%	0.0%
INST	Instructure, Inc.	(24.9%)	N/A	0.9x	156.0	41.2	103.2%	N/A
MDSO	Medidata Solutions, Inc.	4.6%	9.5%	3.4x	72.3	20.5	50.2%	61.1%
MB	MINDBODY, Inc.	(4.9%)	(10.6%)	9.3x	19.8	47.3	16.0%	6.2%
NEWR	New Relic, Inc.	(11.4%)	(31.1%)	1.8x	43.5	42.8	45.9%	N/A
QTWO	Q2 Holdings, Inc.	(8.7%)	(30.7%)	2.2x	27.1	22.5	48.1%	N/A
RP	RealPage, Inc.	2.6%	6.2%	1.9x	55.6	N/A	59.1%	79.2%
SPSC	SPS Commerce, Inc.	2.3%	3.5%	5.5x	37.1	16.7	16.4%	N/A
VEEV	Veeva Systems Inc.	9.6%	17.6%	3.3x	55.0	12.2	26.0%	N/A
Min		(24.9%)	(31.1%)	0.8x	10.7	3.2	9.3%	0.0%
Median		2.4%	5.0%	2.2x	46.3	23.9	44.1%	50.1%
Mean		(1.1%)	0.8%	3.2x	51.8	32.0	42.6%	51.2%
Max		9.6%	22.3%	9.3x	156.0	106.4	103.2%	147.9%

Horizontal SaaS Companies

EGHT	8x8, Inc.	(2.1%)	(2.2%)	4.4x	18.1	N/A	13.4%	N/A
ALRM	Alarm.Com Holdings, Inc.	7.9%	10.0%	2.8x	42.6	74.7	40.7%	34.4%
AMBR	Amber Road, Inc.	(9.2%)	(55.0%)	0.7x	68.9	17.8	74.0%	89.2%
APTI	Apptio, Inc.	(11.7%)	(109.3%)	1.6x	99.7	31.3	62.3%	0.1%
TEAM	Atlassian Corporation Plc	(3.5%)	(5.2%)	1.9x	13.2	33.7	30.4%	N/A
BV	Bazaarvoice, Inc.	(1.6%)	(7.1%)	1.2x	78.0	18.4	41.0%	14.3%
BNFT	Benefitfocus, Inc.	(6.6%)	N/A	1.1x	43.5	18.8	120.3%	N/A
BL	BlackLine, Inc.	(5.4%)	(18.4%)	1.5x	85.0	57.8	29.0%	0.1%
BOX	Box, Inc.	(21.1%)	(216.5%)	1.0x	73.8	32.0	91.2%	198.8%
BCOV	Brightcove Inc.	(8.4%)	(25.6%)	1.0x	50.0	40.6	46.4%	0.8%
CALD	Callidus Software Inc.	(4.1%)	(12.6%)	1.7x	81.5	22.6	40.6%	N/A
CARB	Carbonite, Inc.	(3.0%)	3.8%	1.2x	33.5	26.7	88.2%	302.1%
CSLT	Castlight Health, Inc.	(15.0%)	(32.8%)	2.2x	53.6	29.2	28.3%	3.0%
ECOM	ChannelAdvisor Corporation	(5.7%)	(11.1%)	2.0x	61.6	45.3	40.4%	1.3%
CTXS	Citrix Systems, Inc.	8.5%	26.0%	1.3x	55.5	49.5	65.4%	74.2%
CSOD	Cornerstone OnDemand, Inc.	(6.2%)	(311.5%)	0.9x	91.2	39.8	95.1%	822.7%
COUP	Coupa Software Incorporated	(9.9%)	(31.8%)	2.1x	72.7	12.4	39.4%	N/A
EVBG	Everbridge, Inc.	(10.4%)	(115.1%)	0.9x	80.1	37.7	63.2%	N/A
FIVN	Five9, Inc.	(3.8%)	(43.5%)	2.1x	27.4	18.8	71.2%	142.4%
HUBS	HubSpot, Inc.	(5.9%)	(25.9%)	3.7x	36.7	14.9	69.5%	142.3%
KXS	Kinaxis Inc.	7.2%	14.0%	2.6x	43.3	25.0	42.7%	N/A
LPSN	LivePerson, Inc.	(2.6%)	(19.8%)	1.2x	45.3	30.1	38.3%	N/A
LOGM	LogMeIn, Inc.	0.6%	(0.2%)	0.9x	26.7	78.5	21.5%	N/A
MRIN	Marin Software Incorporated	(12.0%)	(29.0%)	4.3x	76.3	27.0	19.9%	4.1%
MIME	Mimecast Limited	(2.4%)	(9.2%)	1.4x	64.2	43.3	62.6%	16.5%
MOBL	MobileIron, Inc.	(22.3%)	(141.1%)	1.4x	81.3	N/A	80.3%	N/A

Balance Sheet Metrics, Cont'd

Ticker	Company Name	Return on Assets	Return on Equity	Current Ratio	Days Sales Outstanding	Days Payable Outstanding	Liabilities/Assets	Debt/Equity
Horizontal SaaS Companies								
MODN	Model N, Inc.	(15.9%)	(67.4%)	1.2x	78.7	18.7	74.5%	126.3%
MULE	MuleSoft, Inc.	N/A	N/A	2.0x	NA	N/A	40.1%	N/A
PAYC	Paycom Software, Inc.	3.3%	39.9%	1.0x	2.2	28.3	86.1%	23.9%
PCTY	Paylocity Holding Corporation	0.4%	5.0%	1.1x	2.3	5.4	87.0%	N/A
PEGA	Pegasystems, Inc.	5.0%	14.6%	1.6x	94.5	17.4	44.4%	N/A
PFPT	Proofpoint, Inc.	(5.6%)	N/A	1.5x	55.0	46.7	96.0%	1118.1%
QLYS	Qualys, Inc.	5.0%	15.0%	2.5x	74.8	30.1	35.1%	N/A
RNG	RingCentral, Inc.	(7.1%)	(21.5%)	2.0x	26.0	13.2	42.8%	N/A
CRM	Salesforce.com, inc.	0.1%	(1.1%)	0.8x	60.6	18.0	51.5%	30.6%
SCWX	SecureWorks Corp.	(4.2%)	(6.0%)	1.3x	90.9	43.7	31.1%	N/A
NOW	ServiceNow, Inc.	(3.5%)	(41.2%)	1.7x	53.3	26.8	83.5%	236.3%
SHOP	Shopify Inc.	(4.6%)	(7.8%)	11.8x	7.8	71.5	9.3%	N/A
ULTI	The Ultimate Software Group, Inc	1.5%	7.0%	1.1x	67.0	12.6	60.6%	2.0%
UPLD	Upland Software, Inc.	(0.2%)	(20.3%)	1.4x	61.7	23.3	57.1%	74.9%
VRNS	Varonis Systems, Inc.	(5.8%)	(21.4%)	1.9x	73.4	34.4	54.9%	N/A
WIX	Wix.com Ltd.	(12.4%)	N/A	0.8x	8.1	145.6	99.7%	158.1%
WDAY	Workday, Inc.	(7.2%)	(29.4%)	1.5x	61.0	18.9	59.8%	40.0%
WK	Workiva Inc.	(16.2%)	N/A	1.0x	38.9	20.6	104.0%	N/A
ZEN	Zendesk, Inc.	(14.4%)	(35.5%)	1.6x	35.1	24.7	39.6%	N/A
ZIXI	Zix Corporation	8.5%	12.9%	1.1x	5.1	22.9	37.5%	N/A
Min		(22.3%)	(311.5%)	0.7x	2.2	5.4	9.3%	0.1%
Median		(4.6%)	(18.4%)	1.5x	55.5	27.0	53.2%	40.0%
Mean		(4.9%)	(32.3%)	1.9x	53.3	33.7	56.7%	146.3%
Max		8.5%	39.9%	11.8x	99.7	145.6	120.3%	1118.1%

FIB SaaS Index Key

FIB SaaS Index - Key

Ticker	Company Name	Vertical/Business Description	Website
Vertical SaaS Companies			
TWOU	2U, Inc.	Higher Education: Learning management system for colleges and universities	https://www.2u.com
APPF	AppFolio, Inc.	Real Estate and Legal: Property management solution for real estate industry; practice and case management solution for the legal industry	https://www.appfolioinc.com
ATHN	athenahealth, Inc.	Healthcare: Revenue cycle management, practice management and electronic health record management	https://www.athenahealth.com
BLKB	Blackbaud, Inc.	Cloud software solutions for nonprofits and other charitable giving entities in the United States, Canada, Europe, and Australia	https://www.blackbaud.com/
EBIX	Ebix, Inc.	Insurance: End-to-end solutions ranging from infrastructure exchanges, carrier systems, agency systems and risk compliance solutions to custom software development	https://www.ebix.com
ELLI	Ellie Mae, Inc.	Residential Mortgage: Loan origination and enterprise management software	https://www.elliemae.com
INST	Instructure, Inc.	Higher Education: Learning management platform for academic institutions and corporations	https://www.instructure.com
MDSO	Medidata Solutions, Inc.	Life Sciences: Data analytics platform for clinical research	https://www.mdsol.com
MB	MINDBODY, Inc.	Wellness: Business management software for small and medium sized businesses in the wellness industry	https://www.mindbodyonline.com
NEWR	New Relic, Inc.	Software: Analytics platform to monitor software performance	https://www.newrelic.com
QTWO	Q2 Holdings, Inc.	Financial: Virtual banking solutions for regional and community banks and credit unions	https://www.q2banking.com
RP	RealPage, Inc.	Rental Housing: Property management solutions	https://www.realpage.com
SPSC	SPS Commerce, Inc.	Consumer Packaged Goods/Retail/Distribution: Supply chain management solutions	https://www.spscommerce.com
VEEV	Veeva Systems Inc.	Life Sciences: Content management, CRM, customer master and customer data platforms	https://www.veeva.com
Horizontal SaaS Companies			
EGHT	8x8, Inc.	Communications suite that provides call center solutions, business phone services, collaboration and virtual meetings	https://www.8x8.com
ALRM	Alarm.Com Holdings, Inc.	Security, video monitoring, home automation, and energy management solutions for consumers and businesses	https://www.alarm.com
AMBR	Amber Road, Inc.	Global trade management (GTM) solutions	https://www.amberroad.com
APTI	Apptio, Inc.	Enable IT leaders to analyze, optimize, and plan technology investments, and to benchmark their financial and operational performance against peers	http://www.apptio.com/
TEAM	Atlassian Corporation Plc	Offer project tracking, content creation and sharing, real-time communication, and service management products to large and small organizations	https://www.atlassian.com/
BV	Bazaarvoice, Inc.	User-generated content engine that helps brands and retailers capture, manage and respond to customer input	https://www.bazaarvoice.com
BNFT	Benefitfocus, Inc.	Benefits management platform for employers and carriers	https://www.benefitfocus.com
BL	BlackLine, Inc.	Provides financial accounting close solutions to address various aspects of the financial closing process	https://www.blackline.com/
BOX	Box, Inc.	Application that allows for the storage, management and sharing of content online	https://www.box.com
BCOV	Brightcove Inc.	Media, Marketing & Enterprise: Video marketing suite and video delivery	https://www.brightcove.com

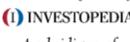
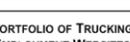
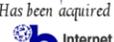
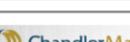
FIB SaaS Index Key, Cont'd

Ticker	Company Name	Vertical/Business Description	Website
Horizontal SaaS Companies			
CALD	Callidus Software Inc.	Marketing automation, territory optimization, sales enablement, configure price quote, contract lifecycle management, incentive compensation and sales talent management solutions	https://www.calliduscloud.com
CARB	Carbonite, Inc.	Automatic cloud backup for businesses and consumers	https://www.carbonite.com
CSLT	Castlight Health, Inc.	Health benefits platform that engages employees to make better healthcare decisions and enables employers to communicate and evaluate their benefit programs	https://www.castlighthealth.com
ECOM	ChannelAdvisor Corporation	E-commerce: Platform that enables retailers and brands to manage their e-commerce operations	https://www.channeladvisor.com
CTXS	Citrix Systems, Inc.	Solutions that power business mobility through secure, mobile workspaces that provide instant access to apps, desktops, data and communications on any device, over any network and cloud	https://www.citrix.com
CSOD	Cornerstone OnDemand, Inc.	Applications to recruit, train, manage and connect people across an organization	https://www.cornerstoneondemand.com
COUP	Coupa Software Incorporated	Provides a cloud-based spend management platform	http://www.coupa.com/
EVBG	Everbridge, Inc.	Provides critical communications and enterprise safety applications that enable customers to automate and accelerate the process of keeping people safe and businesses running during critical events	https://www.everbridge.com/
FIVN	Five9, Inc.	Contact Centers: Virtual contact center platform	https://www.five9.com
HUBS	HubSpot, Inc.	Customer relationship management, marketing, and sales solutions	https://www.hubspot.com
KXS	Kinaxis Inc.	Manufacturing: Supply chain management solutions	https://www.kinaxis.com
LPSN	LivePerson, Inc.	Enables mobile and online messaging between brands and consumers	https://www.liveperson.com
LOGM	LogMeIn, Inc.	Suite of products that enable individuals and business to securely connect with their workplace, colleagues and customers	https://www.logmeininc.com
MRIN	Marin Software Incorporated	Performance advertising platform	https://www.marinsoftware.com
MIME	Mimecast Limited	Cloud security and risk management	https://www.mimecast.com
MOBL	MobileIron, Inc.	Enterprise mobility management tools including traditional mobile device management, mobile application management, and mobile content management capabilities	https://www.mobileiron.com
MODN	Model N, Inc.	Life Sciences and Technology: Revenue management solutions	https://www.modeln.com
MULE	MuleSoft, Inc.	An integration solution for connecting applications, data sources, and devices, both on-premises and in the cloud	https://www.mulesoft.com/
PAYC	Paycom Software, Inc.	Human capital management software	https://www.paycom.com
PCTY	Paylocity Holding Corporation	Payroll and human capital management solutions for medium sized organizations	https://www.paylocity.com
PEGA	Pegasystems, Inc.	Customer relationship management applications, application development platform, and operations applications	https://www.pegacom
PFPT	Proofpoint, Inc.	Enables large and mid-sized organizations to defend, protect, archive, and govern their sensitive data worldwide	https://www.proofpoint.com/us
QLYS	Qualys, Inc.	Information security and compliance solutions	https://www.qualys.com
RNG	RingCentral, Inc.	Cloud-based business communications	https://www.ringcentral.com
CRM	Salesforce.com, inc.	Customer relationship management	https://www.salesforce.com

FIB SaaS Index Key, Cont'd

Ticker	Company Name	Vertical/Business Description	Website
Horizontal SaaS Companies			
SCWX	SecureWorks Corp.	Provides information security services, protecting its customers' computers, networks and information assets from malicious activity such as cybercrime	https://www.secureworks.com
NOW	ServiceNow, Inc.	Suite of products including service management, IT service management, IT operations management and business management solutions	https://www.servicenow.com
SHOP	Shopify Inc.	E-commerce/Retail: E-commerce platform for small and medium-sized businesses	https://www.shopify.ca
ULTI	The Ultimate Software Group, Inc.	Human resources and payroll solutions	https://www.ultimatesoftware.com
UPLD	Upland Software, Inc.	Enterprise work management products that enable document and workflow automation, financial management, mobile engagement management, professional services automation, etc.	https://uplandsoftware.com
VRNS	Varonis Systems, Inc.	Platform that enables enterprises to map, analyze, manage, and migrate their unstructured data	https://www.varonis.com
WIX	Wix.com Ltd.	Offer Web development, design, and management solutions and apps through an online platform that enables its user base of businesses, organizations, professionals, and individuals to create a digital presence	https://www.wix.com/
WDAY	Workday, Inc.	Financial management and human capital management solutions	https://www.workday.com
WK	Workiva Inc.	All-in-one platform for risk, audit, finance and compliance	https://www.workiva.com
ZEN	Zendesk, Inc.	Customer service platform	https://www.zendesk.com
ZIXI	Zix Corporation	Email encryption/security	https://www.zixcorp.com

FIB Technology Transactions

 Has been acquired by  Sell-Side Advisor	 Has been acquired by  Sell-Side Advisor	Marketing SaaS Company Has been acquired by International Strategic Acquirer Sell-Side Advisor	Healthcare SaaS Company Has been recapitalized by  Financial Advisor	 Has been recapitalized by  Financial Advisor	 Has been acquired by  A subsidiary of  Sell-Side Advisor
 Has been recapitalized by  Sell-Side Advisor	 Has been recapitalized by  Financial Advisor	Ministry Brands and in10sity Have been acquired by  Sell-Side Advisor	 Has been acquired by  Sell-Side Advisor	 Has been acquired by  Sell-Side Advisor	K-12 Content & Messaging Platform Has been acquired by Vertically Focused SaaS Company Sell-Side Advisor
SOUTH CYPRESS Has secured growth funding from FIDELIS CAPITAL Financial Advisor	 Has been acquired by  Sell-Side Advisor	 Has been recapitalized by  Financial Advisor	 Has been acquired by  Sell-Side Advisor	 Has secured growth capital from  Strategic Advisor	 Has been recapitalized by  Financial Advisor
 Has been acquired by  Sell-Side Advisor	 Has been acquired by An Undisclosed Strategic Buyer Sell-Side Advisor	 Has been acquired by  Sell-Side Advisor	 Has been acquired by  Sell-Side Advisor	 Has been acquired by  Sell-Side Advisor	 Has been acquired by  Sell-Side Advisor
 Has been acquired by  Sell-Side Advisor	 Has been acquired by  Sell-Side Advisor	 Has secured growth funding from  Financial Advisor	 Has been acquired by  Sell-Side Advisor	 Has been acquired by An Undisclosed Strategic Buyer Sell-Side Advisor	 Has been acquired by  Sell-Side Advisor
 Has been acquired by  Founder	 Has been acquired by  Sell-Side Advisor	 Has been acquired by  Sell-Side Advisor	 Backed by Private Equity Partner  Completed a management buyout Financial Advisor	 Has been acquired by An Undisclosed Strategic Buyer Sell-Side Advisor	 Has been acquired by A Fortune 100 Company Sell-Side Advisor
 Has been acquired by  Sell-Side Advisor	 Has been acquired by  Sell-Side Advisor	BigCityDocs, LLC Has secured growth funding from  Financial Advisor	 Has been acquired by  Sell-Side Advisor	PORTFOLIO OF TRUCKING EMPLOYMENT WEBSITES OWNED BY  Has been acquired by  Sell-Side Advisor	 Has been acquired by  Sell-Side Advisor
Virtual Learning Technologies Has been acquired by  Founder	 Has been acquired by Digital Media Holdings, LLC Sell-Side Advisor	 Has been recapitalized by  Sell-Side Advisor	 Has been acquired by  Sell-Side Advisor	 Personal Finance That Makes Cents Has been acquired by  Sell-Side Advisor	 Has been acquired by  Sell-Side Advisor



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