Founders Advisors

SaaS
Industry Update | November 2025

Notable & Quotable

*"The macro environment reflects the global economy that's proved more resilient than many anticipated. The U.S. continues to be a pacesetter, driven by consistent consumer spending, as well as tech investments." – **Citigroup CEO Jane Fraser***

*"While there have been some signs of a softening, particularly in job growth, the U.S. economy generally remained resilient." – **JPMorgan CEO Jamie Dimon***

*"Like, AI is real, and it is going to change every industry … When the dust settles and you see who are the winners, society benefits from those inventions." – **Executive Chairman of Amazon Jeff Bezos***

*"Government shutdowns are inconvenient and messy, but there is little evidence that they have a significant impact on the economy." – **Global X Head of Investment Strategy Scott Helfstein***

*"Middle market companies showed solid revenue and profit growth in the third quarter, underscoring the resilience of the U.S. economy." – **CEO of Golub Capital Lawrence Golub***

M&A Outlook

Ernst & Young reports U.S. M&A surged in September, with deal value up 110% year-over-year. Private equity drove nearly 60% of large transactions as financing conditions improved. Mega deals above $5B more than doubled, led by activity in gaming, energy, telecom, and healthcare. With the Federal Reserve cutting rates for the first time since 2024 and CEOs signaling confidence in further dealmaking, EY expects strong year-end activity and a busy pipeline heading into 2026, as companies pursue strategic scale and capitalize on renewed market stability.

AI Outlook

Bain & Company's Technology Report is a mainstay in the Founders SaaS Newsletter. Unsurprisingly, their 2025 edition focuses on AI and how it is reshaping software markets, product roadmaps, and operating models. Bloom Equity Partners provides a helpful breakdown in their post, The AI Revolution Coming for Your Software, outlining key takeaways for SaaS business owners. The themes align with what we are seeing across the market today. AI is tightening buyer expectations, accelerating competition, and widening the gap between firms that adopt AI effectively and those that fall behind.

SaaS Metrics

Jurassic Capital's 2025 B2B SaaS Benchmarks Report highlights that Gross Revenue Retention fell to 88% and Net Revenue Retention to 101% among $5–20M ARR companies, reflecting ongoing expansion headwinds. Median ARR growth declined to 27%, while gross margins improved to 77% as firms focused on capital efficiency. Despite these pressures, the first half of 2025 marked the strongest software M&A period on record, with median multiples increasing to 4.2x, underscoring sustained investor confidence in the SaaS sector.

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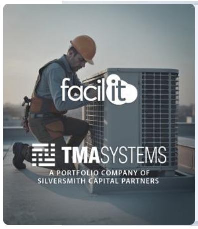
Table of Contents

Founders Recent Deal Announcements



Founders Advises Facil-IT in Sale to TMA Systems

BIRMINGHAM, AL. (October 2, 2025) – Founders is pleased to announce that Facil-IT has been acquired by TMA Systems ("TMA"), a leading provider of computerized maintenance management system (CMMS) and enterprise asset management (EAM) solutions. Facil-IT was exclusively advised by principals of Founders Advisors ("Founders") in this transaction.

Founded in 2011 and led by CEO Zaree Voskerijian, Facil-IT provides a CMMS purpose-built for the unique workflows, compliance needs, and vendor relationships of maintenance service organizations that self-perform work or manage contractors. Based in Williston Park, New York, the platform has become a trusted system of record for service providers, offering deep vendor management, compliance tracking, and integrations that give customers a seamless ecosystem for running their business effectively.

"Selecting an advisor to guide us through a transaction was an important initial step in the process. After interviewing many candidates, the partners and I agreed that Founders was the right choice. From the start, through the process, and all the way to finalizing the transaction, the partnership with Founders remained strong. They immersed themselves in our business, understood our ethos, and helped our team develop and prepare for the steps ahead. They outlined a timeframe for the deal, the milestones along the way, and stood shoulder-to-shoulder with us throughout the entire process. I don't believe we could have been successful without the team at Founders. To summarize the partnership, THEY DELIVERED. The entire Facil-IT team is excited to begin this new chapter with our partners at TMA." said Zaree Voskerijian, Founder and CEO of Facil-IT.

"Our team is grateful for the opportunity to serve Facil-IT throughout the transaction process. We quickly developed a strong and trusting relationship with their entire leadership team. We are confident they found a great home with TMA and look forward to the continued success of the platform." said Billy Pritchard, Managing Director at Founders Advisors.

Founders Advises Horton Lee in Sale to Smith + Howard

BIRMINGHAM, AL. (September 8, 2025) – Founders is pleased to announce that Horton, Lee, Burnett, Peacock, Cleveland & Grainger, P.C. ("Horton, Lee & Burnett") has been acquired by Smith + Howard, a top national tax, accounting, and advisory firm headquartered in Atlanta. Horton, Lee & Burnett, a leading Birmingham-based provider of tax, audit, accounting, and consulting services, will now operate under the Smith + Howard brand. Horton, Lee & Burnett was exclusively advised by principals of Founders Advisors, LLC ("Founders") in this transaction.

Founded in 1967, Horton, Lee & Burnett has built a reputation for high-quality client service, deep partner expertise, and long-standing relationships across the greater Birmingham area. The firm's 30 employees, including five partners, serve a diverse base of individuals and businesses, with a strong concentration in the Southeast. Horton, Lee & Burnett's tax and audit practices represent the majority of its revenue, while the firm also provides tailored accounting and consulting services to support evolving client needs.

"We cannot be happier with our decision to engage Founders Advisors to guide us through the process. The outcome and process exceeded our expectations. Founders was a true partner with our firm. They recognized that our firm was looking for a cultural fit as much as anything and they delivered the absolute perfect fit in Smith + Howard. I would recommend Founders to anyone," commented Brian W. Burnett, Partner, at Horton, Lee & Burnett.

The acquisition marks Smith + Howard's entry into the Alabama market and further strengthens its footprint across the Southeast. The combined firm is well-positioned to deliver enhanced capabilities in audit, tax, and business advisory services, leveraging shared values of quality, collaboration, and innovation.

Harnessing AI For Growth: Lessons from Silicon Y'all 2025

*By: **Chris Weingartner**, Head of Tech & Business Services*

At this year's Silicon Y'all conference, technology executives from across the country gathered to explore one of the most pressing topics shaping the future of software and tech-enabled services: how to harness artificial intelligence to scale faster, smarter, and more profitably.

Each speaker offered their own perspective, but a clear theme tied the sessions together: AI is no longer an experiment. It has become the foundation of competitive advantage. The discussions covered leadership, marketing, operations, and data strategy, giving CEOs a practical framework for turning AI from a buzzword into a driver of real business growth.

Victor Cheng, President of SaaSCEO.com

Victor Cheng opened the conference by challenging leadership teams to view AI not as a simple tool or feature, but as a reset in how technology companies compete. He introduced the idea of "The AI Reckoning," a moment when every business must determine whether AI will be a lever for efficiency or a catalyst for stronger growth and customer impact.

Cheng called on CEOs to move past experimentation and focus on integration, using AI in daily decisions, tying it to key performance goals, and building company-wide understanding. His message was clear: the winners will be the ones who make AI part of their core strategy, not a side initiative.

Shiv Narayanan, Founder & CEO of How To SaaS

Shiv examined how AI is reshaping the buyer journey. Traditional marketing funnels, rooted in Google searches, review sites, and RFPs, are being replaced by buyers who ask ChatGPT or Gemini for solutions. The result is a seismic shift in visibility and conversion dynamics.

Narayanan discussed how AI Invisibility, which is when a company's content and brand fail to appear in AI-generated recommendations, results in the evaporation of a qualified pipeline and increased customer acquisition cost. To counter this, he outlined new metrics for the AI era, including citation frequency, AI share of voice, and branded search volume. Shiv argued that the most successful brands will be those deemed "citation-worthy" by large language models, which will be those with enough authority, content depth, and brand resonance to be reference in AI outputs regularly.

His diagnosis for growth was clear: AI won't replace marketers, but marketers who know how to leverage AI will replace those who don't.

Michael Weinstein, Vice President at Vista Equity Partners

Michael brought a pragmatic investor's lens to the conversation, focusing on how operational AI can create measurable value across every function of a business. Rather than viewing AI as an innovation experiment, he positioned it as a workflow transformation that enhances development velocity, customer support, marketing efficiency, and financial precision.

Weinstein illustrated how AI-assisted coding and automated QA can shorten release cycles by more than 30%, while AI copilots in customer support can reduce human capital costs by up to 30%. In finance, predictive modeling improves forecasting accuracy and investor confidence.

His advice to CEOs was discipline: select one internal use case tied directly to the P&L, run a 6–8 week pilot, measure results against key metrics such as CAC and NRR, and scale only what delivers quantifiable value. "AI isn't about hype," he concluded. "It's about workflow."

Harnessing AI For Growth: Lessons from Silicon Y'all 2025

Hannah Kim, Vice President at BVP Forge

Hannah highlighted one key consideration for all companies: AI is only as strong as the data behind it. Drawing from portfolio insights across BVP Forge's investment network, she emphasized the importance of a practical and disciplined approach to data readiness.

She identified two archetypes of AI-driven companies emerging in today's market. The "Supernovas" achieve explosive growth with unsustainable economics, while the "Shooting Stars" build steady, durable businesses by grounding their AI efforts in robust data strategies. Her key message was that companies do not need pristine data lakes or massive infrastructure to begin. The most effective AI programs start by leveraging existing data, focusing on specific customer problems, and using commercially available tools to experiment quickly.

She reinforced that leadership must drive these initiatives from the top down, empowering teams to move fast, iterate, and build momentum. "No one knows your data better than you do," Hannah reminded the audience, a statement that resonated deeply with operators balancing ambition and execution.

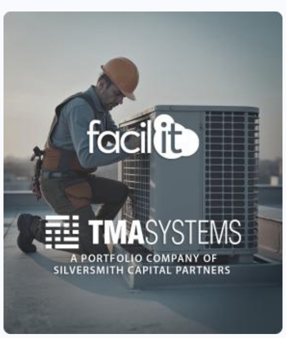
The Common Thread: From Hype to Habit

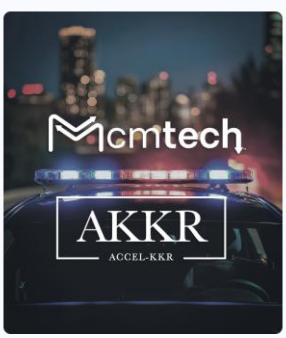
Taken together, these perspectives deliver a clear message to software and tech-enabled services CEOs: **AI is no longer a future consideration. It is today's competitive edge**. The opportunity is not simply to adopt AI technologies but to integrate them into every layer of the business, from go-to-market strategy to back-office operations.

Cheng called for strategic leadership, Narayanan redefined marketing relevance, Weinstein demonstrated operational discipline, and Kim emphasized foundational readiness. Each underscored that success with AI requires clarity of purpose, measurable outcomes, and a culture willing to adapt.

As companies navigate this new era, the differentiator will not be who experiments with AI but who builds it into their operating rhythm, turning curiosity into capability and capability into growth.

Founders Recent Deals Spotlight





Work Order Management Platform

Asset Tracking Software for Public Safety Agencies

Patient Scheduling & Communication SaaS Platform

Regional Accounting Firm

Tenant Acquisition SaaS

Silicon Y'all – 2025 Technology Summit

Founders recently hosted its 11th annual Technology Summit, Silicon Y'all, October 6th – 8th at the Renaissance Ross Bridge Resort and Spa in Birmingham, AL. Silicon Y'all is an invitation-only event for technology CEOs and leading private equity firms from across the country. Over the course of three days, participants engage in meaningful discussions about growth, value, and current industry trends while enjoying delicious food, scenic views, and true Southern charm and hospitality. If you are interested in learning more, please reach out to our team, or sign up to join the waitlist for 2026 here.

2025 Session Topics

- The AI Playbook for Technology Companies
- How to Prepare Your Data for AI
- How Employee Retention Leads to Customer Retention
- Best Practices in Transferring Equity to your Key Employees
- Operational AI – How to Drive Value
- Scaling and Unlocking Growth through AI-Powered Marketing
- The Valuation Creation Playbook – Pursuing Enterprise Value for Optionality
- Non-Dilutive Financing for Growth
- How the Right PE Partner can Transform Challenges into Shared Success

What Participants Are Saying

"I described the event to my wife when I returned as feeling like 'a warm blanket around the shoulders'. It was a unique combination of creating professional-value, building new genuine relationships, and coming out personally rejuvenated for my family and my job."

"The focus of Silicon Y'all being on people being helpful really showed – I had more meaningful conversations than at any other conference I've attended."

"You put on the best conference I've ever been to. The amount of thought, effort, work, and love that is put into this event makes it special and is evident to all participants."

Private Equity & Debt Participants

Alpine, Ballast Point Ventures, Battery, BCVP, BVP Forge, Carousel Capital, Clearlake, Clearview Capital, Front Porch Venture Partners, Gauge Capital, GSV Greater Sum Ventures, Insight Partners, Ionic Partners, Jurassic Capital, Level Equity, Long Ridge, M33 Growth, Mainsail Partners, NMP Noro-Moseley Partners, Norwest, PGF, PSG, Radian Capital, Recurring.Capital Partners, RF Investment Partners, Saas Capital, SG Credit Partners, Silversmith Capital Partners, Spectrum Equity, TA, tidemark, Western Alliance Bank

Recent Transactions

Date	Target	Buyer	EV	Revenue	EBITDA	Enterprise Value / Revenue	Enterprise Value / EBITDA
11/19/2025[1]	Adobe	Semrush	$1,900.0	N/A	N/A	N/A	N/A
11/11/2025[1]	CyberArk	Palo Alto Networks	$23,461.2	$1,200.1	$0.4	20.8x	N/A
11/11/2025	Lakera	Check Point	$300.0	N/A	N/A	N/A	N/A
11/6/2025	Signal AI	Battery	$165.0	N/A	N/A	N/A	N/A
11/6/2025[1]	RateGain	Sojern	$250.0	N/A	N/A	N/A	N/A
11/5/2025[1,2]	ThingWorx	TPG	$600.0	N/A	N/A	N/A	N/A
11/3/2025	Guideline	Gusto	$600.0	N/A	N/A	N/A	N/A
10/29/2025[1]	CSG	NEC	$2,900.0	$1,216.8	$204.7	2.4x	14.2x
10/29/2025[1]	Jamf	Francisco Partners	$2,500.5	$690.6	$14.5	3.6x	N/A
10/21/2025[1]	Securiti	Veeam	$1,725.0	N/A	N/A	N/A	N/A
10/16/2025[1]	GTreasury	Ripple	$1,000.0	N/A	N/A	N/A	N/A
10/14/2025[1]	ThreatConnect	Dataminr	$290.0	N/A	N/A	N/A	N/A
10/13/2025[1]	PSI	Warburg Pincus	$676.6	$316.6	N/A	2.6x	N/A
10/13/2025	ezyCollect	Sidetrade	$43.9	$8.8	N/A	5.0x	N/A
10/6/2025[1]	Urbint	Itron	$325.0	N/A	N/A	N/A	N/A
10/1/2025	Paradox	Workday	$1,000.0	N/A	N/A	N/A	N/A
9/17/2025	Pangea	CrowdStrike	$260.0	N/A	N/A	N/A	N/A
9/16/2025[1,2]	Clubessential Holdings	Xplor	$3,000.0	N/A	N/A	N/A	N/A
9/16/2025	Sana	Workday	$1,100.0	N/A	N/A	N/A	N/A

$ in Millions

(1) Announced / In Progress

(2) Estimated Deal Multiple

Source: PitchBook, Founders Market Research

EBITDA multiples above 60x removed

Recent Transactions

Date	Target	Buyer	EV	Revenue	EBITDA	Enterprise Value / Revenue	Enterprise Value / EBITDA
9/10/2025(1)	vimeo	BENDING SPOONS	$995.3	$415.4	$7.2	3.3x	N/A
9/8/2025	COGNIGY	NICE	$955.0	N/A	N/A	N/A	N/A
9/8/2025	VIDEOVERSE	minute media	$283.0	N/A	N/A	N/A	N/A
9/4/2025(1)	HEXAGON	cadence	$3,149.9	N/A	N/A	N/A	N/A
9/3/2025	VALIMAIL	digicert	$106.0	N/A	N/A	N/A	N/A
9/2/2025	STATSIG	OpenAI	$1,100.0	N/A	N/A	N/A	N/A
8/27/2025(1)	onum	CROWDSTRIKE	$290.0	N/A	N/A	N/A	N/A
8/26/2025	Axiom	okta	$100.0	N/A	N/A	N/A	N/A
8/26/2025(1)	intelliflo	CARLYLE	$200.0	N/A	N/A	N/A	N/A
8/25/2025(1)	VERINT	THOMABRAVO	$1,503.7	$893.8	$125.2	1.9x	13.4x
8/25/2025(1)	INFOMEDIA	TPG	$422.8	$94.8	$33.2	4.5x	12.7x
8/22/2025	iconectiv	KOCH	$1,000.0	N/A	N/A	N/A	N/A
8/21/2025(1)	dayforce	THOMABRAVO	$11,790.2	$1,851.7	$325.3	6.7x	38.2x
8/19/2025	Regrello	salesforce	$2,140.0	N/A	N/A	N/A	N/A
8/19/2025	meridianlink	Centerbridge	$1,908.9	$325.9	$69.1	6.1x	28.9x
8/18/2025	Jolt	DIGI	$145.5	N/A	N/A	N/A	N/A
8/1/2025(2)	SmartRecruiters	SAP	$900.0	N/A	N/A	N/A	N/A

$ in Millions

Source: PitchBook, Founders Market Research

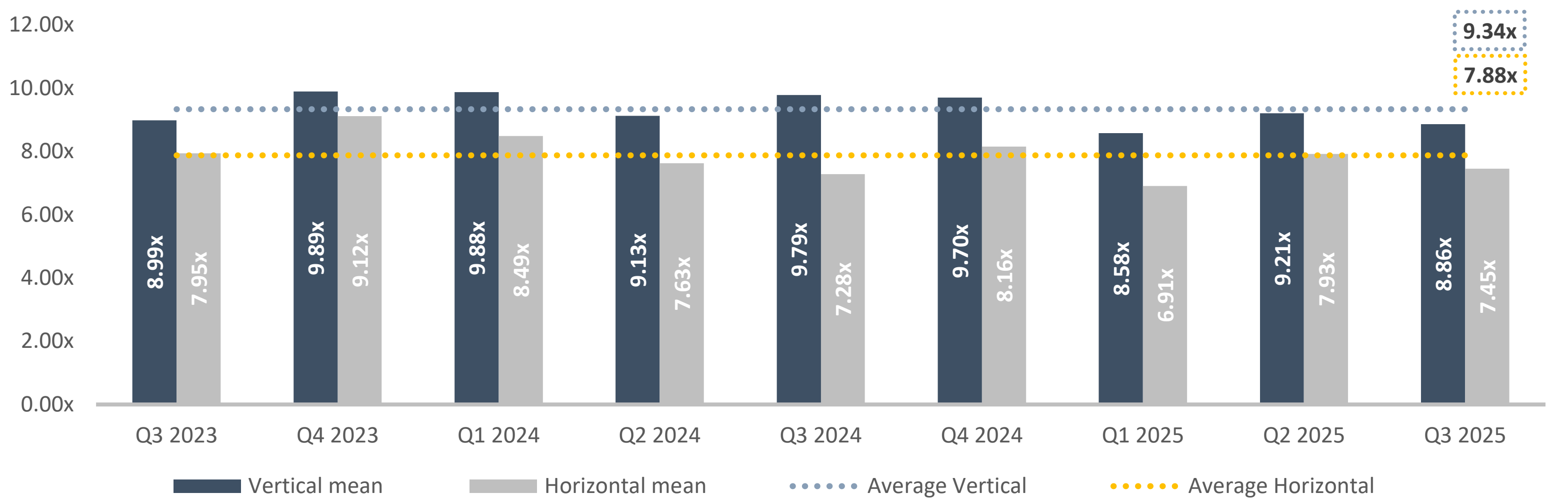
(1) Announced / In Progress

(2) Estimated Deal Multiple

EBITDA multiples above 60x removed

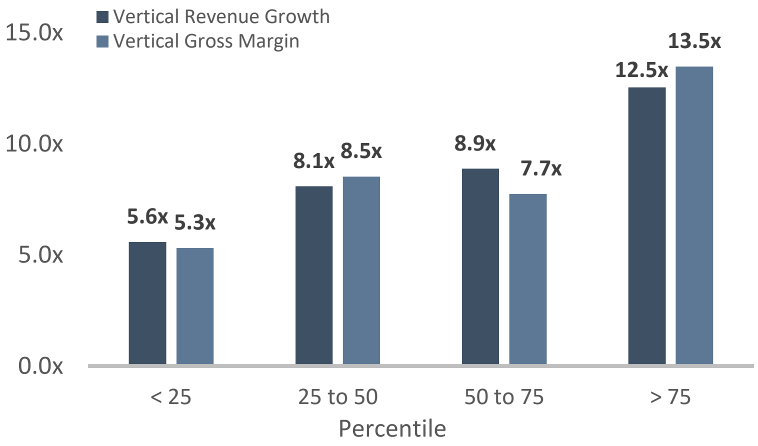
Metrics Overview

Public Vertical & Horizontal EV/LTM Revenue Multiples

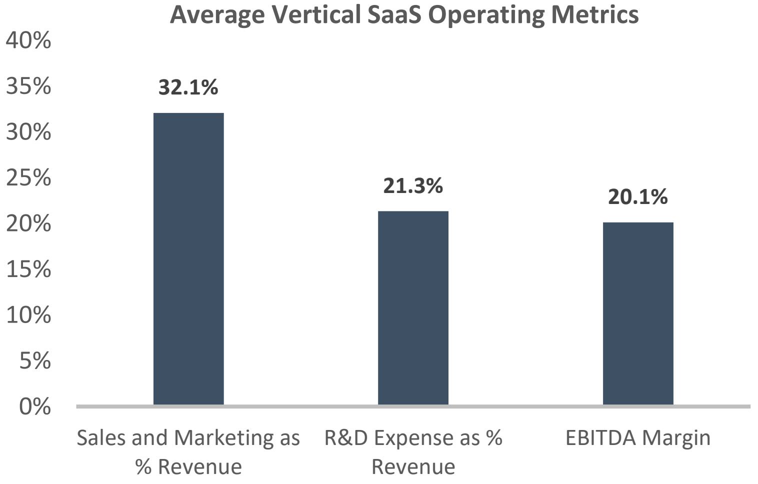


Public Vertical

Percentile Revenue Growth and Margin vs. EV/LTM Revenue

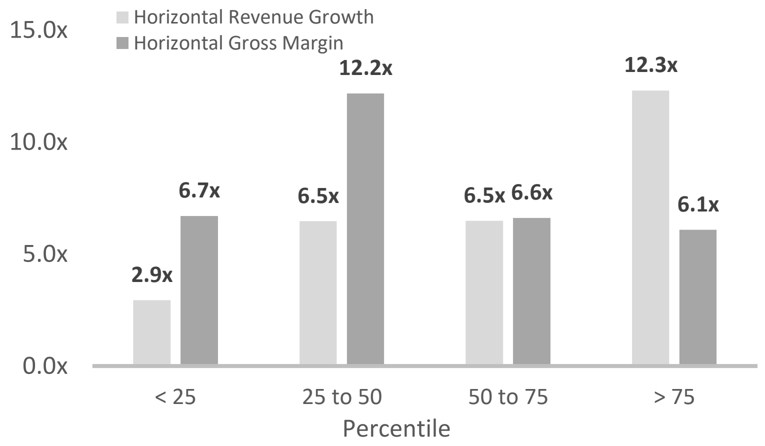


Average Vertical SaaS Operating Metrics

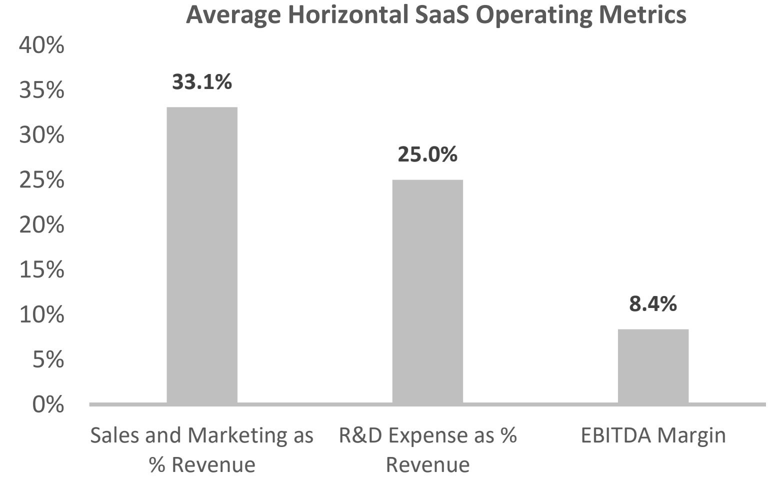


Public Horizontal

Percentile Revenue Growth and Margin vs. EV/LTM Revenue



Average Horizontal SaaS Operating Metrics



Source: PitchBook

Valuation & Growth Metrics

FA SaaS Index - Valuation & Growth - As of Q3 2025

(In millions)

Ticker	Company Name	TTM Revenue	YoY Growth	TTM EBITDA	Enterprise Value / LTM Revenue	Enterprise Value / LTM EBITDA
Vertical SaaS Companies						
ADSK	Autodesk	$ 6,605.0	13.8%	$ 1,581.0	10.3x	26.9x
AGYS	Agilysys	$ 288.8	17.9%	$ 31.9	10.1x	NM
APPF	AppFolio	$ 862.7	19.5%	$ 162.6	11.4x	42.3x
BLKB	Blackbaud	$ 1,141.0	0.2%	$ (139.2)	3.7x	NM
BSY	Bentley Systems	$ 1,419.6	10.4%	$ 395.6	11.9x	34.9x
CDNS	Cadence Design Systems	$ 5,089.3	22.3%	$ 1,641.0	18.7x	40.7x
COUR	Coursera	$ 721.7	7.1%	$ (56.2)	1.6x	NM
CWAN	Clearwater Analytics Holdings	$ 551.1	36.7%	$ (7.5)	11.7x	NM
FDS	FactSet Research Systems	$ 2,287.0	5.1%	$ 879.3	5.2x	12.5x
GWRE	Guidewire Software	$ 1,202.5	22.6%	$ 29.7	15.8x	NM
IOT	Samsara	$ 1,426.6	30.3%	$ (103.6)	14.5x	NM
MCO	Moody's Investors Service	$ 7,307.0	11.5%	$ 3,492.0	12.4x	25.0x
MLNK	MeridianLink	$ 325.9	6.0%	$ 69.1	5.7x	13.8x
MORN	Morningstar	$ 2,347.4	8.2%	$ 758.4	4.4x	15.4x
MSCI	MSCI	$ 2,986.7	10.5%	$ 1,814.8	16.1x	26.5x
NCNO	nCino	$ 573.1	13.2%	$ 30.1	5.8x	NM
NICE	NICE	$ 2,838.5	11.4%	$ 788.3	2.8x	8.2x
PCOR	Procore Technologies	$ 1,232.5	16.1%	$ (55.3)	8.4x	NM
QTWO	Q2 Software	$ 742.9	13.3%	$ 58.6	6.1x	NM
ROP	Roper Technologies	$ 7,468.1	13.6%	$ 3,095.7	8.3x	20.9x
SPNS	Sapiens International	$ 549.0	3.1%	$ 100.6	4.4x	20.5x
SPSC	SPS Commerce	$ 703.5	20.5%	$ 160.8	5.5x	17.8x
SSNC	SS&C Technologies	$ 6,046.2	6.7%	$ 2,091.4	4.7x	11.9x
TEMN	Temenos	$ 1,083.5	7.0%	$ 509.6	5.6x	12.2x
TYL	Tyler Technologies	$ 2,245.8	10.7%	$ 512.7	10.0x	33.9x
U	Unity Software	$ 1,779.6	(13.7%)	$ (98.6)	9.9x	NM
VEEV	Veeva Systems	$ 2,968.2	15.3%	$ 1,091.4	14.3x	26.7x
	Min	$ 288.8	(13.7%)	$ (139.2)	1.6x	8.2x
	Median	$ 1,419.6	11.5%	$ 162.6	8.4x	20.9x
	Mean	$ 2,325.7	12.6%	$ 697.6	8.9x	23.0x
	Max	$ 7,468.1	36.7%	$ 3,492.0	18.7x	42.3x
Horizontal SaaS Companies						
ADBE	Adobe	$ 23,181.0	10.7%	$ 9,219.0	6.4x	13.2x
ADP	Automatic Data Processing	$ 20,560.9	7.1%	$ 6,028.9	5.8x	19.9x
ASAN	Asana	$ 756.4	9.7%	$ (197.5)	3.9x	NM
BOX	Box	$ 1,125.7	6.3%	$ 84.8	4.5x	15.3x
CRM	Salesforce	$ 39,502.0	8.3%	$ 11,088.0	5.6x	15.1x
CRWD	CrowdStrike Holdings	$ 4,341.1	23.5%	$ (142.0)	27.4x	NM
DAY	Dayforce	$ 1,851.7	13.5%	$ 325.3	6.2x	22.0x
DBX	Dropbox	$ 2,532.8	(0.0%)	$ 724.3	4.0x	9.1x
DDOG	Datadog	$ 3,016.1	26.0%	$ 25.9	15.6x	NM

EBITDA multiples above 60x removed

Source: PitchBook

VALUATION & GROWTH METRICS, CONTINUED

FA SaaS Index - Valuation & Growth - As of Q3 2025

(In millions)

Ticker	Company Name	TTM Revenue	YoY Growth	TTM EBITDA	Enterprise Value / LTM Revenue	Enterprise Value / LTM EBITDA
Horizontal SaaS Companies						
DOCU	DocuSign	$ 3,095.4	8.3%	$ 360.5	4.5x	14.2x
DOMO	Domo	$ 318.4	(0.0%)	$ (47.4)	2.3x	NM
EGAN	eGain	$ 88.4	(4.7%)	$ 4.6	2.0x	20.7x
ESTC	Elastic	$ 1,551.2	17.4%	$ 33.2	5.2x	26.1x
FIVN	Five9	$ 1,105.8	14.2%	$ 42.5	1.8x	8.5x
FRSH	Freshworks	$ 782.1	19.8%	$ (54.6)	3.2x	NM
FSLY	Fastly	$ 571.0	7.4%	$ (72.7)	2.4x	NM
HUBS	HubSpot	$ 2,847.9	19.0%	$ 44.0	8.2x	NM
INTU	Intuit	$ 18,831.0	15.6%	$ 5,715.0	10.2x	24.8x
KVYO	Klaviyo	$ 1,078.2	33.2%	$ (85.6)	6.9x	NM
MNDY	Monday.com	$ 1,100.2	30.2%	$ (11.5)	7.7x	NM
NOW	ServiceNow	$ 12,057.0	21.1%	$ 2,213.0	15.5x	NM
OKTA	Okta	$ 2,763.0	12.7%	$ 174.0	5.2x	19.9x
ORCL	Oracle	$ 59,018.0	9.7%	$ 24,046.0	15.2x	30.4x
PANW	Palo Alto Networks	$ 9,221.5	14.9%	$ 1,577.5	14.7x	47.9x
PATH	UiPath	$ 1,496.7	8.3%	$ (18.9)	3.8x	NM
PAYC	Paycom	$ 1,959.9	10.2%	$ 730.6	5.7x	13.4x
PCTY	Paylocity	$ 1,595.2	13.7%	$ 408.7	5.4x	15.1x
PD	PagerDuty	$ 483.6	8.2%	$ (14.1)	2.9x	NM
PEGA	Pegasystems	$ 1,676.0	12.5%	$ 307.2	5.7x	19.1x
PTC	PTC	$ 2,472.0	11.4%	$ 881.2	10.3x	23.0x
QLYS	Qualys	$ 637.0	9.6%	$ 214.3	7.0x	15.3x
SHOP	Shopify	$ 10,014.0	29.0%	$ 2,302.0	18.8x	NM
SNOW	Snowflake	$ 4,115.9	28.4%	$ (1,378.0)	18.4x	NM
SPT	Sprout Social	$ 430.8	14.8%	$ (43.3)	1.6x	NM
TEAM	Atlassian	$ 5,215.3	19.7%	$ (88.3)	7.7x	NM
TWLO	Twilio	$ 4,729.4	11.6%	$ 243.0	2.9x	14.4x
UPLD	Upland Software	$ 251.8	(12.1%)	$ 7.1	1.6x	7.1x
VRNS	Varonis Systems	$ 595.2	14.3%	$ (102.3)	10.7x	NM
WDAY	Workday	$ 8,959.0	13.9%	$ 856.0	6.7x	22.2x
WIX	Wix.com	$ 1,868.7	13.0%	$ 186.8	5.2x	21.4x
WK	Workiva	$ 807.0	19.0%	$ (70.7)	6.0x	NM
YEXT	Yext	$ 449.7	13.5%	$ 46.0	2.3x	9.4x
ZM	Zoom Communications	$ 4,753.6	3.6%	$ 1,629.0	3.6x	7.2x
ZS	Zscaler	$ 2,673.1	23.3%	$ (17.2)	17.1x	NM
	Min	$ 88.4	(12.1%)	$ (1,378.0)	1.6x	7.1x
	Median	$ 1,914.3	13.3%	$ 65.4	5.7x	15.3x
	Mean	$ 6,056.4	13.4%	$ 1,526.7	7.5x	18.2x
	Max	$ 59,018.0	33.2%	$ 24,046.0	27.4x	47.9x

EBITDA multiples above 60x removed

Source: PitchBook

Operating Statistics

FA SaaS Index - Operating Statistics - As of Q3 2025

(In millions)

Ticker	Company Name	COGS *As a % of Revenue*	Gross Margin	SG&A *As a % of Revenue*	R&D Expense *As a % of Revenue*	Sales & Marketing *As a % of Revenue*	EBITDA Margin
Vertical SaaS Companies							
ADSK	Autodesk	9.4%	90.6%	43.0%	23.9%	32.9%	23.9%
AGYS	Agilysys	37.9%	62.1%	27.4%	22.6%	13.1%	11.0%
APPF	AppFolio	36.1%	63.9%	25.1%	20.1%	14.7%	18.8%
BLKB	Blackbaud	43.3%	56.7%	29.7%	12.8%	16.5%	(12.2%)
BSY	Bentley Systems	18.8%	81.2%	34.9%	20.8%	19.5%	27.9%
CDNS	Cadence Design Systems	14.4%	85.6%	21.1%	33.0%	15.6%	32.2%
COUR	Coursera	45.6%	54.4%	47.9%	17.0%	33.2%	(7.8%)
CWAN	Clearwater Analytics Holdings	29.4%	70.6%	N/A	N/A	N/A	(1.4%)
FDS	FactSet Research Systems	46.7%	53.3%	N/A	N/A	N/A	38.4%
GWRE	Guidewire Software	37.5%	62.5%	18.1%	12.9%	10.1%	2.5%
IOT	Samsara	23.1%	76.9%	74.7%	26.5%	53.4%	(7.3%)
MCO	Moody's Investors Service	27.2%	72.8%	123.2%	N/A	N/A	47.8%
MLNK	MeridianLink	33.6%	66.4%	2.2%	0.6%	0.6%	21.2%
MORN	Morningstar	39.1%	60.9%	240.1%	N/A	140.4%	32.3%
MSCI	MSCI	17.8%	82.2%	20.7%	7.2%	13.0%	60.8%
NCNO	nCino	40.0%	60.0%	N/A	4.5%	N/A	5.3%
NICE	NICE	33.0%	67.0%	162.8%	63.7%	115.3%	27.8%
PCOR	Procore Technologies	19.8%	80.2%	28.6%	12.2%	20.6%	(4.5%)
QTWO	Q2 Software	47.4%	52.6%	N/A	12.0%	8.6%	7.9%
ROP	Roper Technologies	31.1%	68.9%	410.2%	N/A	N/A	41.5%
SPNS	Sapiens International	55.7%	44.3%	N/A	N/A	N/A	18.3%
SPSC	SPS Commerce	31.8%	68.2%	N/A	N/A	N/A	22.9%
SSNC	SS&C Technologies	51.3%	48.7%	N/A	N/A	N/A	34.6%
TEMN	Temenos	32.8%	67.2%	N/A	N/A	N/A	47.0%
TYL	Tyler Technologies	54.8%	45.2%	42.6%	14.6%	14.1%	22.8%
U	Unity Software	25.6%	74.4%	42.4%	38.7%	30.1%	(5.5%)
VEEV	Veeva Systems	24.4%	75.6%	40.1%	41.1%	25.4%	36.8%
	Min	9.4%	44.3%	2.2%	0.6%	0.6%	(12.2%)
	Median	33.0%	67.0%	40.1%	18.5%	18.0%	27.8%
	Mean	33.6%	66.4%	75.5%	21.3%	32.1%	20.1%
	Max	55.7%	90.6%	410.2%	63.7%	140.4%	60.8%
Horizontal SaaS Companies							
ADBE	Adobe	10.9%	89.1%	34.1%	18.1%	27.2%	39.8%
ADP	Automatic Data Processing	54.0%	46.0%	N/A	N/A	N/A	29.3%
ASAN	Asana	10.4%	89.6%	75.7%	42.6%	54.7%	(26.1%)
BOX	Box	21.0%	79.0%	48.0%	24.9%	35.0%	7.5%
CRM	Salesforce	22.4%	77.6%	42.0%	14.5%	34.6%	28.1%
CRWD	CrowdStrike Holdings	26.0%	74.0%	53.4%	29.3%	39.3%	(3.3%)
DAY	Dayforce	51.4%	48.6%	36.2%	N/A	18.9%	17.6%
DBX	Dropbox	18.7%	81.3%	26.0%	32.8%	16.6%	28.6%
DDOG	Datadog	20.1%	79.9%	36.2%	44.3%	28.2%	0.9%

Source: PitchBook

Operating Statistics, Continued

FA SaaS Index - Operating Statistics - As of Q3 2025

(In millions)

Ticker	Company Name	COGS *As a % of Revenue*	Gross Margin	SG&A *As a % of Revenue*	R&D Expense *As a % of Revenue*	Sales & Marketing *As a % of Revenue*	EBITDA Margin
Horizontal SaaS Companies							
DOCU	DocuSign	20.7%	79.3%	50.9%	20.5%	38.6%	11.6%
DOMO	Domo	25.4%	74.6%	62.8%	25.8%	46.4%	(14.9%)
EGAN	eGain	29.9%	70.1%	31.6%	33.5%	21.9%	5.2%
ESTC	Elastic	24.8%	75.2%	52.3%	24.9%	40.9%	2.1%
FIVN	Five9	45.1%	54.9%	41.7%	14.9%	28.6%	3.8%
FRSH	Freshworks	15.4%	84.6%	72.2%	21.6%	48.1%	(7.0%)
FSLY	Fastly	46.1%	53.9%	53.0%	25.3%	34.4%	(12.7%)
HUBS	HubSpot	15.4%	84.6%	56.7%	30.3%	45.3%	1.5%
INTU	Intuit	20.4%	79.6%	35.2%	15.5%	26.7%	30.3%
KVYO	Klaviyo	24.6%	75.4%	60.1%	24.9%	43.4%	(7.9%)
MNDY	Monday.com	10.6%	89.4%	66.2%	25.0%	51.6%	(1.0%)
NOW	ServiceNow	21.5%	78.5%	42.6%	22.7%	34.4%	18.4%
OKTA	Okta	23.1%	76.9%	51.1%	22.8%	35.3%	6.3%
ORCL	Oracle	30.3%	69.7%	17.4%	17.0%	14.7%	40.7%
PANW	Palo Alto Networks	26.6%	73.4%	38.4%	21.5%	33.6%	17.1%
PATH	UiPath	17.1%	82.9%	59.9%	26.0%	46.1%	(1.3%)
PAYC	Paycom	17.6%	82.4%	36.3%	13.6%	22.4%	37.3%
PCTY	Paylocity	31.2%	68.8%	36.8%	12.9%	23.5%	25.6%
PD	PagerDuty	16.2%	83.8%	62.1%	27.7%	40.7%	(2.9%)
PEGA	Pegasystems	24.5%	75.5%	40.7%	18.1%	33.0%	18.3%
PTC	PTC	17.8%	82.2%	31.8%	18.3%	23.1%	35.6%
QLYS	Qualys	18.2%	81.8%	32.5%	18.3%	21.2%	33.6%
SHOP	Shopify	50.7%	49.3%	19.5%	14.5%	15.0%	23.0%
SNOW	Snowflake	33.4%	66.6%	57.9%	46.1%	44.5%	(33.5%)
SPT	Sprout Social	22.4%	77.6%	66.6%	23.6%	43.9%	(10.1%)
TEAM	Atlassian	17.2%	82.8%	33.9%	51.2%	21.5%	(1.7%)
TWLO	Twilio	50.0%	50.0%	26.0%	21.4%	17.2%	5.1%
UPLD	Upland Software	28.2%	71.8%	40.2%	17.5%	22.6%	2.8%
VRNS	Varonis Systems	18.5%	81.5%	65.8%	36.0%	49.9%	(17.2%)
WDAY	Workday	24.4%	75.6%	37.4%	29.5%	28.0%	9.6%
WIX	Wix.com	31.6%	68.4%	33.2%	27.5%	23.6%	10.0%
WK	Workiva	23.2%	76.8%	61.2%	25.7%	47.8%	(8.8%)
YEXT	Yext	23.9%	76.1%	54.2%	19.3%	35.1%	10.2%
ZM	Zoom Communications	23.6%	76.4%	38.0%	17.9%	29.6%	34.3%
ZS	Zscaler	23.1%	76.9%	56.4%	25.2%	47.0%	(0.6%)
	Min	10.4%	46.0%	17.4%	12.9%	14.7%	(33.5%)
	Median	23.2%	76.8%	42.0%	24.2%	34.4%	17.6%
	Mean	25.6%	74.4%	45.9%	24.8%	33.3%	8.8%
	Max	54.0%	89.6%	75.7%	51.2%	54.7%	40.7%

Source: PitchBook

BALANCE SHEET METRICS

FA SaaS Index - Balance Sheet Metrics - As of Q3 2025

(In millions)

Ticker	Company Name	Return on Assets	Return on Equity	Current Ratio	Days Sales Outstanding	Days Payable Outstanding	Liabilities/ Assets	Debt/ Equity
Vertical SaaS Companies								
ADSK	Autodesk	10.0%	40.0%	0.8x	34.7	183.8	130.9%	98.6%
AGYS	Agilysys	3.3%	5.3%	1.1x	44.2	52.0	89.9%	10.0%
APPF	AppFolio	36.8%	45.7%	2.9x	11.5	2.9	34.3%	7.7%
BLKB	Blackbaud	(10.9%)	(100.9%)	0.8x	37.1	521.1	119.6%	N/A
BSY	Bentley Systems	7.5%	23.9%	0.5x	74.3	55.3	195.3%	109.3%
CDNS	Cadence Design Systems	11.5%	21.7%	2.8x	25.5	108.8	35.4%	49.5%
COUR	Coursera	(5.4%)	(8.4%)	2.5x	27.4	112.9	39.3%	0.0%
CWAN	Clearwater Analytics Holdings	30.5%	41.8%	2.0x	37.7	33.7	49.6%	45.4%
FDS	FactSet Research Systems	12.9%	26.6%	1.5x	40.5	76.5	68.2%	73.6%
GWRE	Guidewire Software	2.8%	5.2%	2.8x	39.2	23.3	36.1%	48.4%
IOT	Samsara	(4.4%)	(8.2%)	1.5x	53.9	43.2	66.7%	5.3%
MCO	Moody's Investors Service	13.9%	56.4%	1.8x	88.2	61.8	57.1%	174.8%
MLNK	MeridianLink	(2.3%)	(5.3%)	2.0x	39.7	33.1	49.9%	118.0%
MORN	Morningstar	11.4%	25.8%	1.1x	54.4	47.1	88.4%	61.6%
MSCI	MSCI	21.8%	N/A	0.9x	90.8	40.8	115.7%	N/A
NCNO	nCino	(1.8%)	(2.5%)	1.0x	51.6	21.7	97.5%	24.7%
NICE	NICE	10.3%	15.1%	1.8x	81.7	30.9	54.5%	1.8%
PCOR	Procore Technologies	(7.1%)	(11.5%)	1.3x	55.3	38.1	77.4%	5.3%
QTWO	Q2 Software	0.4%	0.9%	0.9x	27.7	11.9	111.0%	6.3%
ROP	Roper Technologies	4.9%	8.2%	0.5x	40.4	40.7	215.5%	40.0%
SPNS	Sapiens International	9.8%	14.5%	1.4x	68.0	11.5	72.8%	3.6%
SPSC	SPS Commerce	8.1%	9.7%	1.8x	30.5	14.8	54.9%	0.5%
SSNC	SS&C Technologies	4.3%	12.1%	1.1x	52.6	11.7	88.0%	99.8%
TEMN	Temenos Headquarters	13.0%	36.4%	0.5x	74.1	311.4	188.1%	110.7%
TYL	Tyler Technologies	6.0%	9.1%	1.0x	103.4	50.4	97.0%	0.9%
U	Unity Software	(6.5%)	(13.6%)	2.7x	117.9	327.4	36.7%	65.0%
VEEV	Veeva Systems	11.3%	13.8%	5.6x	62.8	36.0	17.9%	1.1%
	Min	(10.9%)	(100.9%)	0.5x	11.5	2.9	17.9%	0.0%
	Median	7.5%	10.9%	1.4x	51.6	40.8	72.8%	40.0%
	Mean	7.1%	10.1%	1.7x	54.3	85.3	84.7%	46.5%
	Max	36.8%	56.4%	5.6x	117.9	521.1	215.5%	174.8%
Horizontal SaaS Companies								
ADBE	Adobe	23.7%	53.5%	1.0x	30.5	95.6	98.2%	55.8%
ADP	Automatic Data Processing	7.3%	75.5%	1.0x	61.7	26.4	95.4%	69.4%
ASAN	Asana	(23.3%)	(85.3%)	1.4x	34.4	172.0	70.9%	101.5%
BOX	Box	15.4%	N/A	1.2x	66.6	105.6	81.8%	N/A
CRM	Salesforce	6.9%	11.1%	1.1x	59.2	234.9	89.0%	17.4%
CRWD	CrowdStrike Holdings	(3.6%)	(9.1%)	1.9x	72.3	24.8	53.2%	21.0%
DAY	Dayforce	0.6%	1.9%	1.0x	44.0	29.7	96.3%	23.7%
DBX	Dropbox	16.9%	N/A	0.6x	10.2	74.1	166.6%	N/A
DDOG	Datadog	2.3%	4.5%	3.4x	65.7	81.9	29.1%	38.3%

Source: PitchBook

Balance Sheet Metrics, Continued

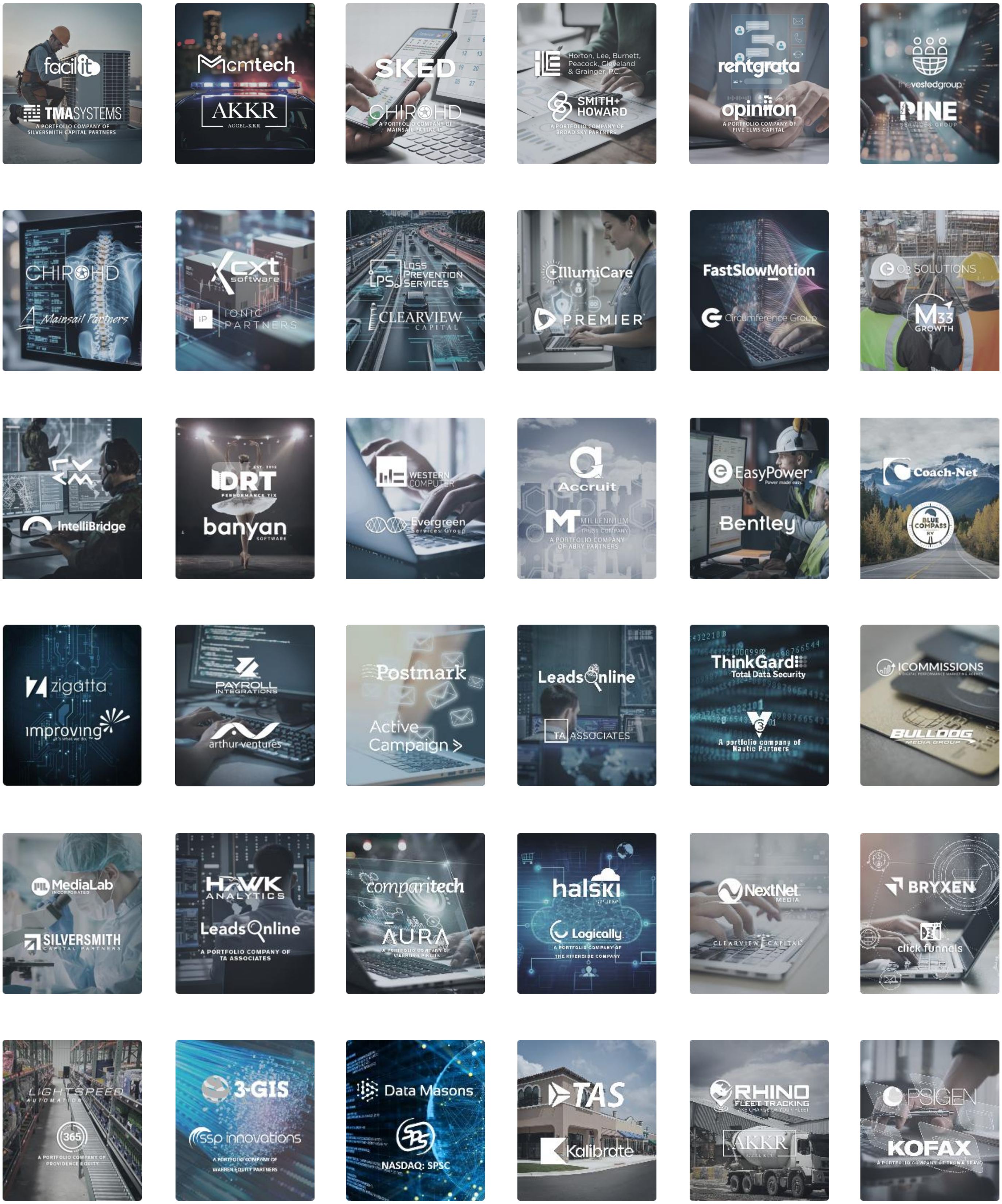
FA SaaS Index - Balance Sheet Metrics - As of Q3 2025

(In millions)

Ticker	Company Name	Return on Assets	Return on Equity	Current Ratio	Days Sales Outstanding	Days Payable Outstanding	Liabilities/ Assets	Debt/ Equity
Horizontal SaaS Companies								
DOCU	DocuSign	7.2%	14.1%	0.7x	40.2	10.5	134.7%	5.3%
DOMO	Domo	(39.2%)	N/A	0.5x	61.6	95.0	209.8%	N/A
EGAN	eGain	26.5%	53.4%	1.6x	95.6	37.1	61.8%	3.0%
ESTC	Elastic	(3.5%)	(9.6%)	2.1x	62.1	44.7	48.0%	60.3%
FIVN	Five9	0.5%	1.4%	4.4x	33.8	24.5	22.5%	108.6%
FRSH	Freshworks	(3.5%)	(5.1%)	2.6x	51.4	59.8	38.1%	2.7%
FSLY	Fastly	(10.1%)	(15.3%)	1.5x	74.5	18.6	67.3%	21.1%
HUBS	HubSpot	(0.3%)	(0.6%)	1.8x	38.4	7.9	55.7%	11.8%
INTU	Intuit	11.3%	20.5%	1.4x	12.2	104.5	73.5%	33.3%
KVYO	Klaviyo	(5.2%)	(6.4%)	5.0x	14.9	32.1	20.2%	7.3%
MNDY	Monday.com	2.3%	3.8%	2.6x	8.5	145.4	37.9%	8.1%
NOW	ServiceNow	8.3%	17.1%	1.1x	49.2	34.1	91.6%	21.1%
OKTA	Okta	1.8%	2.6%	1.3x	58.7	6.9	74.2%	1.2%
ORCL	Oracle	7.7%	72.4%	0.6x	51.5	84.1	161.9%	390.5%
PANW	Palo Alto Networks	5.3%	17.4%	0.9x	80.4	28.1	106.2%	4.3%
PATH	UiPath	0.7%	1.1%	2.8x	77.6	72.5	36.4%	4.4%
PAYC	Paycom	9.3%	26.0%	1.3x	5.6	33.1	77.0%	3.3%
PCTY	Paylocity	4.9%	19.7%	1.1x	7.6	8.2	87.7%	17.0%
PD	PagerDuty	(1.4%)	(8.9%)	2.4x	60.3	36.7	41.9%	204.7%
PEGA	Pegasystems	14.6%	40.3%	1.4x	43.7	20.3	70.9%	10.4%
PTC	PTC	8.3%	15.7%	0.9x	108.1	63.5	112.6%	38.8%
QLYS	Qualys	19.5%	39.2%	1.3x	73.3	4.6	76.8%	9.5%
SHOP	Shopify	17.9%	21.7%	3.9x	5.5	52.6	26.0%	1.6%
SNOW	Snowflake	(17.0%)	(46.5%)	1.5x	55.5	51.4	67.4%	111.5%
SPT	Sprout Social	(13.3%)	(32.7%)	1.0x	55.8	32.5	100.4%	15.4%
TEAM	Atlassian	(4.7%)	(21.4%)	1.2x	45.2	111.5	81.7%	88.4%
TWLO	Twilio	0.2%	0.2%	4.9x	43.9	25.1	20.4%	13.3%
UPLD	Upland Software	(8.1%)	N/A	0.9x	42.6	31.5	107.5%	304.1%
VRNS	Varonis Systems	(6.9%)	(25.1%)	1.4x	86.8	14.4	72.2%	143.8%
WDAY	Workday	3.4%	6.6%	2.1x	62.1	15.4	47.5%	40.0%
WIX	Wix.com	9.2%	N/A	0.8x	9.9	19.7	123.7%	N/A
WK	Workiva	(5.1%)	N/A	1.5x	58.6	26.4	64.7%	N/A
YEXT	Yext	1.3%	4.8%	1.0x	57.5	43.3	95.3%	109.4%
ZM	Zoom Communications	11.0%	13.5%	4.4x	38.0	22.7	22.5%	0.4%
ZS	Zscaler	(0.8%)	(2.6%)	2.0x	89.7	20.6	49.6%	96.9%
	Min	(39.2%)	(85.3%)	0.5x	5.5	4.6	20.2%	0.4%
	Median	2.1%	4.2%	1.4x	53.5	32.8	72.9%	21.1%
	Mean	2.2%	7.1%	1.8x	50.1	51.9	76.5%	56.9%
	Max	26.5%	75.5%	5.0x	108.1	234.9	209.8%	390.5%

Source: PitchBook

Founders Technology Transactions



Founders Hosts Fall 2025 Heritage Beginnings Retreat

From October 17th–19th, Founders Advisors CEO Duane Donner led the Heritage Beginnings retreat at Rock Mountain Farms. Young business leaders across Birmingham gathered to rest, refocus, and seek God's purpose for their lives through teaching, testimonies, and guided reflection. Learn more about Heritage Beginnings here.

Order   Service   Growth   Excellence   Health   Community

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Founders Advisors

Founders Advisors is a mergers, acquisitions, and strategic advisory services firm that has served middle-market companies since 2003. With a nationwide footprint, we pride ourselves in employing a values based and highly personalized relational approach through our five industry-focused advisory teams. Today, Founders employs over 55 professionals and has offices in Birmingham, AL (headquarters), Nashville, TN and Dallas, TX.

Sell-Side Advisory | *Strategic Advisory* | *Capital Raises* | *Spin-Offs / Divestitures*

Technology Team Overview

Vertical & Horizontal Software

Software-as-a-Service business models delivering proprietary software platforms for a specific industry (Vertical) or an industry agnostic use case (Horizontal)

Tech-Enabled Services

B2B services that leverage technology solutions to deliver a product or service in a faster and more efficient manner than traditional methods

Key Sub-Sectors

GovTech	Digital Supply Chain	Managed Service Providers	ERP Consulting Partners
MarTech	FP&A Software	Cyber Security Services	IT Consulting Partners
Health Tech	Home & Facility Services	Marketing Services	Digital Media
Construction & PropTech	FinTech	eCommerce	Payments