Software as a Service

SaaS valuations jump despite little change in growth outlook

FIRST ANALYSIS QUARTERLY INSIGHT

Integrative insights on emerging opportunities

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About the Author

James Macdonald

Jim Macdonald has over two decades of experience at First Analysis, working with entrepreneurs as an investor and as an advisor on growth transactions to help build leading software-as-a-service (SaaS) businesses. With his widely read "SaaS Quarterly Insights" report, he is a thought leader in the area, and his work has been cited for excellence in the Wall Street Journal's "Best on the Street" survey, in Forbes and in other publications. He supports First Analysis' investments in Drive My Way, Freeosk, SynergySuite, Transformative Pharmaceutical Solutions, ViralGains and Yello. Prior to joining First Analysis in 1997, he was a general manager at Nalco Chemical, where he played a key role in expanding Nalco's service offering to include operating and leasing equipment at customer sites. This led to formation of a joint venture with U.S. Filter. Earlier, he was with a subsidiary of Ecolab. He earned an MBA from Harvard University and a bachelor's degree in civil engineering from Cornell University, where he also earned the university's highest award in that discipline.

About First Analysis

First Analysis has a four-decade record of serving emerging growth companies, established industry leaders and institutional investors in emerging high-growth segments in technology and healthcare, both through its venture capital investments and through First Analysis Securities Corp. (FASC), which provides investment banking and related services. FASC is a FINRA-registered broker-dealer and member SIPC. First Analysis' integrative research process underpins all its efforts, combining 1) dynamic investment research on thousands of companies with 2) thousands of relationships among executives, investors and other key participants in our focus areas, yielding a deep, comprehensive understanding of each sector's near-term and long-term potential.

SOFTWARE AS A SERVICE

SaaS valuations jump despite little change in growth outlook

- The average SaaS company enterprise value multiple of 2025 estimated revenue was 6.5 at the end of the June quarter, up from 5.4 last quarter. For 2026 estimated revenue, the average multiple was 5.6, up from 4.7 last quarter. Analysts now expect average revenue growth of 13.1% in 2025, up from 12.4% last quarter, and 12.5% in 2026, down from 12.9% last quarter.
- Our SaaS universe stocks gained 13.0% on average in the June quarter, outperforming the S&P 500's 10.6% gain and making up for some of the underperformance in the March quarter. Performance continued to be very stock specific with the share prices of 15 companies in our universe of 91 gaining more than 30% and 22 declining. The data visibility and cybersecurity groups led for the quarter, with data visibility stocks gaining 29.7% on average and cybersecurity stocks gaining 27.1% on average. The average gain in four sectors was only 5% to 6%: vertical SaaS, IoT, future-of-work, and e-commerce.
- Correlations between enterprise value multiples of estimated forward revenue and revenue growth rates were similar to recent quarters' solid levels. For 2025 estimated revenue, the correlation was unchanged at 0.60. The correlation for 2026 increased to 0.63 from 0.60 last quarter.

OVERVIEW OF OUR ANALYSIS

Our SaaS universe stocks gained 13.0% on average in the June quarter, outperforming the S&P 500's 10.6% gain and basically getting back to flat for 2025 year-to-date. Performance varied substantially by company, with 15 companies appreciating more than 30% in the June quarter and 22 stocks declining. The data visibility group led with a 29.7% average gain driven in part by Couchbase's (BASE) 54.8% rise based on an acquisition offer. The cybersecurity group followed closely behind with a 27.1% average gain after leading last quarter. The vertical SaaS group lagged, gaining only 5.0%. However, the average gain in four other sectors was only 5% to 6%: vertical SaaS, IoT, future-of-work, and e-commerce, and all underperformed the overall market.

The average SaaS company enterprise value multiple of 2025 estimated revenue was 6.5 at the end of the June quarter, up from 5.4 last quarter. For 2026 estimated revenue, the average multiple was 5.6, up from 4.7. Revenue is expected to increase

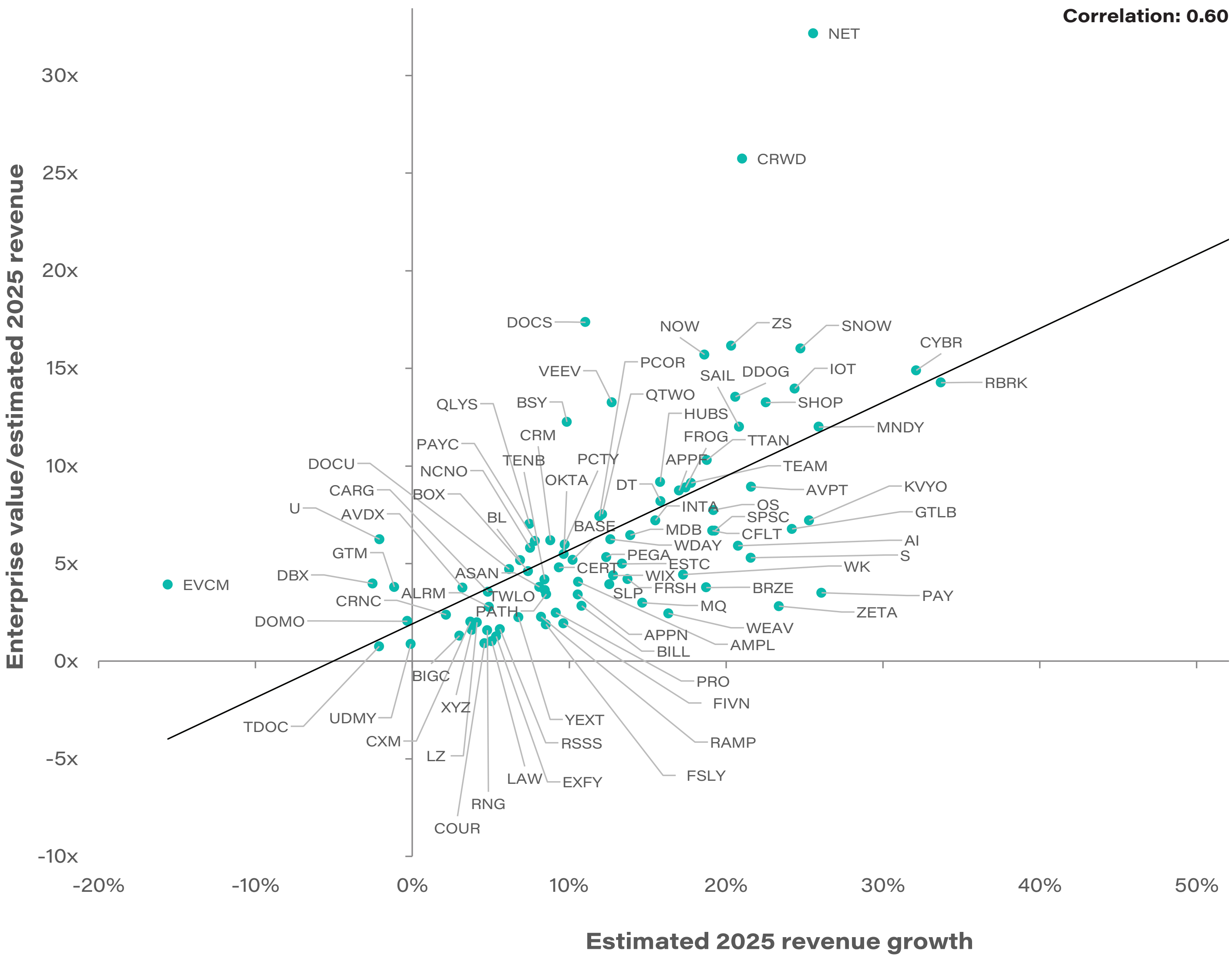
13.1% on average in 2025 and 12.5% in 2026 versus expectations of 12.4% and 12.9% last quarter.

We added two companies and removed three from our SaaS universe, bringing the total to 91. We removed Dun and Bradstreet (DNB), Enfusion (ENFN) and Paycor (PYCR) due to their acquisitions announced in the March quarter. We added SailPoint (SAIL), which returned to the public markets in March, and Rubrik, which held its initial public offering in April 2024. Both are cybersecurity companies. SailPoint, which was publicly traded prior to its acquisition by Thoma Bravo, provides enterprise identity security software. Rubrik provides software for data protection, data threat analytics, data security posture, and cyber recovery.

CORRELATION OF VALUATIONS TO GROWTH STEADY TO MODESTLY UP AT QUARTER END

The correlations between enterprise value multiples of estimated forward revenue and revenue growth rates, as

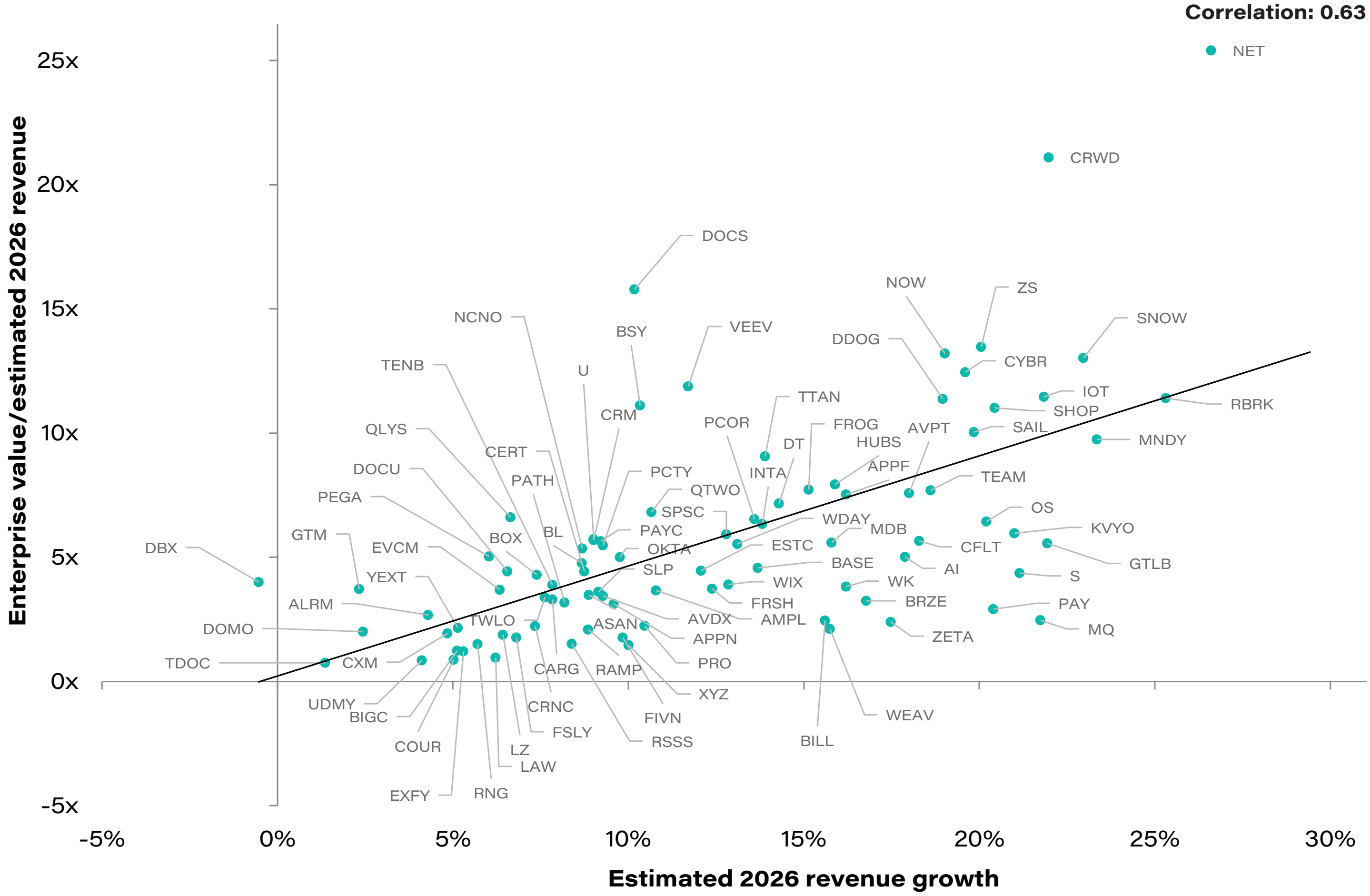
TABLE 1: Enterprise value/revenue versus estimated revenue growth 2025



Source: First Analysis, Capital IQ; as of June 30, 2025.

Notes: Excludes AIOT and CWAN.

TABLE 2: Enterprise value/revenue versus estimated revenue growth 2026



Source: First Analysis, Capital IQ; as of June 30, 2025.

Notes: Excludes AIOT and CWAN.

shown in Tables 1 and 2, were similar to recent quarters' solid levels. For 2025 estimated revenue, the correlation was unchanged at 0.60. The correlation for 2026 estimated revenue increased to 0.63 from 0.60. These correlations exclude Clearwater Analytics (CWAN) and PowerFleet (AIOT) for both periods.

In the quarter, the gap in valuations between small- and mid-cap SaaS companies and larger-cap SaaS companies increased again as the stocks of six larger-cap names we have been chronicling — Crowdstrike (CRWD), Salesforce.com (CRM), ServiceNow (NOW), Shopify (SHOP), Snowflake (SNOW) and Workday (WDAY) — gained 25.3% on average, almost double the 13.0% average gain for the entire SaaS universe. This quarter was especially momentum driven as Snowflake gained 53.1% and Crowdstrike gained 44.5%, while Workday (up 2.8%) and Salesforce.com (up 1.6%) were well below the SaaS universe average, likely due to their relatively low expected growth rates.

On July 2, it was announced that Datadog (DDOG) will be added to the S&P 500 average. The stock jumped on the news. The addition surprised us, since Shopify and Snowflake (and a few others) have higher enterprise valuations than Datadog but are not yet included. While Shopify is based in Canada, it changed its Nasdaq listing recently, which was viewed as a precursor to S&P 500 membership. And Snowflake may be delayed until it attains GAAP profitability.

TWO MORE M&A TRANSACTIONS IN THE QUARTER

Mergers and acquisitions for our SaaS universe continued with two more transactions announced in the quarter, bringing the total to five for the year. AvidXchange (AVDX) agreed to be acquired by private equity firm TPG and card processor Corpay (CPAY). The transaction was valued at $2.2 billion, or about 4.8 times estimated 2025 revenue and 4.4 times estimated 2026 revenue. Data visibility company Couchbase (BASE) agreed to be acquired by private equity firm Haveli for $1.5 billion, or about 6.5 times estimated fiscal 2026 (January) revenue and 5.7 times estimated 2027 revenue.

With the current market uncertainty, we now expect 2025 to be a more normal year for M&A with 5% to 10% of our universe being acquired.

SaaS stocks outperform S&P 500 in quarter

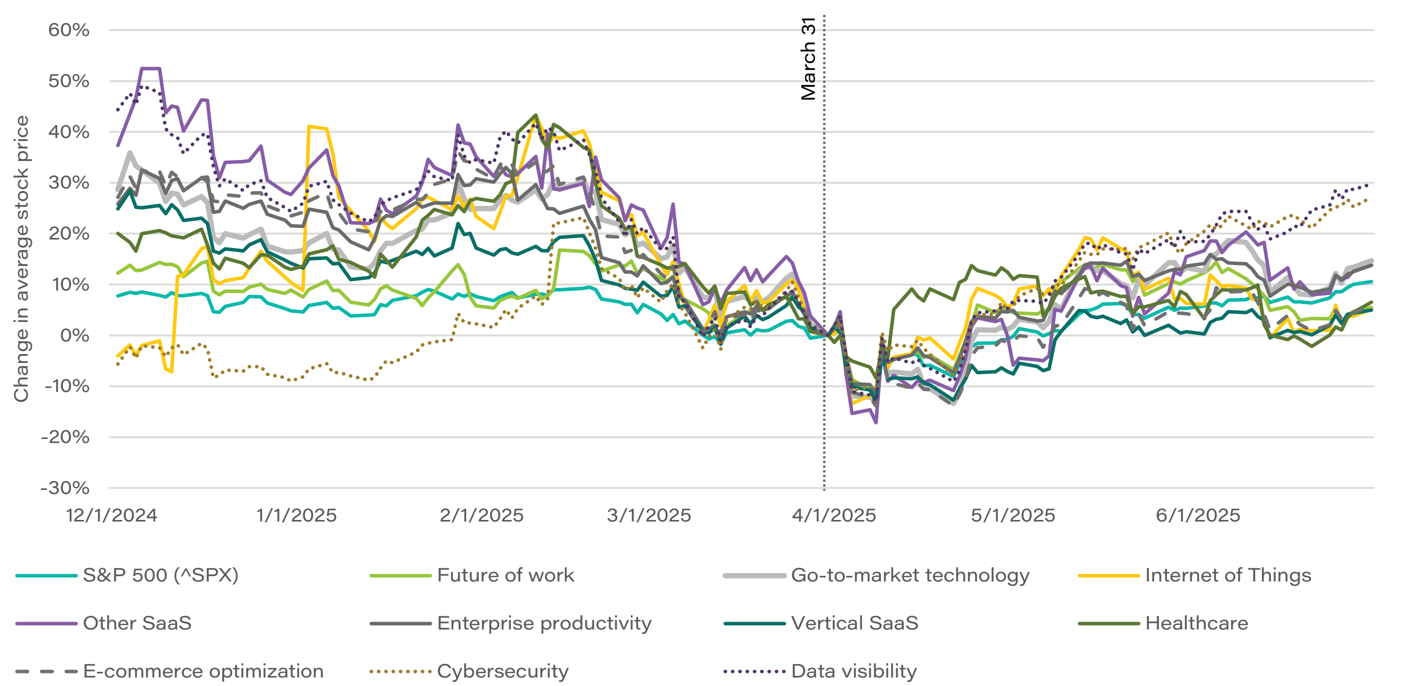
The average company in our SaaS universe gained 13.0% in the June quarter, outperforming the S&P 500's 10.6% gain. The SaaS universe's gain seemed to be driven more by larger capitalization companies and companies that trade on momentum, although earnings reports and guidance were important, as usual.

The data visibility group was the best performer, gaining 29.7% on average, helped by Couchbase's (BASE) 54.8% gain on its acquisition announcement and Snowflake's (SNOW) 53.1% gain. However, neither of these gains made the top-three list. The cybersecurity group gained 27.1% on average, helped by Cloudflare's (NET) 73.8% gain (second best in quarter) and Zscaler's (ZS) 58.2% gain, the third best.

The company with the greatest share price gain in the quarter was perennial laggard Domo (DOMO), which recovered 80.0% to $13.97 after a better-than-expected earnings report. That price was still well below its August 2021 high of $98.

As previously mentioned, the vertical SaaS, IoT, future-of-work, and e-commerce groups all lagged, gaining only 5.2% to 5.8% on average. The healthcare group did little better, gaining only

SaaS stock performance before and after March 31, 2025*



Source: First Analysis, Capital IQ.

Notes: *For the period Dec. 2, 2024, through June 30, 2025.

6.5% on average. Shares of healthcare SaaS company Simulations Plus (SLP) declined the most in the quarter, 28.8%, due to reduced revenue guidance. The second-largest loser was Weave Communications (WEAV), down 25.0%, also on disappointing results.

At the end of the quarter, 22 companies traded at enterprise value multiples of 2025 estimated revenue below 3 versus 26 such companies last quarter. For 2026 estimated revenue, 24 companies traded at multiples below 3, down from 31 last quarter.

SaaS stock quarterly performance

	3/28/24 price	6/28/24 price	9/30/24 price	12/31/24 price	3/31/25 price	6/30/25 price	Prior QTR change	Current QTR change
Data visibility								
AvePoint Inc. (AVPT)	$7.92	$10.42	$11.77	$16.51	$14.44	$19.31	(12.5%)	33.7%
C3 AI (AI)	$27.07	$28.96	$24.23	$34.43	$21.05	$24.57	(38.9%)	16.7%
Couchbase Inc. (BASE)	$26.31	$18.26	$16.12	$15.59	$15.75	$24.38	1.0%	54.8%
Datadog Inc. (DDOG)	$123.60	$129.69	$115.06	$142.89	$99.21	$134.33	(30.6%)	35.4%
Elastic N.V. (ESTC)	$100.24	$113.91	$76.76	$99.08	$89.10	$84.33	(10.1%)	(5.4%)
MongoDB Inc. (MDB)	$358.64	$249.96	$270.35	$232.81	$175.40	$209.99	(24.7%)	19.7%
Snowflake Inc. (SNOW)	$161.60	$135.09	$114.86	$154.41	$146.16	$223.77	(5.3%)	53.1%
						Average:	***(17.3%)***	***29.7%***
						Median:	***(12.5%)***	***33.7%***
Cybersecurity								
Cloudflare Inc. (NET)	$96.83	$82.83	$80.89	$107.68	$112.69	$195.83	4.7%	73.8%
CrowdStrike Holdings (CRWD)	$320.59	$383.19	$280.47	$342.16	$352.58	$509.31	3.0%	44.5%
CyberArk Software (CYBR)	$265.63	$273.42	$291.61	$333.15	$338.00	$406.88	1.5%	20.4%
Okta Inc. (OKTA)	$104.62	$93.61	$74.34	$78.80	$105.22	$99.97	33.5%	(5.0%)
Qualys Inc. (QLYS)	$166.87	$142.60	$128.46	$140.22	$125.93	$142.87	(10.2%)	13.5%
Rubrik (RBRK)	$-	$30.66	$32.15	$65.36	$60.98	$89.59	(6.7%)	46.9%
SailPoint (SAIL)	$-	$-	$-	$-	$18.75	$22.86	NA	21.9%
SentinelOne Inc. (S)	$23.31	$21.05	$23.92	$22.20	$18.18	$18.28	(18.1%)	0.6%
Tenable Holdings Inc. (TENB)	$49.43	$43.58	$40.52	$39.38	$34.98	$33.78	(11.2%)	(3.4%)
Zscaler Inc. (ZS)	$192.63	$192.19	$170.94	$180.41	$198.42	$313.94	10.0%	58.2%
						Average:	***0.7%***	***27.1%***
						Median:	***1.5%***	***21.1%***
E-commerce optimization								
BigCommerce Inc. (BIGC)	$6.89	$8.06	$5.85	$6.12	$5.76	$5.00	(5.9%)	(13.2%)
Braze (BRZE)	$44.30	$38.84	$32.34	$41.88	$36.08	$28.10	(13.8%)	(22.1%)
Five9 Inc. (FIVN)	$62.11	$44.10	$28.73	$40.64	$27.15	$26.48	(33.2%)	(2.5%)
Klaviyo (KVYO)	$25.48	$24.89	$35.38	$41.24	$30.26	$33.58	(26.6%)	11.0%
LiveRamp Inc. (RAMP)	$34.50	$30.94	$24.78	$30.37	$26.14	$33.04	(13.9%)	26.4%
RingCentral Inc. (RNG)	$34.74	$28.20	$31.63	$35.01	$24.76	$28.35	(29.3%)	14.5%
Shopify Inc. (SHOP)	$77.17	$66.05	$80.14	$106.33	$95.48	$115.35	(10.2%)	20.8%
Sprinklr Inc. (CXM)	$12.27	$9.62	$7.73	$8.45	$8.35	$8.46	(1.2%)	1.3%
SPS Commerce Inc. (SPSC)	$184.90	$188.16	$194.17	$183.99	$132.73	$136.09	(27.9%)	2.5%
Twilio Inc. (TWLO)	$61.15	$56.81	$65.22	$108.08	$97.91	$124.36	(9.4%)	27.0%
Weave Communications (WEAV)	$11.48	$9.02	$12.80	$15.92	$11.09	$8.32	(30.3%)	(25.0%)

SaaS stock quarterly performance

	3/28/24 price	6/28/24 price	9/30/24 price	12/31/24 price	3/31/25 price	6/30/25 price	Prior QTR change	Current QTR change
Wix.com Ltd. (WIX)	$137.48	$159.07	$167.17	$214.55	$163.38	$158.46	(23.8%)	(3.0%)
Yext Inc. (YEXT)	$6.03	$5.35	$6.92	$6.36	$6.16	$8.50	(3.1%)	38.0%
						Average:	***(17.6%)***	***5.8%***
						Median:	***(13.9%)***	***2.5%***
Enterprise productivity								
Asana Inc. (ASAN)	$15.49	$13.99	$11.59	$20.27	$14.57	$13.50	(28.1%)	(7.3%)
Atlassian Corp. Plc (TEAM)	$195.11	$176.88	$158.81	$243.38	$212.21	$203.09	(12.8%)	(4.3%)
AvidXchange Inc. (AVDX)	$13.15	$12.06	$8.11	$10.34	$8.48	$9.79	(18.0%)	15.4%
Bentley Systems Inc. (BSY)	$52.22	$49.36	$50.81	$46.70	$39.34	$53.97	(15.8%)	37.2%
Bill.com Holdings Inc. (BILL)	$68.72	$52.62	$52.76	$84.71	$45.89	$46.26	(45.8%)	0.8%
BlackLine Inc. (BL)	$64.58	$48.45	$55.14	$60.76	$48.42	$56.62	(20.3%)	16.9%
Block Inc. (SQ)	$84.58	$64.49	$67.13	$84.99	$54.33	$67.93	(36.1%)	25.0%
Box Inc. (BOX)	$28.32	$26.44	$32.73	$31.60	$30.86	$34.17	(2.3%)	10.7%
Clearwater Analytics Inc. (CWAN)	$17.69	$18.52	$25.25	$27.52	$26.80	$21.93	(2.6%)	(18.2%)
DocuSign Inc. (DOCU)	$59.55	$53.50	$62.09	$89.94	$81.40	$77.89	(9.5%)	(4.3%)
Dropbox Inc. (DBX)	$24.30	$22.47	$25.43	$30.04	$26.71	$28.60	(11.1%)	7.1%
Dynatrace Inc. (DT)	$46.44	$44.74	$53.47	$54.35	$47.15	$55.21	(13.2%)	17.1%
Expensify Inc. (EXFY)	$1.84	$1.49	$1.96	$3.35	$3.04	$2.59	(9.3%)	(14.8%)
GitLab Inc. (GTLB)	$58.32	$49.72	$51.54	$56.35	$47.00	$45.11	(16.6%)	(4.0%)
JFrog Ltd. (FROG)	$44.22	$37.55	$29.04	$29.41	$32.00	$43.88	8.8%	37.1%
Marqeta Inc. (MQ)	$5.96	$5.48	$4.92	$3.79	$4.12	$5.83	8.7%	41.5%
monday.com Ltd. (MNDY)	$225.87	$240.76	$277.77	$235.44	$243.16	$314.48	3.3%	29.3%
OneStream (OS)	$-	$-	$33.90	$28.52	$21.34	$28.30	(25.2%)	32.6%
Paymentus Inc. (PAY)	$22.75	$19.00	$20.02	$32.67	$26.10	$32.75	(20.1%)	25.5%
Pegasystems Inc. (PEGA)	$32.32	$30.27	$36.55	$46.60	$34.76	$54.13	(25.4%)	55.7%
Workiva Inc. (WK)	$84.80	$72.99	$79.12	$109.50	$75.91	$68.45	(30.7%)	(9.8%)
						Average:	***(15.3%)***	***13.8%***
						Median:	***(15.8%)***	***15.4%***
Future of work								
Coursera Inc. (COUR)	$14.02	$7.16	$7.94	$8.50	$6.66	$8.76	(21.6%)	31.5%
Paycom Software Inc. (PAYC)	$199.01	$143.04	$166.57	$204.97	$218.48	$231.40	6.6%	5.9%
Paylocity Holding Corp. (PCTY)	$171.86	$131.85	$164.97	$199.47	$187.34	$181.19	(6.1%)	(3.3%)
Udemy Inc. (UDMY)	$10.98	$8.63	$7.44	$8.23	$7.76	$7.03	(5.7%)	(9.4%)
Workday Inc. (WDAY)	$272.75	$223.56	$244.41	$258.03	$233.53	$240.00	(9.5%)	2.8%
						Average:	***(7.3%)***	***5.5%***
						Median:	***(6.1%)***	***2.8%***
Go-to-market technology								
Amplitude Inc. (AMPL)	$10.88	$8.90	$8.97	$10.55	$10.19	$12.40	(3.4%)	21.7%
Appian Corp. (APPN)	$39.95	$30.86	$34.14	$32.98	$28.81	$29.86	(12.6%)	3.6%
Domo Inc. (DOMO)	$8.92	$7.72	$7.51	$7.08	$7.76	$13.97	9.6%	80.0%
Freshworks Inc. (FRSH)	$18.21	$12.69	$11.48	$16.17	$14.11	$14.91	(12.7%)	5.7%
HubSpot Inc. (HUBS)	$626.56	$589.79	$531.60	$696.77	$571.29	$556.63	(18.0%)	(2.6%)
PROS Inc. (PRO)	$36.33	$28.65	$18.52	$21.96	$19.03	$15.66	(13.3%)	(17.7%)
Salesforce Inc. (CRM)	$301.18	$257.10	$273.71	$334.33	$268.36	$272.69	(19.7%)	1.6%
ServiceNow Inc. (NOW)	$762.40	$786.67	$894.39	$1,060.12	$796.14	$1,028.08	(24.9%)	29.1%

SaaS stock quarterly performance

	3/28/24 price	6/28/24 price	9/30/24 price	12/31/24 price	3/31/25 price	6/30/25 price	Prior QTR change	Current QTR change
UiPath Inc (PATH)	$22.67	$12.68	$12.80	$12.71	$10.30	$12.80	(19.0%)	24.3%
Zeta Global Corp. (ZETA)	$10.93	$17.65	$29.83	$17.99	$13.56	$15.49	(24.6%)	14.2%
ZoomInfo Technologies Inc. (ZI)	$16.03	$12.77	$10.32	$10.51	$10.00	$10.12	(4.9%)	1.2%
						Average:	***(13.1%)***	***14.7%***
						Median:	***(13.3%)***	***5.7%***
Healthcare								
Certara Inc. (CERT)	$17.88	$13.85	$11.71	$10.65	$9.90	$11.70	(7.0%)	18.2%
Doximity Inc. (DOCS)	$26.91	$27.97	$43.57	$53.39	$58.03	$61.34	8.7%	5.7%
Research Solutions (RSSS)	$3.16	$2.55	$2.73	$4.15	$2.60	$2.87	(37.3%)	10.4%
Simulations Plus Inc. (SLP)	$41.15	$48.62	$32.02	$27.89	$24.52	$17.45	(12.1%)	(28.8%)
Teladoc Health Inc. (TDOC)	$15.10	$9.78	$9.18	$9.09	$7.96	$8.71	(12.4%)	9.4%
Veeva Systems Inc. (VEEV)	$231.69	$183.01	$209.87	$210.25	$231.63	$287.98	10.2%	24.3%
						Average:	***(8.3%)***	***6.5%***
						Median:	***(9.6%)***	***9.9%***
Internet of Things								
Alarm.com Holdings (ALRM)	$72.47	$63.54	$54.67	$60.80	$55.65	$56.57	(8.5%)	1.7%
Cerence Inc. (CRNC)	$15.75	$2.83	$3.15	$7.85	$7.90	$10.21	0.6%	29.2%
PowerFleet (PWFL)	$5.34	$4.57	$5.00	$6.66	$5.49	$4.31	(17.6%)	(21.5%)
Samsara Inc. (IOT)	$37.79	$33.70	$48.12	$43.69	$38.33	$39.78	(12.3%)	3.8%
ServiceTitan (TTAN)	$-	$-	$-	$102.87	$95.11	$107.18	(7.5%)	12.7%
						Average:	***(9.0%)***	***5.2%***
						Median:	***(8.5%)***	***3.8%***
Other SaaS								
Confluent Inc. (CFLT)	$30.52	$29.53	$20.38	$27.96	$23.44	$24.93	(16.2%)	6.4%
Fastly Inc. (FSLY)	$12.97	$7.37	$7.57	$9.44	$6.33	$7.06	(32.9%)	11.5%
Unity Software Inc. (U)	$26.70	$16.26	$22.62	$22.47	$19.59	$24.20	(12.8%)	23.5%
						Average:	***(20.6%)***	***13.8%***
						Median:	***(16.2%)***	***11.5%***
Vertical SaaS								
AppFolio Inc. (APPF)	$246.74	$244.57	$235.40	$246.72	$219.90	$230.28	(10.9%)	4.7%
CarGurus Inc. (CARG)	$23.08	$26.20	$30.03	$36.54	$29.13	$33.47	(20.3%)	14.9%
CS Disco Inc. (LAW)	$8.13	$5.96	$5.88	$4.99	$4.09	$4.37	(18.0%)	6.8%
EverCommerce Inc. (EVCM)	$9.42	$10.98	$10.36	$11.01	$10.08	$10.50	(8.4%)	4.2%
Intapp Inc. (INTA)	$34.30	$36.67	$47.83	$64.09	$58.38	$51.62	(8.9%)	(11.6%)
LegalZoom.com Inc. (LZ)	$13.34	$8.39	$6.35	$7.51	$8.61	$8.91	14.6%	3.5%
nCino Inc. (NCNO)	$37.38	$31.45	$31.59	$33.58	$27.47	$27.97	(18.2%)	1.8%
Procore Technologies Inc. (PCOR)	$82.17	$66.31	$61.72	$74.93	$66.02	$68.42	(11.9%)	3.6%
Q2 Inc. (QTWO)	$52.56	$60.33	$79.77	$100.65	$80.01	$93.59	(20.5%)	17.0%
						Average:	***(11.4%)***	***5.0%***
						Median:	***(11.9%)***	***4.2%***
Overall SaaS group								
						Average:	***(12.3%)***	***13.0%***
						Median:	***(12.0%)***	***10.7%***
S&P 500 (SPX)	**5,254.35**	**5,460.48**	**5,762.48**	**5,881.63**	**5,611.85**	**6,204.95**	**(4.59%)**	**10.57%**

Source: Capital IQ, First Analysis.

SaaS public comparables

($ in millions)		Revenue growth				Enterprise value /			
						Revenue		EBITDA[1]	
Company	LTM revenue	2024A-2025E	2025E -2026E	LTM gross margin	LTM EBITDA margin	2025E	2026E	2025E	2026E
Data visibility									
AvePoint Inc. (AVPT)	$349.0	21.6%	18.0%	75.4%	5.5%	8.94x	7.58x	NMF	NMF
C3 AI (AI)	$389.1	20.8%	17.9%	60.6%	(80.2%)	5.91x	5.01x	NMF	NMF
Couchbase Inc. (BASE)	$214.7	10.2%	13.7%	87.8%	(34.7%)	5.19x	4.57x	NMF	NMF
Datadog Inc. (DDOG)	$2,834.6	20.6%	19.0%	80.2%	2.7%	13.54x	11.38x	NMF	NMF
Elastic N.V. (ESTC)	$1,483.3	13.4%	12.1%	74.5%	(2.8%)	5.00x	4.46x	31.3x	25.9x
MongoDB Inc. (MDB)	$2,104.9	13.9%	15.8%	72.9%	(7.3%)	6.47x	5.58x	NMF	NMF
Snowflake Inc. (SNOW)	$3,839.8	24.8%	23.0%	66.6%	(33.9%)	16.02x	13.03x	NMF	NMF
Cybersecurity									
Cloudflare Inc. (NET)	$1,770.1	25.6%	26.6%	76.9%	(2.2%)	32.17x	25.41x	NMF	NMF
CrowdStrike Holdings (CRWD)	$4,136.0	21.0%	22.0%	74.5%	(0.3%)	25.74x	21.10x	NMF	NMF
CyberArk Software (CYBR)	$1,096.8	32.1%	19.6%	77.9%	0.3%	14.89x	12.45x	NMF	NMF
Okta Inc. (OKTA)	$2,681.0	9.7%	9.8%	76.7%	3.8%	5.49x	5.00x	21.2x	18.8x
Qualys Inc. (QLYS)	$621.7	7.5%	6.6%	81.8%	34.0%	7.04x	6.60x	16.5x	15.4x
Rubrik (RBRK)	$977.7	33.7%	25.3%	76.4%	(49.2%)	14.29x	11.40x	NMF	NMF
SailPoint (SAIL)	$904.4	20.8%	19.9%	62.8%	(9.1%)	12.02x	10.03x	NMF	NMF
SentinelOne Inc. (S)	$864.1	21.6%	21.1%	74.8%	(34.8%)	5.29x	4.37x	NMF	NMF
Tenable Holdings Inc. (TENB)	$923.2	8.4%	7.8%	78.0%	4.9%	4.19x	3.88x	17.6x	14.9x
Zscaler Inc. (ZS)	$2,546.8	20.3%	20.1%	77.5%	(2.9%)	16.16x	13.46x	NMF	NMF
E-commerce optimization									
BigCommerce Inc. (BIGC)	$334.9	3.0%	5.1%	77.3%	(1.3%)	1.30x	1.24x	14.8x	12.0x
Braze (BRZE)	$620.0	18.7%	16.8%	69.4%	(18.6%)	3.79x	3.24x	NMF	NMF
Five9 Inc. (FIVN)	$1,074.6	9.6%	9.8%	54.7%	3.8%	1.94x	1.76x	9.3x	7.9x
Klaviyo (KVYO)	$1,007.3	25.3%	21.0%	75.8%	(7.2%)	7.22x	5.97x	NMF	NMF
LiveRamp Inc. (RAMP)	$745.6	8.2%	8.9%	71.0%	4.1%	2.27x	2.09x	11.1x	9.2x
RingCentral Inc. (RNG)	$2,428.2	4.8%	5.7%	70.6%	10.7%	1.59x	1.51x	6.2x	5.7x
Shopify Inc. (SHOP)	$9,379.0	22.5%	20.4%	49.9%	15.2%	13.27x	11.02x	NMF	NMF
Sprinklr Inc. (CXM)	$805.9	3.7%	4.8%	71.1%	5.1%	2.02x	1.93x	10.5x	11.2x
SPS Commerce Inc. (SPSC)	$669.7	19.3%	12.8%	67.7%	21.8%	6.68x	5.93x	22.0x	19.1x
Twilio Inc. (TWLO)	$4,583.4	8.5%	7.6%	50.6%	5.0%	3.65x	3.39x	18.1x	15.9x
Weave Communications (WEAV)	$213.0	16.3%	15.7%	71.8%	(10.6%)	2.45x	2.12x	NMF	NMF
Wix.com Ltd. (WIX)	$1,814.5	12.8%	12.9%	68.1%	8.7%	4.40x	3.90x	18.1x	14.4x
Yext Inc. (YEXT)	$434.5	6.8%	5.1%	76.5%	5.9%	2.27x	2.15x	9.8x	8.4x
Enterprise productivity									
Asana Inc. (ASAN)	$738.7	8.1%	8.9%	89.4%	(29.4%)	3.80x	3.49x	NMF	32.8x
Atlassian Corp. Plc (TEAM)	$4,962.6	17.8%	18.6%	82.3%	(1.5%)	9.13x	7.70x	NMF	29.6x
AvidXchange Inc. (AVDX)	$441.3	3.2%	9.3%	72.3%	6.9%	3.77x	3.45x	20.3x	16.0x
Bentley Systems Inc. (BSY)	$1,385.9	9.9%	10.3%	81.2%	28.3%	12.26x	11.11x	34.8x	30.8x
Bill.com Holdings Inc. (BILL)	$1,422.9	10.8%	15.6%	84.5%	(0.0%)	2.84x	2.46x	16.4x	13.7x
BlackLine Inc. (BL)	$662.8	6.9%	8.7%	75.3%	8.1%	5.18x	4.77x	19.0x	16.8x
Block Inc. (SQ)	$23,935.7	3.8%	10.0%	38.2%	5.9%	1.60x	1.46x	11.9x	9.7x
Box Inc. (BOX)	$1,101.7	7.4%	7.4%	79.1%	7.4%	4.62x	4.30x	15.0x	13.5x
Clearwater Analytics Inc. (CWAN)	$475.9	60.2%	29.4%	73.0%	8.3%	7.94x	6.14x	24.7x	18.2x

SaaS public comparables

Company	LTM revenue	Revenue growth 2024A-2025E	Revenue growth 2025E-2026E	LTM gross margin	LTM EBITDA margin	Enterprise value / Revenue 2025E	Enterprise value / Revenue 2026E	Enterprise value / EBITDA[1] 2025E	Enterprise value / EBITDA[1] 2026E
($ in millions)									
DocuSign Inc. (DOCU)	$3,030.8	6.2%	6.6%	79.4%	9.7%	4.72x	4.43x	14.5x	12.8x
Dropbox Inc. (DBX)	$2,541.6	(2.5%)	(0.5%)	82.2%	28.3%	3.98x	4.00x	8.9x	8.9x
Dynatrace Inc. (DT)	$1,698.7	15.8%	14.3%	81.9%	12.5%	8.19x	7.17x	27.5x	23.2x
Expensify Inc. (EXFY)	$141.8	5.3%	5.3%	52.4%	0.3%	1.27x	1.20x	5.2x	4.1x
GitLab Inc. (GTLB)	$804.6	24.2%	21.9%	88.6%	(14.1%)	6.78x	5.56x	NMF	NMF
JFrog Ltd. (FROG)	$450.6	17.4%	15.1%	76.1%	(14.7%)	8.90x	7.73x	NMF	NMF
Marqeta Inc. (MQ)	$528.1	14.7%	21.7%	69.4%	4.9%	3.00x	2.47x	27.5x	18.1x
monday.com Ltd. (MNDY)	$1,037.3	25.9%	23.4%	89.5%	0.2%	12.01x	9.74x	NMF	NMF
OneStream (OS)	$515.4	19.2%	20.2%	63.4%	(68.1%)	7.73x	6.43x	NMF	NMF
Paymentus Inc. (PAY)	$962.1	26.1%	20.4%	26.1%	6.4%	3.51x	2.92x	31.7x	25.5x
Pegasystems Inc. (PEGA)	$1,642.7	12.4%	6.0%	75.7%	17.8%	5.33x	5.03x	20.2x	18.6x
Workiva Inc. (WK)	$769.3	17.3%	16.2%	76.7%	(8.8%)	4.44x	3.82x	NMF	NMF
Future of work									
Coursera Inc. (COUR)	$704.9	4.6%	5.0%	53.9%	(11.6%)	0.92x	0.88x	13.0x	10.4x
Paycom Software Inc. (PAYC)	$1,913.8	7.8%	9.2%	85.9%	25.4%	6.17x	5.65x	14.7x	13.3x
Paylocity Holding Corp. (PCTY)	$1,551.8	9.7%	9.3%	68.8%	21.6%	5.98x	5.47x	16.8x	15.3x
Udemy Inc. (UDMY)	$790.0	(0.1%)	4.1%	63.4%	(6.1%)	0.89x	0.85x	8.4x	6.1x
Workday Inc. (WDAY)	$8,696.0	12.6%	13.1%	75.7%	11.1%	6.25x	5.53x	19.6x	16.8x
Go-to-market technology									
Amplitude Inc. (AMPL)	$306.6	10.6%	10.8%	74.5%	(33.6%)	4.07x	3.67x	NMF	NMF
Appian Corp. (APPN)	$633.6	10.5%	9.6%	76.4%	(4.0%)	3.41x	3.12x	NMF	NMF
Domo Inc. (DOMO)	$317.1	(0.3%)	2.4%	74.5%	(16.0%)	2.06x	2.01x	34.0x	22.1x
Freshworks Inc. (FRSH)	$751.6	13.7%	12.4%	84.4%	(11.7%)	4.20x	3.74x	21.1x	17.6x
HubSpot Inc. (HUBS)	$2,724.3	15.8%	15.9%	84.8%	(1.7%)	9.19x	7.93x	NMF	NMF
PROS Inc. (PRO)	$336.0	9.2%	10.5%	66.5%	(1.4%)	2.48x	2.24x	20.9x	15.5x
Salesforce Inc. (CRM)	$38,591.0	8.8%	9.0%	77.3%	29.0%	6.19x	5.68x	15.9x	14.4x
ServiceNow Inc. (NOW)	$11,469.0	18.6%	19.0%	78.9%	18.4%	15.71x	13.20x	NMF	NMF
UiPath Inc (PATH)	$1,451.2	8.5%	8.2%	82.7%	(6.1%)	3.44x	3.18x	16.6x	14.4x
Zeta Global Corp. (ZETA)	$1,075.2	23.4%	17.5%	60.4%	0.1%	2.81x	2.40x	13.5x	10.9x
ZoomInfo Technologies Inc. (ZI)	$1,209.9	(1.2%)	2.3%	87.9%	21.5%	3.81x	3.72x	9.8x	9.4x
Healthcare									
Certara Inc. (CERT)	$394.5	9.3%	8.7%	60.3%	23.9%	4.81x	4.43x	15.4x	13.9x
Doximity Inc. (DOCS)	$570.4	11.0%	10.2%	90.2%	41.3%	17.38x	15.78x	32.1x	29.2x
Research Solutions (RSSS)	$48.8	5.6%	8.4%	48.2%	6.6%	1.64x	1.51x	15.1x	12.9x
Simulations Plus Inc. (SLP)	$78.6	12.6%	9.2%	55.3%	14.5%	3.94x	3.61x	13.1x	10.6x
Teladoc Health Inc. (TDOC)	$2,552.8	(2.1%)	1.4%	70.5%	1.3%	0.76x	0.75x	6.8x	6.3x
Veeva Systems Inc. (VEEV)	$2,855.3	12.8%	11.7%	75.5%	28.4%	13.26x	11.87x	29.5x	26.4x
Internet of Things									
Alarm.com Holdings (ALRM)	$955.4	4.9%	4.3%	65.7%	14.5%	2.78x	2.67x	14.3x	13.0x
Cerence Inc. (CRNC)	$254.3	2.2%	7.3%	70.2%	6.8%	2.39x	2.22x	16.3x	15.1x
PowerFleet (PWFL)	$362.5	44.0%	9.4%	53.7%	15.7%	1.94x	1.77x	8.7x	6.5x
Samsara Inc. (IOT)	$1,335.4	24.4%	21.8%	76.6%	(10.6%)	13.97x	11.47x	NMF	NMF
ServiceTitan (TTAN)	$817.2	18.8%	13.9%	66.3%	(21.5%)	10.32x	9.06x	NMF	NMF

SaaS public comparables

($ in millions)		Revenue growth				Enterprise value /			
						Revenue		EBITDA[1]	
Company	LTM revenue	2024A-2025E	2025E -2026E	LTM gross margin	LTM EBITDA margin	2025E	2026E	2025E	2026E
Other SaaS									
Confluent Inc. (CFLT)	$1,017.5	19.1%	18.3%	73.9%	(38.0%)	6.69x	5.65x	NMF	NMF
Fastly Inc. (FSLY)	$554.6	8.5%	6.8%	54.0%	(16.1%)	1.89x	1.77x	25.8x	19.8x
Unity Software Inc. (U)	$1,787.9	(2.1%)	9.0%	74.8%	0.6%	6.25x	5.73x	31.3x	25.0x
Vertical SaaS									
AppFolio Inc. (APPF)	$824.5	17.0%	16.2%	64.0%	17.3%	8.75x	7.53x	32.2x	26.5x
CarGurus Inc. (CARG)	$903.7	4.8%	7.8%	85.6%	20.5%	3.55x	3.29x	11.3x	10.2x
CS Disco Inc. (LAW)	$145.9	5.1%	6.2%	73.9%	(30.6%)	1.02x	0.96x	NMF	NMF
EverCommerce Inc. (EVCM)	$703.2	(15.6%)	6.3%	67.6%	17.3%	3.92x	3.69x	13.5x	12.4x
Intapp Inc. (INTA)	$483.5	15.5%	13.8%	73.6%	(1.8%)	7.22x	6.34x	NMF	33.7x
LegalZoom.com Inc. (LZ)	$690.8	4.1%	6.4%	65.5%	6.0%	2.00x	1.88x	8.6x	7.5x
nCino Inc. (NCNO)	$556.7	7.5%	8.7%	60.1%	5.7%	5.81x	5.34x	27.7x	22.0x
Procore Technologies Inc. (PCOR)	$1,192.9	11.9%	13.6%	81.2%	(7.2%)	7.43x	6.54x	NMF	28.9x
Q2 Inc. (QTWO)	$720.7	12.1%	10.7%	51.8%	2.6%	7.54x	6.81x	34.0x	29.0x
Overall SaaS Group									
Average:	**$2,149.2**	**13.1%**	**12.5%**	**71.6%**	**(0.3%)**	**6.50x**	**5.63x**	**18.3x**	**16.4x**
Median:	**$904.1**	**11.5%**	**10.6%**	**74.5%**	**2.7%**	**5.09x**	**4.45x**	**16.4x**	**15.0x**

Source: First Analysis, Capital IQ.

Notes: Public comparable company data shown above is as of June 30, 2025.

(1) EBITDA multiples less than 0 and greater than 35 labeled “not meaningful” (NMF). LTM = last 12 months. EBITDA = earnings before interest, taxes, depreciation and amortization.

SaaS M&A: Notable transactions include AvidXchange and TaskUs

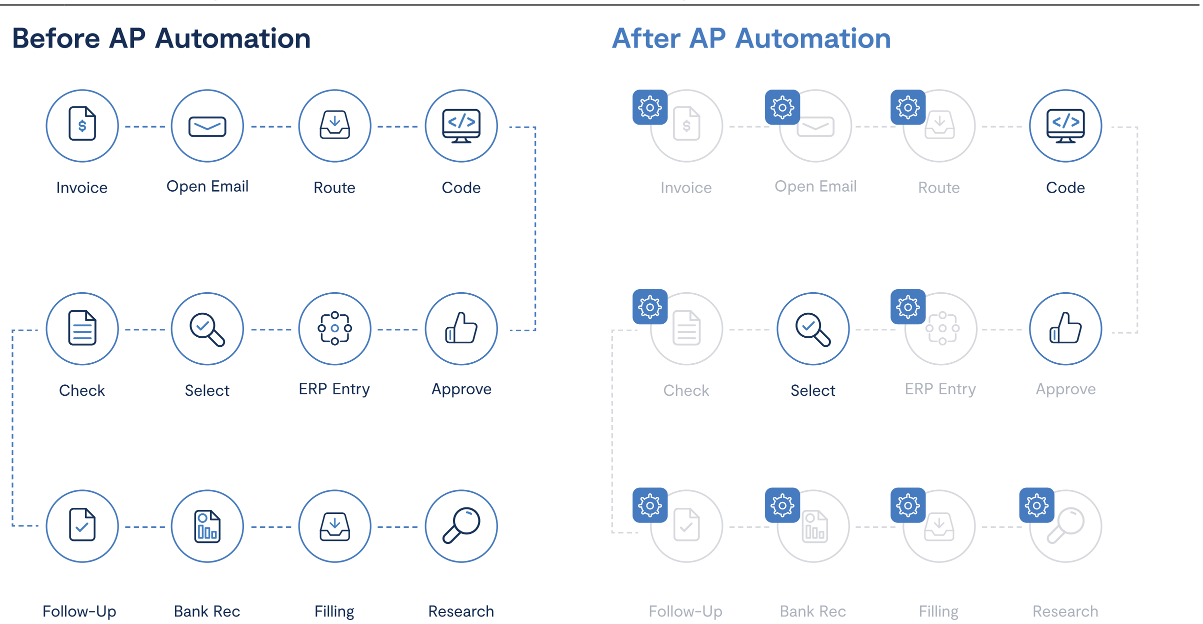
We highlight two noteworthy recent SaaS M&A transactions from the second quarter.

In early May, AvidXchange (AVDX), a provider of accounts payable automation software and payment solutions, announced it agreed to be acquired by TPG in partnership with Corpay (CPAY), a corporate payments technology company, for about $2.2 billion, or about 5 times estimated 2025 revenue. The transaction will combine AvidXchange's accounts payable automation platform with Corpay's global payments capabilities. This combination is expected to enhance product breadth and scale, helping businesses streamline financial operations, manage spend more effectively, and improve supplier payment workflows.

The acquisition also positions the combined entity to better serve mid-market customers with integrated, end-to-end payables solutions.

Also in early May, TaskUs (TASK), a provider of outsourced digital services and customer experience software, entered an agreement to go private in an all-cash transaction led by its co-founders, Bryce Maddock and Jaspar Weir, alongside Blackstone, acquiring all outstanding Class A shares at $16.50 per share—a 26% premium to its 30-day volume-weighted price. This valued the company at about $1.6 billion, or about 1.4 times estimated 2025 revenue, and setting the stage for enhanced investment in artificial intelligence under sustained leadership.

Typical accounts payable (AP) workflow with AvidXchange



Source: AvidXchange.

Select recent M&A transactions *(sorted by date of announcement)*

($ in millions)

Date	Target	Target business description	Buyer	Enterprise value (EV)	EV/ revenue
5/6/2025	AvidXchange Holdings (AVDX)	Accounts payable automation software and payment solutions for middle market businesses and their suppliers	TPG Capital; Corpay (CPAY)	$2,172.7	4.8x
6/20/2025	Couchbase (BASE)	Cloud database platform for enterprise applications	Haveli Investment Management	$1,384.3	6.5x
6/2/2025	Crunchy Data Solutions	Enterprise PostgreSQL solutions	Snowflake (SNOW)	Undisclosed	Undisclosed
4/16/2025	DataHawk Technologies	Keyword research and market analysis enterprise software	Worldeye Technologies	Undisclosed	Undisclosed
5/5/2025	Eppo Data	A/B experimentation platform by automating analysis, diagnostics and investigations for organizations	Datadog (DDOG)	Undisclosed	Undisclosed
4/23/2025	GoCo.io	Human resources software for small businesses	Intuit (INTU)	Undisclosed	Undisclosed
6/24/2025	Memfault	Observability platform for connected device debugging, monitoring and updating	Nordic Semiconductor ASA	$120.0	Undisclosed
4/7/2025	Outerbase	AI-powered database platform for viewing, querying, visualizing and editing data	Cloudflare (NET)	Undisclosed	Undisclosed
5/27/2025	Red Canary	Endpoint security and cyber threat detection solutions	Zscaler (ZS)	$675.0	4.8x
6/2/2025	Shiftboard	Workforce scheduling software for shift-based operations in mission critical industries	UKG	Undisclosed	Undisclosed
5/9/2025	TaskUs (TASK)	Outsourced digital services and customer experience software	Blackstone	$1,600.0	1.4x
4/11/2025	TermSheet	End-to-end investment operations platform designed to help real estate teams centralize and automate their deal pipelines and document workflows	Intapp (INTA)	$75.0	Undisclosed

Source: Capital IQ, First Analysis.

SaaS private placements: Notable transactions include Cart.com and Rippling

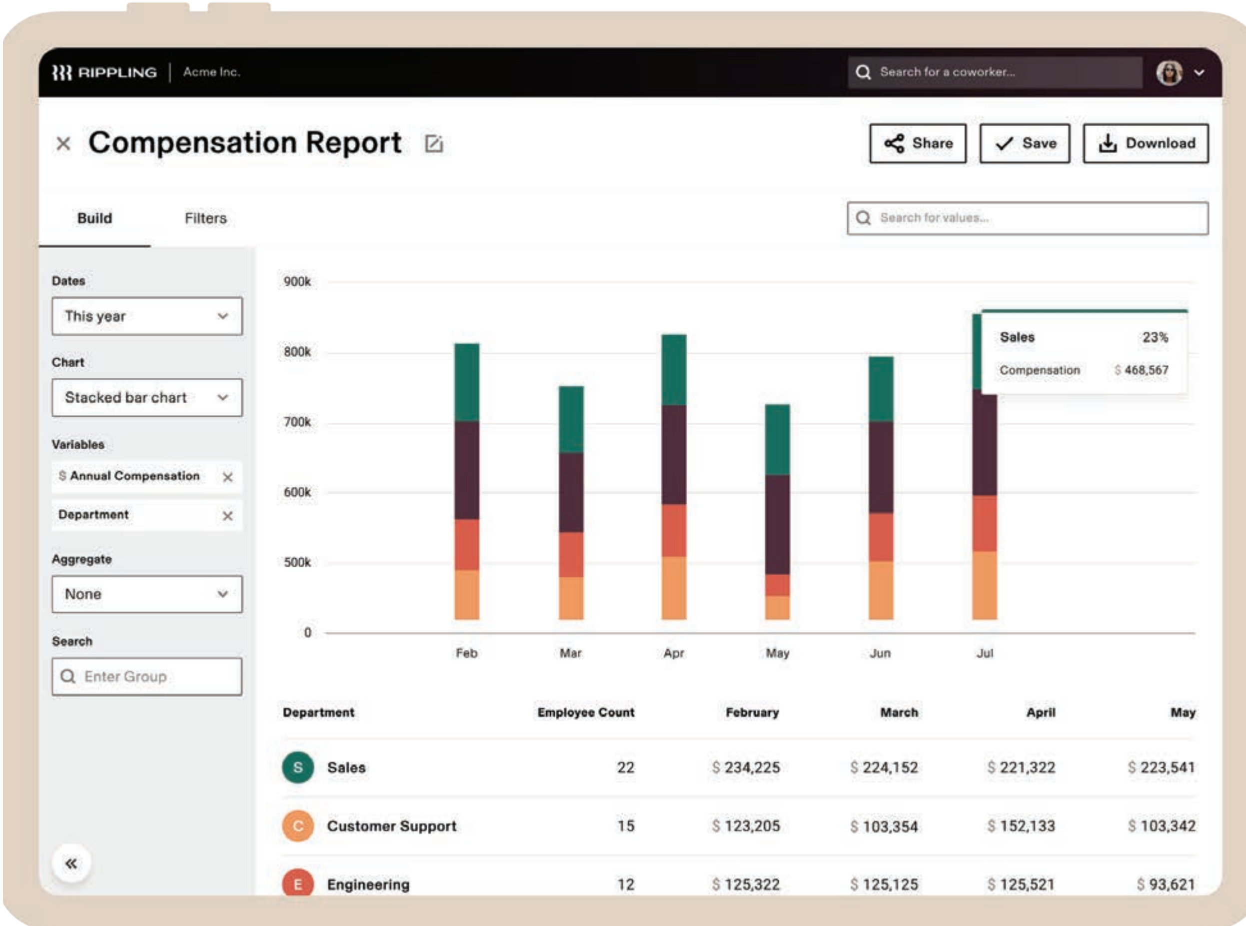
We highlight two noteworthy recent SaaS private placements from the second quarter.

On May 12, Cart.com announced it had raised $50 million with a post-money valuation of $1.6 billion, bringing its total funding to $475 million since inception. Investors in the round included Black-Rock, Neuberger Berman, and new investor eGateway Capital. Cart.com provides unified e-commerce and logistics solutions that help merchants sell and fulfill across multiple channels. This funding follows Cart.com's acquisitions of OceanX and Amify, which helped strengthen its fulfillment capabilities and

Cart.com improves fulfillment and logistics with new technology, data analytics and automation

Source: Cart.com

Rippling consolidates human resources, IT and finance into a centralized system



Source: Rippling.

enhance its Amazon marketplace optimization and advertising services. The funding will be used for investments in infrastructure, technology, and further acquisitions.

On May 9, Rippling announced a $450 million Series G funding at a $16.8 billion valuation, led by Elad Gil, Sands Capital, GIC, Goldman Sachs Alternatives, Baillie Gifford, and Y Combinator, along with participation from existing investors. As part of the round, $200 million in shares were purchased from current and former employees. Rippling offers an all-in-one workforce management platform combining human resources, information technology, and finance systems. The funding will support continued product development and expansion, particularly in global payroll and spend management.

Select recent private placements *(sorted by date of announcement)*

($ in millions)

Date	Company	Business description	Investors	Raise type	Amount raised	Total amount raised
06/12/2025	Landbase	Lead generation and outbound platform offering automation, audience tracking and LinkedIn personalization	8VC; A-Star Partners; Firstminute Capital; Picus Capital; Sound Ventures; The General Partnership	Series A	$30.0	Undisclosed
5/22/2025	Agileblue Security	Cybersecurity solutions platform	H.I.G. Growth Partners	Growth	Undisclosed	Undisclosed
5/6/2025	Rippling	Workforce management platform combining human resources, information technology, and finance systems	West Street Capital Partners; GIC Private; Baillie Gifford & Co.; Sands Capital; Y Combinator	Series G	$450.0	$1,940.6
4/30/2025	Plenful	Workflow automation platform that streamlines pharmacy and healthcare operations and is used for 340B audit and missed savings, intelligent document processing, inventory planning and contracted rates optimization, and pharmacy revenue cycle management	Bessemer Venture Partners; Susa Ventures; Arena Holdings; TQ Ventures; Notable Capital; Kivu Ventures	Series B	$50.0	$76.0
4/29/2025	Persivia	AI-driven platform for managing multiple concurrent value-based care programs and data for healthcare providers	Aldrich Capital Partners	Growth	$107.0	$138.0
4/29/2025	VOC.AI	AI-powered customer service solutions that help e-commerce brands automate support tasks and improve efficiency	Northern Light Venture Capital; Shanda Grab Ventures; Starting Gate Fund	Venture	$15.0	$15.0
4/10/2025	Cart.com	Provides unified e-commerce and logistics solutions that help merchants sell and fulfill across multiple channels	BlackRock; Neuberger Berman Group; eGateway Capital	Series C	$50.0	$475.0
4/8/2025	Rain	Employer-integrated earned wage access and financial wellness software enables employees to access and manage their earnings	Prosus; Nextalia Ventures; Spark Growth Ventures; QED; Invus Opportunities	Series B	$75.0	Undisclosed

Source: Capital IQ, First Analysis.

SaaS public comparables

($ in millions)

Company	Market cap	Enterprise value	LTM revenue	Revenue growth		LTM gross margin	LTM EBITDA margin	Enterprise value /			
								Revenue		EBITDA[1]	
				2024A-2025E	2025E-2026E			2025E	2026E	2025E	2026E
Alarm.com Holdings (ALRM)	$2,813.9	$2,743.7	$955.4	4.9%	4.3%	65.7%	14.5%	2.78x	2.67x	14.3x	13.0x
Amplitude (AMPL)	$1,623.0	$1,345.4	$306.6	10.6%	10.8%	74.5%	(33.6%)	4.07x	3.67x	NMF	NMF
AppFolio Inc. (APPF)	$8,296.7	$8,126.6	$824.5	17.0%	16.2%	64.0%	17.3%	8.75x	7.53x	32.2x	26.5x
Appian Corp. (APPN)	$2,216.5	$2,329.1	$633.6	10.5%	9.6%	76.4%	(4.0%)	3.41x	3.12x	NMF	NMF
Asana Inc. (ASAN)	$3,176.8	$2,971.8	$738.7	8.1%	8.9%	89.4%	(29.4%)	3.80x	3.49x	NMF	32.8x
Atlassian Corp. Plc (TEAM)	$53,312.3	$51,568.5	$4,962.6	17.8%	18.6%	82.3%	(1.5%)	9.13x	7.70x	NMF	29.6x
AvePoint Inc. (AVPT)	$3,924.4	$3,592.6	$349.0	21.6%	18.0%	75.4%	5.5%	8.94x	7.58x	NMF	NMF
AvidXchange (AVDX)	$2,021.1	$1,707.0	$441.3	3.2%	9.3%	72.3%	6.9%	3.77x	3.45x	20.3x	16.0x
Bentley Systems Inc. (BSY)	$17,024.4	$18,223.0	$1,385.9	9.9%	10.3%	81.2%	28.3%	12.26x	11.11x	34.8x	30.8x
BigCommerce Inc. (BIGC)	$400.5	$446.6	$334.9	3.0%	5.1%	77.3%	(1.3%)	1.30x	1.24x	14.8x	12.0x
Bill.com Holdings Inc. (BILL)	$4,766.0	$4,366.8	$1,422.9	10.8%	15.6%	84.5%	(0.0%)	2.84x	2.46x	16.4x	13.7x
BlackLine Inc. (BL)	$3,528.6	$3,619.5	$662.8	6.9%	8.7%	75.3%	8.1%	5.18x	4.77x	19.0x	16.8x
Block Inc. (SQ)	$41,592.6	$40,087.5	$23,935.7	3.8%	10.0%	38.2%	5.9%	1.60x	1.46x	11.9x	9.7x
Box Inc. (BOX)	$4,948.2	$5,403.9	$1,101.7	7.4%	7.4%	79.1%	7.4%	4.62x	4.30x	15.0x	13.5x
Braze (BRZE)	$3,119.7	$2,667.7	$620.0	18.7%	16.8%	69.4%	(18.6%)	3.79x	3.24x	NMF	NMF
C3 AI (AI)	$3,301.9	$2,619.5	$389.1	20.8%	17.9%	60.6%	(80.2%)	5.91x	5.01x	NMF	NMF
CarGurus Inc. (CARG)	$3,308.4	$3,331.0	$903.7	4.8%	7.8%	85.6%	20.5%	3.55x	3.29x	11.3x	10.2x
Cerence Inc. (CRNC)	$441.7	$595.3	$254.3	2.2%	7.3%	70.2%	6.8%	2.39x	2.22x	16.3x	15.1x
Certara Inc. (CERT)	$1,898.1	$2,026.8	$394.5	9.3%	8.7%	60.3%	23.9%	4.81x	4.43x	15.4x	13.9x
Clearwater Analytics Inc. (CWAN)	$5,937.4	$5,750.8	$475.9	60.2%	29.4%	73.0%	8.3%	7.94x	6.14x	24.7x	18.2x
Cloudflare Inc. (NET)	$67,876.7	$67,437.7	$1,770.1	25.6%	26.6%	76.9%	(2.2%)	32.17x	25.41x	NMF	NMF
Confluent Inc. (CFLT)	$8,485.9	$7,678.3	$1,017.5	19.1%	18.3%	73.9%	(38.0%)	6.69x	5.65x	NMF	NMF
Couchbase Inc. (BASE)	$1,337.0	$1,198.9	$214.7	10.2%	13.7%	87.8%	(34.7%)	5.19x	4.57x	NMF	NMF
Coursera Inc. (COUR)	$1,413.9	$669.0	$704.9	4.6%	5.0%	53.9%	(11.6%)	0.92x	0.88x	13.0x	10.4x
CrowdStrike Holdings (CRWD)	$126,944.6	$123,156.0	$4,136.0	21.0%	22.0%	74.5%	(0.3%)	25.74x	21.10x	NMF	NMF
CS Disco Inc. (LAW)	$265.7	$155.7	$145.9	5.1%	6.2%	73.9%	(30.6%)	1.02x	0.96x	NMF	NMF
CyberArk Software (CYBR)	$20,463.5	$19,687.4	$1,096.8	32.1%	19.6%	77.9%	0.3%	14.89x	12.45x	NMF	NMF
Datadog Inc. (DDOG)	$46,391.3	$43,818.9	$2,834.6	20.6%	19.0%	80.2%	2.7%	13.54x	11.38x	NMF	NMF
DocuSign Inc. (DOCU)	$15,738.7	$14,922.9	$3,030.8	6.2%	6.6%	79.4%	9.7%	4.72x	4.43x	14.5x	12.8x
Domo Inc. (DOMO)	$562.1	$650.2	$317.1	(0.3%)	2.4%	74.5%	(16.0%)	2.06x	2.01x	34.0x	22.1x
Doximity Inc. (DOCS)	$11,521.3	$10,618.0	$570.4	11.0%	10.2%	90.2%	41.3%	17.38x	15.78x	32.1x	29.2x
Dropbox Inc. (DBX)	$8,050.7	$9,880.4	$2,541.6	(2.5%)	(0.5%)	82.2%	28.3%	3.98x	4.00x	8.9x	8.9x
Dynatrace Inc. (DT)	$16,544.6	$15,506.7	$1,698.7	15.8%	14.3%	81.9%	12.5%	8.19x	7.17x	27.5x	23.2x
Elastic N.V. (ESTC)	$8,904.7	$8,102.4	$1,483.3	13.4%	12.1%	74.5%	(2.8%)	5.00x	4.46x	31.3x	25.9x

SaaS public comparables

($ in millions)

Company	Market cap	Enterprise value	LTM revenue	Revenue growth		LTM gross margin	LTM EBITDA margin	Enterprise value / Revenue		Enterprise value / EBITDA[1]	
				2024A-2025E	2025E-2026E			2025E	2026E	2025E	2026E
EverCommerce Inc. (EVCM)	$1,916.7	$2,314.1	$703.2	(15.6%)	6.3%	67.6%	17.3%	3.92x	3.69x	13.5x	12.4x
Expensify Inc. (EXFY)	$239.3	$186.0	$141.8	5.3%	5.3%	52.4%	0.3%	1.27x	1.20x	5.2x	4.1x
Fastly Inc. (FSLY)	$1,022.3	$1,117.0	$554.6	8.5%	6.8%	54.0%	(16.1%)	1.89x	1.77x	25.8x	19.8x
Five9 Inc. (FIVN)	$2,019.7	$2,212.2	$1,074.6	9.6%	9.8%	54.7%	3.8%	1.94x	1.76x	9.3x	7.9x
Freshworks Inc. (FRSH)	$4,398.6	$3,443.2	$751.6	13.7%	12.4%	84.4%	(11.7%)	4.20x	3.74x	21.1x	17.6x
GitLab Inc. (GTLB)	$7,452.2	$6,392.0	$804.6	24.2%	21.9%	88.6%	(14.1%)	6.78x	5.56x	NMF	NMF
HubSpot Inc. (HUBS)	$29,355.3	$27,967.6	$2,724.3	15.8%	15.9%	84.8%	(1.7%)	9.19x	7.93x	NMF	NMF
Intapp Inc. (INTA)	$4,178.9	$3,877.2	$483.5	15.5%	13.8%	73.6%	(1.8%)	7.22x	6.34x	NMF	33.7x
JFrog Ltd. (FROG)	$5,027.4	$4,476.0	$450.6	17.4%	15.1%	76.1%	(14.7%)	8.90x	7.73x	NMF	NMF
Klaviyo (KLVY)	$9,268.1	$8,482.3	$1,007.3	25.3%	21.0%	75.8%	(7.2%)	7.22x	5.97x	NMF	NMF
LegalZoom.com Inc. (LZ)	$1,614.4	$1,419.0	$690.8	4.1%	6.4%	65.5%	6.0%	2.00x	1.88x	8.6x	7.5x
LiveRamp Inc. (RAMP)	$2,178.7	$1,794.1	$745.6	8.2%	8.9%	71.0%	4.1%	2.27x	2.09x	11.1x	9.2x
Marqeta Inc. (MQ)	$2,730.0	$1,746.0	$528.1	14.7%	21.7%	69.4%	4.9%	3.00x	2.47x	27.5x	18.1x
monday.com Ltd. (MNDY)	$16,169.0	$14,703.3	$1,037.3	25.9%	23.4%	89.5%	0.2%	12.01x	9.74x	NMF	NMF
MongoDB Inc. (MDB)	$17,159.2	$14,777.4	$2,104.9	13.9%	15.8%	72.9%	(7.3%)	6.47x	5.58x	NMF	NMF
nCino Inc. (NCNO)	$3,222.6	$3,376.4	$556.7	7.5%	8.7%	60.1%	5.7%	5.81x	5.34x	27.7x	22.0x
Okta Inc. (OKTA)	$17,502.1	$15,724.1	$2,681.0	9.7%	9.8%	76.7%	3.8%	5.49x	5.00x	21.2x	18.8x
OneStream (OS)	$4,988.2	$4,511.8	$515.4	19.2%	20.2%	63.4%	(68.1%)	7.73x	6.43x	NMF	NMF
Paycom Software Inc. (PAYC)	$12,962.5	$12,523.2	$1,913.8	7.8%	9.2%	85.9%	25.4%	6.17x	5.65x	14.7x	13.3x
Paylocity Holding Corp. (PCTY)	$10,007.1	$9,830.4	$1,551.8	9.7%	9.3%	68.8%	21.6%	5.98x	5.47x	16.8x	15.3x
Paymentus Inc. (PAY)	$4,097.8	$3,859.9	$962.1	26.1%	20.4%	26.1%	6.4%	3.51x	2.92x	31.7x	25.5x
Pegasystems Inc. (PEGA)	$9,265.1	$8,972.7	$1,642.7	12.4%	6.0%	75.7%	17.8%	5.33x	5.03x	20.2x	18.6x
PowerFleet (PWFL)	$574.6	$817.4	$362.5	44.0%	9.4%	53.7%	15.7%	1.94x	1.77x	8.7x	6.5x
Procore Technologies Inc. (PCOR)	$10,206.2	$9,579.0	$1,192.9	11.9%	13.6%	81.2%	(7.2%)	7.43x	6.54x	NMF	28.9x
PROS Inc. (PRO)	$749.4	$893.1	$336.0	9.2%	10.5%	66.5%	(1.4%)	2.48x	2.24x	20.9x	15.5x
Q2 Inc. (QTWO)	$5,831.0	$5,884.0	$720.7	12.1%	10.7%	51.8%	2.6%	7.54x	6.81x	34.0x	29.0x
Qualys Inc. (QLYS)	$5,189.9	$4,598.7	$621.7	7.5%	6.6%	81.8%	34.0%	7.04x	6.60x	16.5x	15.4x
Research Solutions (RSSS)	$2,549.7	$4,005.5	$2,428.2	4.8%	5.7%	70.6%	10.7%	1.59x	1.51x	6.2x	5.7x
RingCentral Inc. (RNG)	$93.2	$83.3	$48.8	5.6%	8.4%	48.2%	6.6%	1.64x	1.51x	15.1x	12.9x
Rubrik (RBRK)	$17,335.1	$16,937.5	$977.7	33.7%	25.3%	76.4%	(49.2%)	14.29x	11.40x	NMF	NMF
SailPoint (SAIL)	$12,723.6	$12,517.0	$904.4	20.8%	19.9%	62.8%	(9.1%)	12.02x	10.03x	NMF	NMF
salesforce.com (CRM)	$260,691.6	$255,303.6	$38,591.0	8.8%	9.0%	77.3%	29.0%	6.19x	5.68x	15.9x	14.4x
Samsara Inc. (IOT)	$22,648.2	$21,707.1	$1,335.4	24.4%	21.8%	76.6%	(10.6%)	13.97x	11.47x	NMF	NMF
SentinelOne Inc. (S)	$6,051.6	$5,284.7	$864.1	21.6%	21.1%	74.8%	(34.8%)	5.29x	4.37x	NMF	NMF

SaaS public comparables

($ in millions)				Revenue growth				Enterprise value /			
						LTM	LTM	Revenue		EBITDA[1]	
Company	**Market cap**	**Enterprise value**	**LTM revenue**	**2024A-2025E**	**2025E -2026E**	**gross margin**	**EBITDA margin**	**2025E**	**2026E**	**2025E**	**2026E**
ServiceNow Inc. (NOW)	$213,276.6	$204,743.6	$11,469.0	18.6%	19.0%	78.9%	18.4%	15.71x	13.20x	NMF	NMF
ServiceTitan (TTAN)	$9,718.1	$9,459.5	$817.2	18.8%	13.9%	66.3%	(21.5%)	10.32x	9.06x	NMF	NMF
Shopify Inc. (SHOP)	$149,652.9	$144,382.9	$9,379.0	22.5%	20.4%	49.9%	15.2%	13.27x	11.02x	NMF	NMF
Simulations Plus Inc. (SLP)	$350.9	$330.3	$78.6	12.6%	9.2%	55.3%	14.5%	3.94x	3.61x	13.1x	10.6x
Snowflake Inc. (SNOW)	$74,662.6	$72,481.1	$3,839.8	24.8%	23.0%	66.6%	(33.9%)	16.02x	13.03x	NMF	NMF
Sprinklr Inc. (CXM)	$2,189.8	$1,670.4	$805.9	3.7%	4.8%	71.1%	5.1%	2.02x	1.93x	10.5x	11.2x
SPS Commerce Inc. (SPSC)	$5,168.3	$5,085.7	$669.7	19.3%	12.8%	67.7%	21.8%	6.68x	5.93x	22.0x	19.1x
Teladoc Health Inc. (TDOC)	$1,528.0	$1,921.5	$2,552.8	(2.1%)	1.4%	70.5%	1.3%	0.76x	0.75x	6.8x	6.3x
Tenable Holdings Inc. (TENB)	$4,126.9	$4,086.2	$923.2	8.4%	7.8%	78.0%	4.9%	4.19x	3.88x	17.6x	14.9x
Twilio Inc. (TWLO)	$18,986.6	$17,639.4	$4,583.4	8.5%	7.6%	50.6%	5.0%	3.65x	3.39x	18.1x	15.9x
Udemy Inc. (UDMY)	$1,045.6	$698.4	$790.0	(0.1%)	4.1%	63.4%	(6.1%)	0.89x	0.85x	8.4x	6.1x
UiPath Inc. (PATH)	$6,848.5	$5,335.9	$1,451.2	8.5%	8.2%	82.7%	(6.1%)	3.44x	3.18x	16.6x	14.4x
Unity Software Inc. (U)	$10,059.8	$11,098.0	$1,787.9	(2.1%)	9.0%	74.8%	0.6%	6.25x	5.73x	31.3x	25.0x
Veeva Systems Inc. (VEEV)	$47,059.5	$41,068.3	$2,855.3	12.8%	11.7%	75.5%	28.4%	13.26x	11.87x	29.5x	26.4x
Weave Communications (WEAV)	$625.5	$582.7	$213.0	16.3%	15.7%	71.8%	(10.6%)	2.45x	2.12x	NMF	NMF
Wix.com Ltd. (WIX)	$8,858.3	$8,744.6	$1,814.5	12.8%	12.9%	68.1%	8.7%	4.40x	3.90x	18.1x	14.4x
Workday Inc. (WDAY)	$64,043.3	$59,466.3	$8,696.0	12.6%	13.1%	75.7%	11.1%	6.25x	5.53x	19.6x	16.8x
Workiva Inc. (WK)	$3,815.0	$3,842.2	$769.3	17.3%	16.2%	76.7%	(8.8%)	4.44x	3.82x	NMF	NMF
Yext Inc. (YEXT)	$1,040.4	$1,018.2	$434.5	6.8%	5.1%	76.5%	5.9%	2.27x	2.15x	9.8x	8.4x
Zeta Global Corp. (ZETA)	$3,648.6	$3,492.1	$1,075.2	23.4%	17.5%	60.4%	0.1%	2.81x	2.40x	13.5x	10.9x
ZoomInfo Technologies (ZI)	$3,328.6	$4,574.7	$1,209.9	(1.2%)	2.3%	87.9%	21.5%	3.81x	3.72x	9.8x	9.4x
Zscaler Inc. (ZS)	$48,879.1	$47,102.7	$2,546.8	20.3%	20.1%	77.5%	(2.9%)	16.16x	13.46x	NMF	NMF
Average	***$18,805.4***	***$18,079.4***	***$2,149.2***	***13.1%***	***12.5%***	***71.6%***	***(0.3%)***	***6.50x***	***5.63x***	***18.3x***	***16.4x***
Median	***$5,007.8***	***$4,586.7***	***$904.1***	***11.5%***	***10.6%***	***74.5%***	***2.7%***	***5.09x***	***4.45x***	***16.4x***	***15.0x***

Source: Capital IQ, First Analysis.

Public comparable company data shown above is as of June 30, 2025.

(1) EBITDA multiples less than 0 and greater than 35 labeled “not meaningful” (NMF). LTM = last 12 months. EBITDA = earnings before interest, taxes, depreciation and amortization.

USE OF THIS DOCUMENT:

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