



# TRANSLINK

C O R P O R A T E F I N A N C E

---

## TRANSLINK CF SAAS VALUATION INDEX

Q2 2024

# Disclaimer

---

The SaaS Valuation Index (hereafter the 'report') was prepared by TRANSLINK CORPORATE FINANCE ("Translink CF") for information purposes only and is based on public information and other reliable sources. The report is presented by Translink CF.

The information in this report was prepared to illustrate the current context of the SaaS market. It is not exhaustive and does not constitute all information that a potential investor or owner may require. The information in this report has not been independently verified by Translink CF.

Although the report has been prepared in good faith and with the utmost care, Translink CF does not, in any way, guarantee the accuracy or completeness of the information within it, and recipients acknowledge that they may, in no event hold the natural or legal persons mentioned above liable on the grounds that information in this report - or subsequently provided - proves to be insufficient, incomplete, imprecise or inaccurate.

# Table of contents

---

01

02

03

04

---

**Introduction**

Page 4

**SaaS Valuation Index  
Q2 2024 update**

Page 7

**About Translink CF  
and its TMT industry  
expertise**

Page 13

**Appendix**

Page 18

---

01

# Introduction

# Steady valuations and higher volumes

Q2 2024 confirms the trend observed over the past months, with **higher deal volumes and stable valuations**.

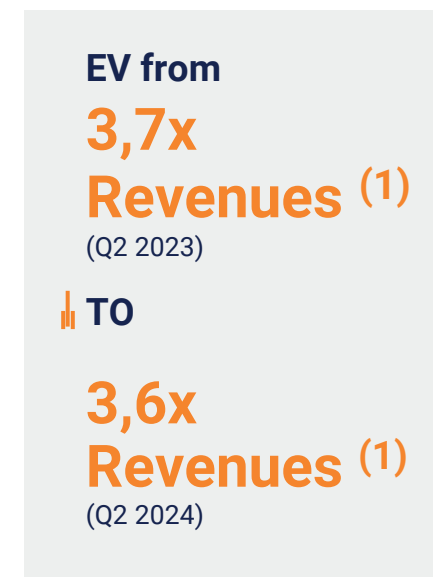
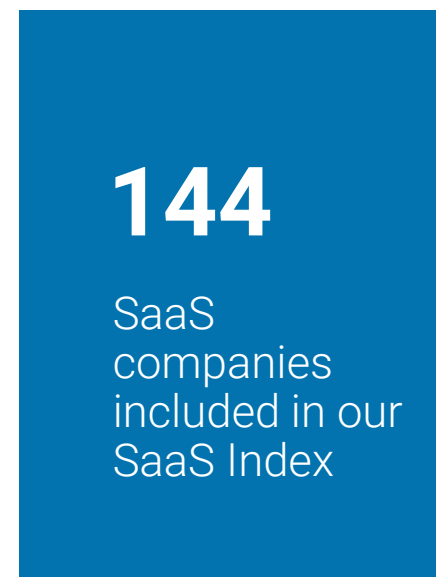
Deal volumes decreased slightly year-on-year (-10,9%) but continued to grow quarter over quarter for the past 9 months.

Q2 2024 saw nearly 1 700 deals completed, compared to over 1 900 in Q2 2023. Deal volume is significantly above the past 6 years' average (c.1200 deals completed on average per quarter over the past 6 years), demonstrating sustained interest in the SaaS sector from investors and peers.

Valuations have stabilised at a median of 3,6x NTM revenues. Valuations have been navigating in the 3,5x – 4x NTM revenues for over a year now, favouring a higher deal volume.

For the second half of 2024, the Translink CF team remains optimistic with positive signs outweighing the negatives. We expect the deal volume to remain at least stable and valuations to stay close to a median of 4x NTM revenues.

Source: mergermarket.com / CapitalIQ  
(1):median EV / Next Twelve Months revenues



# Meet the team



**MARC IRISSON**

Partner - Head of TMT Group

Marc is a M&A professional, with over 12 years of experience. He started his career as an analyst with MK Finance and then completed his financial background with an MBA from Georgia State University, Atlanta, USA. He co-founded Financiere Monceau back in 2011, now Translink CF France, and headed up the TMT sector. He has completed dozens of transactions, both buy and sell-side, with French and foreign clients.. He has participated in various deals within the IT sector.



**TERO NUMMENPÄÄ**

Chairman

Tero's experience in corporate finance and advisory is vast. Before founding Translink Finland, he worked as an Investment Manager at the firm PCA Infocom Finance Oy. He currently serves as the Chairman of the Board of Translink International AG, which coordinates the Translink group's international operations. Tero holds an M.Sc. (Tech.) from the University of Tampere and an MBA from Virginia Tech. He has closed several transactions in the TMT sector.



**RUBEN MORING**

Partner

Ruben has been working in M&A since 2017. In addition to financial analysis and preparing high quality sales materials, Ruben actively participates in project management and sales. Prior to joining Translink, Ruben worked in business and technology consulting at Accenture. Ruben holds an M.Sc. (Econ.) from Åbo Akademi.

02

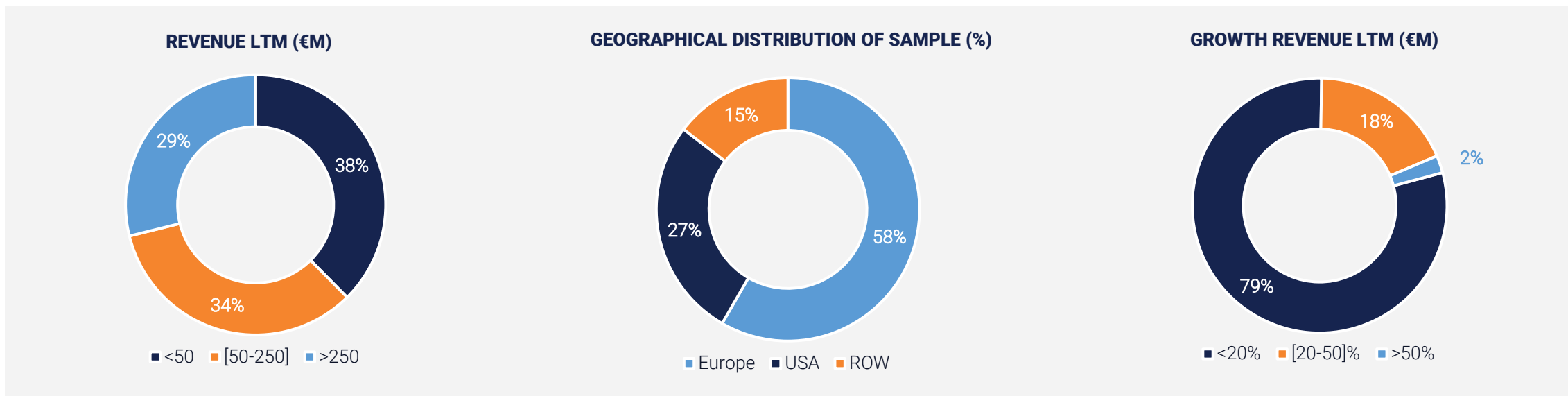
# SaaS Valuation Index Q2 2024 update

# Our index: Updated for 2024

A representative portfolio of SaaS companies across all continents: Update 2024

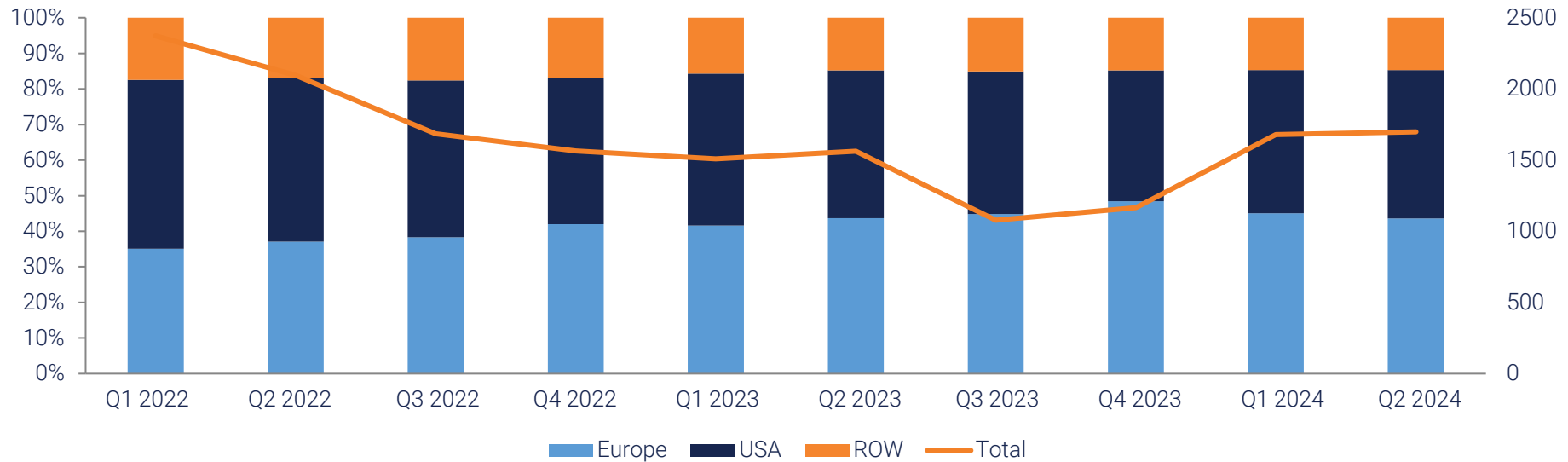
As we update our index for 2024, we keep our goal in mind: Providing small and mid-size SaaS company owners with information that is relevant in terms of assessing the value of their own business.

Our updated index consists of **144 SaaS companies listed in Europe, the USA and the rest of the world (RoW)**. Differentiated from other indexes, the Translink SaaS Valuation Index **provides an ideal benchmark for private small-to-mid-market B2B SaaS companies in Europe, with 58% of the total sample of constituents matching this profile.**





# Volume has been growing for the last three quarters

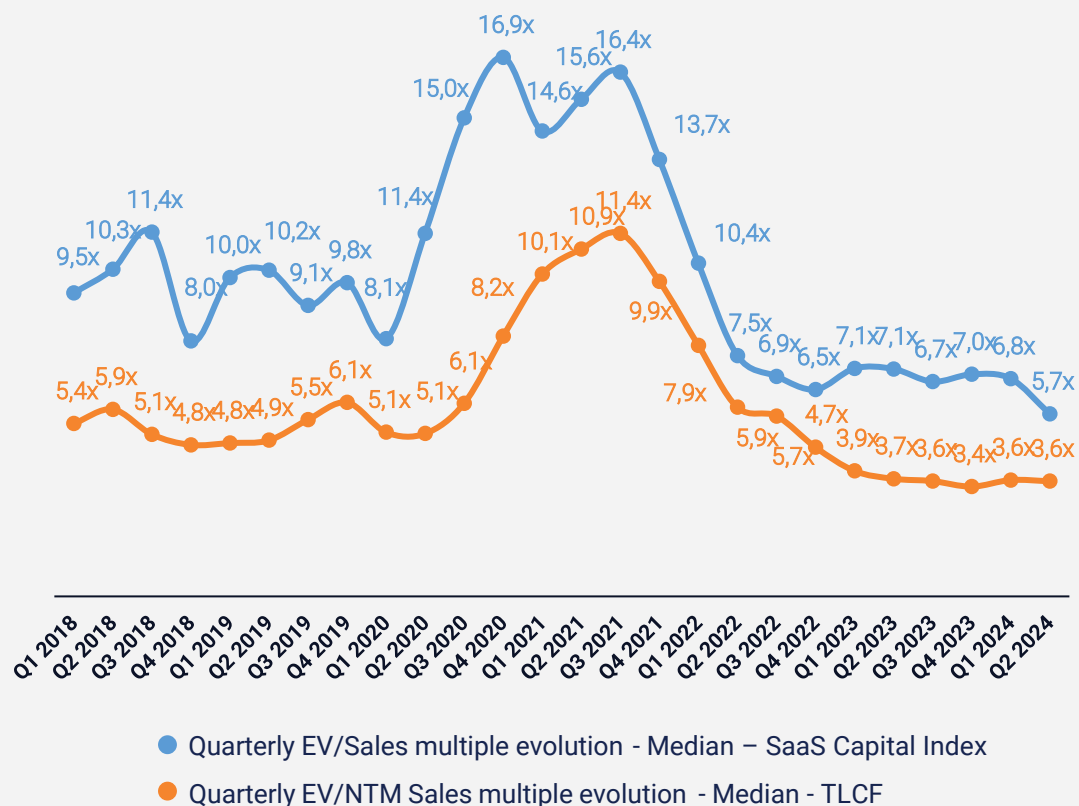


Source: Mergermarket.com / CapitalIQ

# Quarterly EV / Sales Index

Valuations trend uptick in the context of higher deals volume

QUARTERLY EV/SALES MULTIPLE EVOLUTION - MEDIAN VS. SAAS CAPITAL INDEX



The revenue multiple has shown signs of a stabilisation in the small/mid-market, with a median of **3,6x NTM revenue** in Q2 2024 for our sample, similar to that of Q1 2024.

For the past 15<sup>th</sup> months, the median valuations have navigated in the **x3,5-4x** range with little magnitude. A significant change compared with the period before 2023.

Another takeaway: PEs and strategic bidders are **paying strong premiums** for taking the best targets private. It may well be that **the stock exchange is not perfectly assessing the true value of small and mid-size SaaS listed companies.**

# The Rule of 40 (R40) in 2024

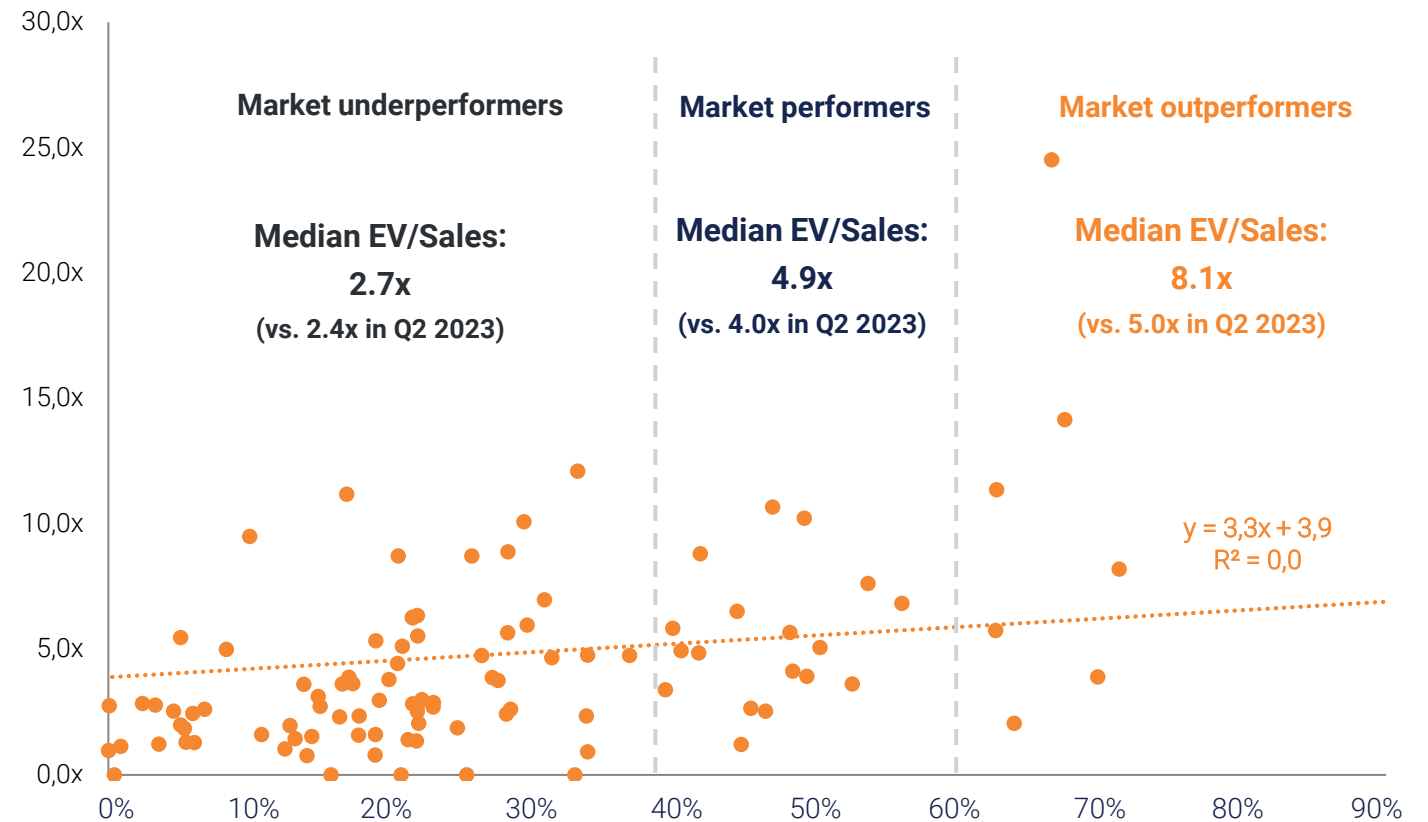
## A selective market

Again in Q2 2024, SaaS companies that showed a R40 above 60 traded at an average premium of +200% compared to underperformers. **This premium is similar to that of Q1 2024.**

Looking at the past 24 months, we can state that underperformers' valuations have declined (from 5.3x down to 2.7x), while performers' valuations remain stable at c.5x. **Note that outperformers' valuations have increased from 6,1x to 8,1x.**

As we are showing the EV for the next twelve months sales ratio, there are indications that the **best performers are strongly building on their reliability and clear vision of the future to attract investors.**

RETREATED CORRELATION BETWEEN EV / SALES AND RULE OF 40 RESPECT  
(Q2 2024 vs Q2 2023)



Data from CapitalIQ

# Quarterly EV / NTM Sales Index

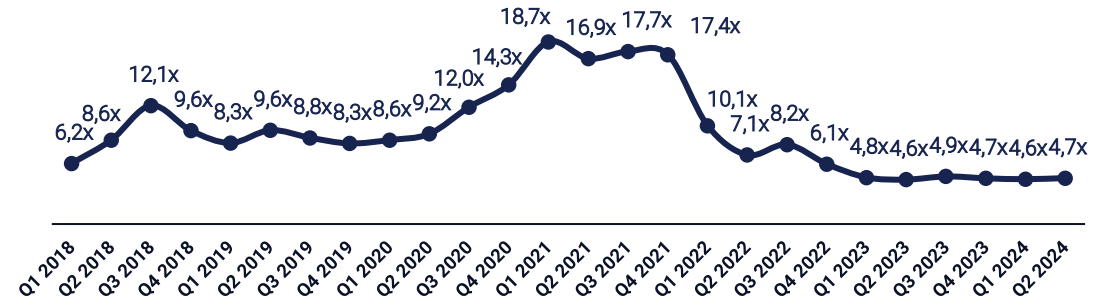
Deep diving into the various regions:  
Who is leading the pack?

The US market still shows no signs of a strong rally on valuations. Instead, we've had our sample companies trade at a median of c.5x NTM revenues for the past 18 months. Deal volume is increasing but remains below the level of Europe. The median multiple in Q2 2024 settled at **4,7x NTM sales**.

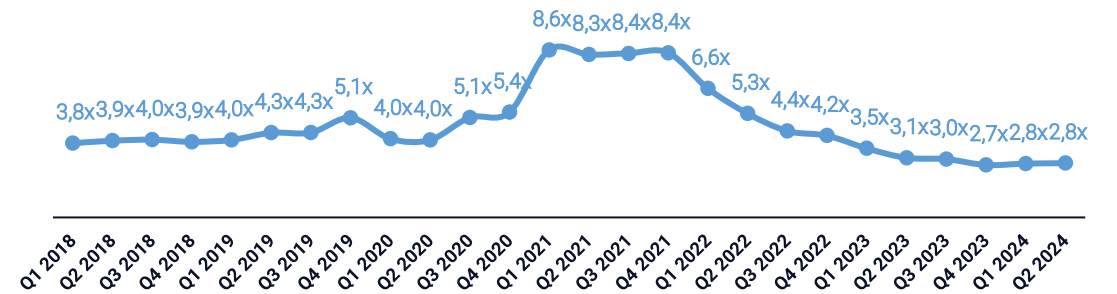
The European market continues to **lead the pack in terms of deal volumes**. This strong deal flow is clearly related to a stable environment when it comes to valuations, which in Europe have now settled slightly below **3x NTM sales**.

Valuations of SaaS companies in the RoW continue to decrease to a **low of 3,1x NTM revenues**. With lower volumes and a yet-to-see recovery to a higher deal number, the RoW currently seems less attractive from an investor perspective.

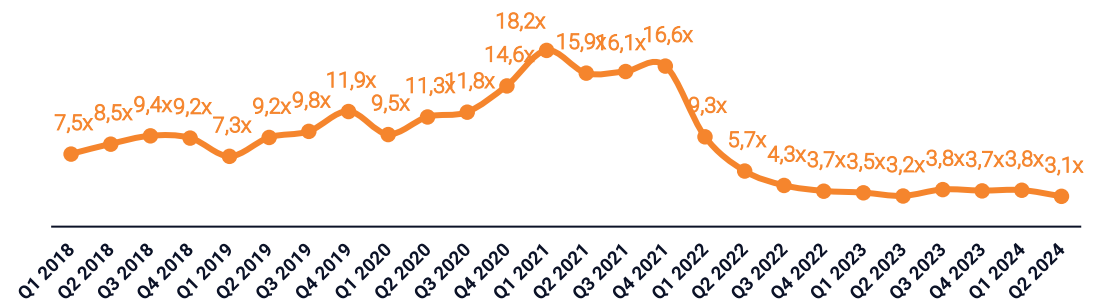
USA – QUARTERLY EV/NTM SALES MULTIPLE EVOLUTION (SAMPLE MEDIAN / 2018 – 2024)



EUROPE – QUARTERLY EV/NTM SALES MULTIPLE EVOLUTION (SAMPLE MEDIAN / 2018 – 2024)




ROW – QUARTERLY EV/NTM SALES MULTIPLE EVOLUTION (SAMPLE MEDIAN / 2018 – 2024)





03


# About Translink CF and TMT Industry expertise


# TMT Specialists around the world


 **Claus Melgaard**  
Partner, Denmark  
[cmelgaard@translinkcf.com](mailto:cmelgaard@translinkcf.com)


 **Tero Nummenpää**  
Chairman, Translink International  
[tnummenpaa@translinkcf.com](mailto:tnummenpaa@translinkcf.com)


 **Ruben Moring**  
Partner, Finland  
[rmoring@translinkcf.com](mailto:rmoring@translinkcf.com)


 **Marc Irisson**  
Partner, France  
[mirisson@translinkcf.com](mailto:mirisson@translinkcf.com)


 **Tanguy du Chesnay**  
Partner, France  
[tduchesnay@translinkcf.com](mailto:tduchesnay@translinkcf.com)


 **Antoine Tanguy**  
Partner, France  
[atanguy@translinkcf.com](mailto:atanguy@translinkcf.com)


 **Christian Hörner**  
Partner, Germany  
[chorner@translinkcf.com](mailto:chorner@translinkcf.com)


 **David Stempel**  
Vice-Chairman, Translink International  
[dstempel@translinkcf.com](mailto:dstempel@translinkcf.com)

 **Hilit Ben-Zvi Koren**  
Co-CEO, Israel  
[hbenzvikoren@translinkcf.com](mailto:hbenzvikoren@translinkcf.com)

 **Nora Håberg**  
Partner, Norway  
[nhaberg@translinkcf.com](mailto:nhaberg@translinkcf.com)


 **Will Downing**  
Managing Director, USA  
[wdowning@translinkcf.com](mailto:wdowning@translinkcf.com)


 **Mohit Mehta**  
Director, USA  
[mmehta@translinkcf.com](mailto:mmehta@translinkcf.com)


 **Mikołaj Martyński**  
Partner, Poland  
[mmartynski@translinkcf.com](mailto:mmartynski@translinkcf.com)


 **Maciej Bogacz**  
Manager, Poland  
[mbogacz@translinkcf.com](mailto:mbogacz@translinkcf.com)

 **João Patrício dos Santos**  
Partner, Portugal  
[jpdossantos@translinkcf.com](mailto:jpdossantos@translinkcf.com)


 **Josep Pere Gutierrez**  
Partner, Spain  
[jpgutierrez@translinkcf.com](mailto:jpgutierrez@translinkcf.com)


 **Fredrick Ullberg**  
Partner, Sweden  
[fullberg@translinkcf.com](mailto:fullberg@translinkcf.com)


 **Daniel Dolz**  
Associate Director, Switzerland  
[ddolz@translinkcf.com](mailto:ddolz@translinkcf.com)


 **Antoine Moser**  
Partner, The Netherlands  
[amoser@translinkcf.com](mailto:amoser@translinkcf.com)


 **Andrew Wheelan**  
Partner, United Kingdom  
[awheelan@translinkcf.com](mailto:awheelan@translinkcf.com)


 **Jamie Hope**  
Partner, United Kingdom  
[jhope@translinkcf.com](mailto:jhope@translinkcf.com)

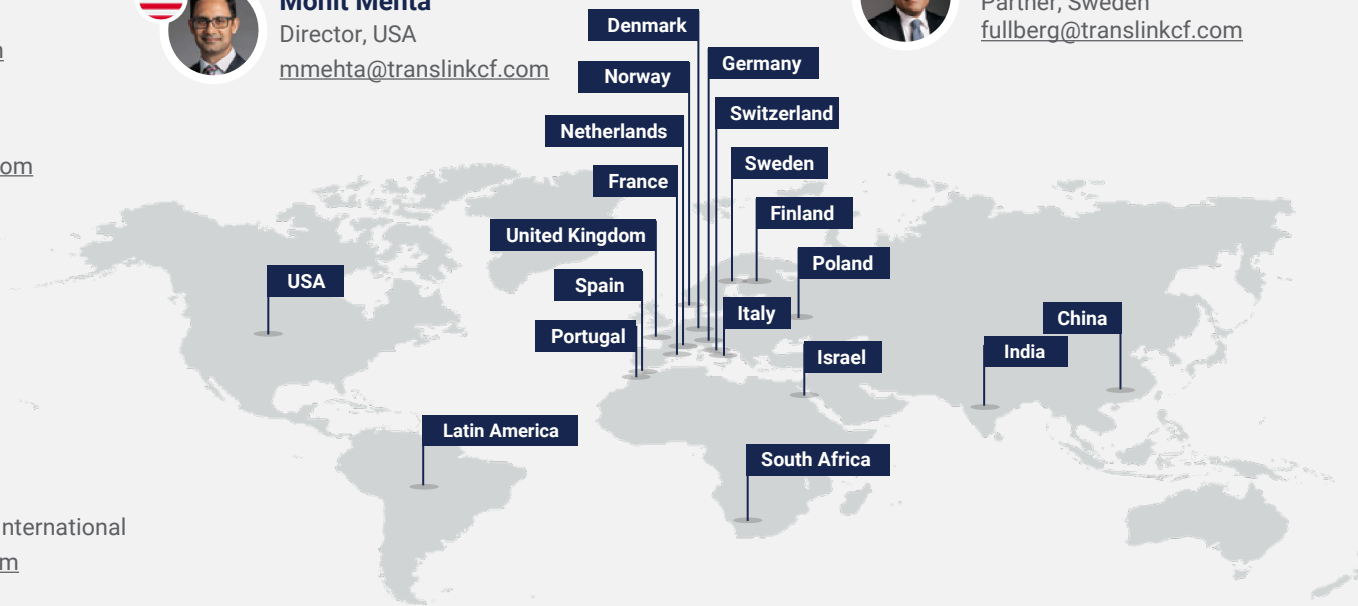
 **Hamish Morrison**  
Partner, United Kingdom  
[h Morrison@translinkcf.com](mailto:h Morrison@translinkcf.com)

 **John Blake**  
Managing Partner, South Africa  
[john.blake@translinkcf.com](mailto:john.blake@translinkcf.com)

 **Janet So**  
Managing Director, China  
[jso@translinkcf.com](mailto:jso@translinkcf.com)

 **Pawan Lingayat**  
Vice president, India  
[plingayat@translinkcf.com](mailto:plingayat@translinkcf.com)

 **Pablo Bukin**  
Founding Partner, USA  
[pbukin@translinkcf.com](mailto:pbukin@translinkcf.com)



# Translink

## Recent SaaS deals (1/3)

For more information on Translink's expertise in Technology, Media and Telecommunication (TMT), visit:

[www.translinkcf.com/industry-sectors/TMT/](http://www.translinkcf.com/industry-sectors/TMT/)

<p>TMT </p> <p>NORWAY   ITALY</p> <p><b>VISMA</b> acquired</p> <p><b>Fiscozen</b></p> <hr/> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the buyer</p>	<p>TMT </p> <p>FINLAND</p> <p><b>Smartvatten</b> acquired</p> <p><b>neuroflux</b></p> <hr/> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the buyer</p>	<p>TMT </p> <p>FRANCE</p> <p><b>IK Partners</b> Acquired a minority stake</p> <p><b>CCTIME</b> GROUP</p> <hr/> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the buyer</p>	<p>TMT </p> <p>SWEDEN   THE NETHERLANDS</p> <p><b>MAIN</b> <b>alfa</b> CAPITAL PARTNERS <small>CLARE</small> acquired</p> <p><b>Clinicbuddy</b></p> <hr/> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the seller</p>	<p>TMT </p> <p>UNITED STATES</p> <p><b>PELICAN ENERGY</b> — PARTNERS — has partnered with</p> <p><b>BLUE WAVE</b> AI LABS</p> <hr/> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the buyer</p>
<p>TMT </p> <p>GERMANY</p> <p><b>COHEMI</b> Consulting and more a portfolio company of SEVER INVESTMENT PARTNERS acquired <b>SYCOR</b> 100 Software Group a subsidiary of <b>SYCOR</b> Group</p> <hr/> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the buyer</p>	<p>TMT </p> <p>FINLAND   NORWAY</p> <p><b>Norvestor</b> acquired a majority stake in</p> <p><b>Smartvatten</b></p> <hr/> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the seller</p>	<p>TMT </p> <p>UK   UNITED STATES</p> <p><b>ieDigital</b> acquired</p> <p><b>connect</b></p> <hr/> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the seller</p>	<p>TMT </p> <p>NORWAY   FRANCE</p> <p><b>VISMA</b> acquired</p> <p><b>MyCompanyFiles</b></p> <hr/> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the buyer</p>	<p>TMT </p> <p>DENMARK</p> <p><b>Gostotech ApS</b> acquired</p> <p><b>sPeople</b></p> <hr/> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the seller</p>

# Translink

## Recent SaaS deals (2/3)

For more information on Translink's expertise in Technology, Media and Telecommunication (TMT), visit:

[www.translinkcf.com/industry-sectors/TMT/](http://www.translinkcf.com/industry-sectors/TMT/)

Country	Deal Type	Company	Translink Role
FRANCE   CANADA	acquired	HR Path	Advisor to the seller
DENMARK   SWEDEN	acquired	pamir	Advisor to the seller
UNITED STATES	acquired	magna (a portfolio company of NEWSPRING)	Advisor to the seller
FINLAND   SWEDEN	acquired	DMC Stena	Advisor to the seller
GERMANY	acquired	adesso	Advisor to the seller
FRANCE   UNITED KINGDOM	acquired	eagle eye	Advisor to the seller
UNITED KINGDOM	invested in	Kortext	Advisor to the seller
NORWAY   FRANCE	acquired	VISMA	Advisor to the buyer
SWEDEN	acquired a majority stake in	MONTERRO	Advisor to the seller
SWITZERLAND	sold	avalog (sold to SPS)	Advisor to the seller



# Translink

## Recent SaaS deals (3/3)

For more information on Translink's expertise in Technology, Media and Telecommunication (TMT), visit:

[www.translinkcf.com/industry-sectors/TMT/](http://www.translinkcf.com/industry-sectors/TMT/)

<p>TMT</p> <p>FINLAND   UNITED STATES</p> <p><b>BRADY</b></p> <p>public takeover of the entire share capital of</p> <p><b>nordicid</b></p> <p><b>TRANSLINK</b> CORPORATE FINANCE Certified Advisor</p>	<p>TMT</p> <p>FRANCE</p> <p><b>breega</b></p> <p>invested in</p> <p><b>NEOBRAIN</b></p> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the seller</p>	<p>TMT</p> <p>FRANCE</p> <p>isai <i>Seventure</i></p> <p>invested in</p> <p><b>Expensya</b></p> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the seller</p>	<p>TMT</p> <p>NORWAY   FRANCE</p> <p><b>VISMA</b></p> <p>acquired</p> <p><b>CHAINTRUST</b></p> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the buyer</p>	<p>TMT</p> <p>FINLAND   GERMANY</p> <p><b>KLETTGRUPPE</b></p> <p>acquired</p> <p><b>Studeo</b></p> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the seller</p>
<p>TMT</p> <p>UNITED KINGDOM</p> <p><b>CROSSLAKE+</b></p> <p>acquired</p> <p><b>intech</b></p> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the seller</p>	<p>TMT</p> <p>FINLAND   UNITED STATES</p> <p><b>saas.group</b></p> <p>acquired</p> <p><b>+Q AddSearch</b></p> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the seller</p>	<p>TMT</p> <p>NORWAY</p> <p><b>NL INVEST</b></p> <p>acquired</p> <p><b>telaris</b></p> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the seller</p>	<p>TMT</p> <p>FRANCE   UK</p> <p><b>Boond Manager</b></p> <p>opened its capital</p> <p><b>expedition</b> GROWTH CAPITAL</p> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the seller</p>	<p>TMT</p> <p>PORTUGAL</p> <p><b>innowave</b> Change Lives Through Innovation</p> <p>acquired</p> <p><b>CYCLOID</b> Technology and Consulting</p> <p><b>TRANSLINK</b> CORPORATE FINANCE Advisor to the seller</p>

04

# Appendix

Enterprise value of the companies retained in the index is derived from the stock price.

EV/Revenue multiples take into consideration the full amount of revenue for each company.

It may be that some of the companies record set up or service revenue could slightly distort the numbers.

**Numbers are based on information that is available to the public.**



A close-up photograph of two business people shaking hands. The person on the left is wearing a dark suit jacket and a light-colored shirt. The person on the right is wearing a white dress shirt and a watch. The background is blurred, showing other people in a professional setting.

# TRANSLINK

C O R P O R A T E F I N A N C E

[translinkcf.com](https://translinkcf.com) | [in](#)

Argentina | Australia | Austria | Belgium | Brazil | Chile | China | Colombia | Denmark | Finland | France | Germany | India | Israel | Italy | Japan | Mexico | Netherlands | Norway | Peru | Poland | Portugal | Singapore | South Africa | Spain | Sweden | Switzerland | Turkey | UK | Uruguay | US