

## Share information



YTD:	-35.8%	1 year:	-49.8%
1 month:	-4.7%	3 years:	-46.5%

Note: We apply the closing price from 7 May 2024 (Source: Nasdaq).

## Financials

(DKKm)	2022	2023	2024E*
Total ARR	76.6	70.1	66.0-74.0
ARR growth	38%	-8%	-6% to 6%
Revenue	67.0	64.7	62.0-66.0
Revenue growth	27%	-3%	-4% to 2%
EBITDA	1.1	1.9	0.0-2.0
EBITDA margin	2%	3%	0-3%
Cash	7.4	9.8	N/A
Interest-bearing debt	26.6	24.9	N/A

\*Agillic's own guidance range for 2024.

## Valuation multiples

	2022	2023	2024E*
P/ARR (x)	3.2	3.0	1.9
P/S (x)	3.6	3.2	2.1
EV/Sales (x)	3.9	3.5	2.4
EV/EBITDA (x)	238.4	118.2	152.1
EV/EBIT (x)	-23.6	-19.8	N/A
P/E (x)	-22.8	-7.6	N/A
P/CF (x)	79.7	-32.3	N/A

Note: Multiples for 2022 and 2023 are based on historical numbers. \*Multiples in 2024E are based on Agillic's guidance range midpoint.

## Company description

Agillic is a Danish SaaS company offering B2C businesses an omnichannel marketing automation platform in which marketers can work with data-driven insights to create, automate, and send personalized communication to millions. Agillic had 41 employees by the end of Q1 2024. The company is headquartered in Copenhagen and serves 116 clients from 10 European markets. The company has been listed on Nasdaq First North Growth Market since 2018.

## Investment case

Driven by customer expectations and increasing legal regulations, companies are challenged to adjust and capitalize on first-party data to deliver increasingly omnichannel personalized customer experiences. Agillic's business model is a good fit with its omnichannel marketing automation platform, personalizing content through a flexible data model. With Agillic's subscription and partly usage-based business model (transactions), revenue increases with customer databases and the number of channels.

The global marketing automation software market is expected to increase with a CAGR of approx. 10% towards 2030. Growth rates are supported by increasing omnichannel focus, the transition from third-party data to first-party data, and companies shifting to a more digital business and sales model.

Looking at valuation, Agillic has no similar best-of-breed listed peers. Large US-listed technology providers such as HubSpot and Intuit are trading at 2024E EV/Sales multiples in the range of approx. 10-12x (Refinitiv estimates), supporting this market's attractiveness (1.5-2.0x above the US SaaS sector median). Due to the size and share liquidity, Agillic is better compared to other Danish-listed SaaS companies, which are trading at a median of 2.8x EV/ARR (2024E). Agillic trades below at 2.2x EV/ARR (2024E), partly explained by its guidance of a flat 2024 after a challenging 2023 and Q1 2024, yet with a positive EBITDA.

<sup>1</sup><https://www.statista.com/statistics/681027/marketing-software-software-revenue/>

## Key investment reasons

Agillic's technology and business model fit into large trends. With an increasing focus on the privatization of data, the value and use of first-party data should increase. Furthermore, AI will make it possible to increase content creation significantly, but consumption will not increase proportionally. As a result, personalization of content is needed.

Agillic continues its profitability focus, supported by its positive EBITDA in 2023 and Q1 2024 as well as expectations of at least EBITDA breakeven in 2024. Agillic is expected to continue its cost focus as well as its internationalization strategy.

In the spring of 2023, Viking Venture became Agillic's largest shareholder. The investment and new board members could further boost Agillic's internationalization strategy, and Agillic is now poised to expand in Germany with a defined focus on particular industries.

## Key investment risks

Historically, Agillic has been relatively cyclical. This is partly mitigated by a larger and more diversified customer mix. However, Agillic has recently been negatively affected by a reduction in transactions, technology consolidations and M&A activities in its client base, and prolonged decision processes (average sales price of approx. DKK 0.6m) due to Agillic's client base of B2C companies with exposure to a challenged European consumer.

There is a potential risk on the capital side which can impact Agillic's ability to invest in growth. In 2023, Agillic's net profit was negatively impacted by a provision for tax and interest of DKK 14.3m related to a change in practice by Danish Tax Authorities on how they assess and interpret the Tax Credit Scheme and uncertainty related to the outcome of an appeal related to tax credits in 2019. The potential cash effect is DKK 6.4m for the tax credits received in 2019 and 2020 plus interests of DKK 1.9m.

## Danish SaaS peer group

Company	Total return	EV/ARR (x)		ARR growth (%)		Growth adj. ARR multiple (x)		EV/Sales (x)		Revenue growth (%)		NRR (%)	EBITDA (DKKm)		Net debt (DKKm)	FCF/Net new ARR	
	YTD (%)	2023	2024E	2023	2024E	2023	2024E	2023	2024E	2023	2024E	2023	2023	2024E	Latest reported	2022	2023
Selected Danish SaaS (median)*	21.0%	2.6	2.8	37%	38%	0.08	0.09	2.7	N/A	38%	N/A	111%	-10.6	-8.8	-14.9	-3.4	-0.8
<b>Agillic</b>	<b>-35.8%</b>	<b>3.2</b>	<b>2.2</b>	<b>-9%</b>	<b>0%</b>	<b>N/A</b>	<b>N/A</b>	<b>3.5</b>	<b>2.4</b>	<b>-3%</b>	<b>-1%</b>	<b>98%</b>	<b>1.9</b>	<b>1.0</b>	<b>17.1</b>	<b>-0.5</b>	<b>N/A</b>

Note: \*The table shows key SaaS metrics, financials, and valuation multiples for Agillic and the median values from selected Danish SaaS companies (Impero, MapsPeople, Penneo, Relesys, and RISMA). Note that SaaS metrics definitions may differ across companies (there are no standards or regulations yet), i.e., this overview is only for perspective. Data is manually collected from company reports. We apply Agillic and other companies' 2024 guidance (midpoint). We apply end 2023 (31 December 2023) market capitalizations for 2023 multiples and market capitalizations from 7 May 2024 for 2024E multiples (+ latest reported net debt/cash). Agillic's FCF/Net New ARR is N/A in 2023 as the company's total ARR declined. Source: HC Andersen Capital and company reports.

# Appendix: Danish SaaS peer group

## Selected Danish-listed SaaS companies (reported ARR in the range of DKK 20-100m in 2023)

Company	Total return	EV/ARR (x)		ARR growth (%)		Growth adj. ARR multiple (x)		EV/Sales (x)		Revenue growth (%)		NRR (%)		EBITDA (DKKm)		Net debt (DKKm)		FCF/Net new ARR	
	YTD (%)	2023	2024E	2023	2024E	2023	2024E	2023	2024E	2023	2024E	2023	2024E	2023	2024E	Latest reported	2022	2023	
Impero	21.0%	2.8	2.8	34%	32%	0.08	0.09	3.1	N/A	39%	N/A	111%	-10.6	-10.0	-14.9	-3.4	-1.6		
MapsPeople	155.7%	1.8	2.8	63%	46%	0.03	0.06	2.3	3.5	39%	49%	111%	-57.0	-22.5	22.7	-4.0	-2.2		
Penneo	0.5%	2.6	2.2	26%	22%	0.10	0.10	2.6	N/A	23%	N/A	112%	-8.7	7.5	-18.3	-1.9	-0.8		
Relesys	88.6%	2.6	3.7	37%	38%	0.07	0.10	2.8	4.3	29%	30%	112%	-13.0	N/A	-18.5	-1.7	-0.3		
RISMA	-6.2%	5.4	3.6	49%	39%	0.11	0.09	N/A	N/A	38%	N/A	107%	-7.0	-7.6	-13.1	-3.5	-0.1		
<b>Median</b>	<b>21.0%</b>	<b>2.6</b>	<b>2.8</b>	<b>37%</b>	<b>38%</b>	<b>0.08</b>	<b>0.09</b>	<b>2.7</b>	<b>N/A</b>	<b>38%</b>	<b>N/A</b>	<b>111%</b>	<b>-10.6</b>	<b>-8.8</b>	<b>-14.9</b>	<b>-3.4</b>	<b>-0.8</b>		
<b>Agillic</b>	<b>-35.8%</b>	<b>3.2</b>	<b>2.2</b>	<b>-9%</b>	<b>0%</b>	<b>N/A</b>	<b>N/A</b>	<b>3.5</b>	<b>2.4</b>	<b>-3%</b>	<b>-1%</b>	<b>98%</b>	<b>1.9</b>	<b>1.0</b>	<b>17.1</b>	<b>-0.5</b>	<b>N/A</b>		

Note: The table shows market data, valuation multiples, and key SaaS metrics for Agillic, as well as median values from selected Danish SaaS companies. Note that SaaS metrics definitions may differ across companies (there are no standards or regulations yet), i.e. this overview is only for perspective. Data is manually collected from company reports. We apply Agillic's and other companies' 2024 guidance (midpoint). Market capitalizations from 7 May 2024 are used to calculate EV/ARR (2024E) multiples and YTD returns. Concerning the net debt/cash calculation for enterprise values, we apply the latest reported numbers. Lease liabilities are included in the net debt calculations for most of companies. N/A is applied for data points where there is no data, or we have assessed it makes no sense to use the number for comparison in a few cases. \*MapsPeople's NRR is only for MapsIndoors. FCF (in FCF/Net new ARR calculation) is defined as cash flow from operations minus investments in CAPEX (primarily intangible assets). Agillic's FCF/Net New ARR is N/A in 2023 as the company's total ARR declined. Source: HC Andersen Capital and company reports.

Disclaimer: From the table above, HC Andersen Capital receives payment from Agillic, Impero, MapsPeople, and Penneo for a Digital IR/Corporate Visibility subscription agreement.