MapsPeople

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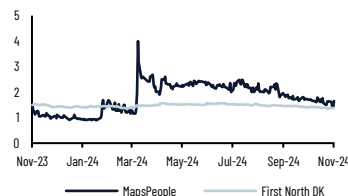| Market: First North Premier DK | Ticker: MAPS | Share price (DKK): 1.65 | Market cap (DKKm): 163.5 | Net debt (DKKm): 19.1 (Q3 2024) | Enterprise value (DKKm): 182.6 |

Share information

| | MapsPeople | First North DK |

| YTD: | 80.3% | 1 year: | 5.1% |
| 1 month: | -5.2% | Since IPO*: | -75.7% |

Note: *IPO date was 2 June 2021 (subscription price of DKK 6.80).
We apply the closing price from 14 November 2024 (Capital IQ).

Financials

(DKKm)	2022	2023	2024E*
Total ARR	31.8	52.0	59.0-63.0
ARR growth	*N/A*	*63%*	*13-21%*
Revenue	29.1	40.5	58.0-63.0
Revenue growth	*4%*	*39%*	*43-56%*
EBITDA bsi	-56.9	-59.7	-30.0 to -26.0
EBITDA bsi margin	*-196%*	*-147%*	*-52% to -41%*
Cash	9.5	6.0	N/A
Interest-bearing debt	29.1	28.7	N/A

Note: Interest-bearing debt includes leasing liabilities.
*MapsPeople's own guidance range for 2024.

Valuation multiples

	2022	2023	2024E*
P/ARR (x)	8.2	1.4	2.7
P/S (x)	9.0	1.8	2.7
EV/Sales (x)	9.7	2.3	3.0
EV/EBITDA (x)	-4.9	-1.6	-6.5
EV/EBIT (x)	-4.4	-1.4	N/A
P/E (x)	-4.3	-1.0	N/A
P/CF (x)	-5.9	-2.1	N/A

Note: Multiples for 2022 and 2023 are based on historical numbers.
*2024E multiples are based on the midpoint in MapsPeople's own guidance.

Company description

MapsPeople is a Software-as-a-Service (SaaS) company with HQ in Aalborg and offices in Copenhagen, Munich, Austin, and San Francisco. MapsPeople has two revenue streams: MapsIndoors and Other Licenses (including Google Maps). MapsIndoors is the main growth product, providing an indoor mapping platform that helps make buildings smart in multiple ways. MapsPeople also provides Google Maps licenses and services for companies wishing to integrate Google Maps into their products, apps, websites, etc.

Investment case

With the MapsIndoors platform, MapsPeople helps its customers solve key problems for end users by optimizing corporate office utilization, making hospitals and universities more accessible, helping guests navigate to their seats at the stadium, displaying vacant parking lots, avoiding long queues, and helping travelers find their way to the gate in airports.

MapsPeople taps into a high-growing market. Market drivers include digital transformation and smart offices which can increase utilization and improve the employee experience.

In 2023 and the beginning of 2024, MapsPeople carried out significant cost reductions to streamline its organization. However, this has also affected the growth pace and ARR guidance negatively. With the recently completed capital raise, MapsPeople is again better positioned to consolidate the market through acquisitive growth as well as organic growth through sales and marketing initiatives. The M&A strategy is shown by the recent acquisition of Point Consulting's customer contracts and indoor mapping assets.

Looking at valuation, MapsPeople trades at 3.0x EV/ARR (2024E) based on the share price of DKK 1.65 (market cap of DKK 163.5m) and net debt of DKK 19.1m (Q3 2024) as well as the midrange in the new ARR guidance range. This is currently higher than the selected median of 2.4x EV/ARR (2024E) for the Danish SaaS sector.

Key investment reasons

MapsPeople has proven its global presence and scalability through its partner-based go-to-market strategy and well-known global customers in +50 countries across industries. MapsPeople still has much room to grow with its value proposition of delivering fast and cost-efficient indoor maps visualized in both 2D and 3D.

With the completed rights issue raising approx. DKK 36m (gross proceeds), and a new debt facility with EIFO, MapsPeople is now fueling its growth initiatives through inorganic and organic growth following a period with significant cost reductions.

MapsPeople has the potential to be a category leader in a fast-growing fragmented market. Recently, MapsPeople acquired customer contracts and indoor mapping assets from Point Consulting which boost growth with low risk, fast payback, and a high margin. In 2025, MapsPeople may announce more similar acquisitions.

Key investment risks

After MapsPeople has completed its capital raise and agreed on a new debt facility with EIFO, the risk of additional capital raises in the short term is limited. However, a large part of the proceeds from the capital raise is expected to be allocated to M&A activities, which also come with general M&A risks, including integration risks. If larger acquisitions are financed partly with new shares, this will also have a dilutive effect on existing shareholders.

As MapsPeople operates in a fragmented growing market, MapsPeople is also exposed to general market and competitive risks. This implies that MapsPeople continuously invests in its product platform to stay on top of the competition.

With the partner-based strategy, MapsPeople has a high sales scalability. However, this also comes with a business risk, as MapsPeople's growth depends on the partners.

Danish SaaS peer group

Company	Total return YTD (%)	EV/ARR (x) 2023	EV/ARR (x) 2024E	ARR growth (%) 2023	ARR growth (%) 2024E	Growth adj. ARR multiple (x) 2023	Growth adj. ARR multiple (x) 2024E	EV/Sales (x) 2023	EV/Sales (x) 2024E	Revenue growth (%) 2023	Revenue growth (%) 2024E	NRR (%) 2023	EBITDA (DKKm) 2023	EBITDA (DKKm) 2024E	Net debt (DKKm) Latest reported	FCF / Net new ARR 2022	FCF / Net new ARR 2023
Selected Danish SaaS (median)*	-8.7%	3.2	2.4	26%	22%	0.11	0.10	3.5	N/A	23%	N/A	107%	-8.0	-2.8	-6.6	-3.4	-1.2
MapsPeople	**80.3%**	**1.8**	**3.0**	**63%**	**17%**	**0.03**	**0.18**	**2.3**	**3.0**	**39%**	**49%**	**111%**	**-59.7**	**-28.0**	**19.1**	**-4.0**	**-2.2**

Note: The table shows multiples, key SaaS metrics, and financials for MapsPeople and the median values of selected Danish SaaS companies (Agillic, Impero, Konsolidator, Penneo, 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. Most data is manually collected from company reports. We apply MapsPeople's own 2024 guidance (midpoint) as well as other SaaS companies' 2024 guidance (midpoint). *MapsPeople's 2024 EBITDA guidance (midrange) is based on EBITDA before special items (special items are approx. DKK 2m). MapsPeople's NRR is based on MapsIndoors' NRR. Find more information on the appendix page. Source: HC Andersen Capital and company reports.

Appendix: Danish SaaS peer group

MapsPeople

Selected Danish-listed SaaS companies

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
Agillic	-48.4%	3.2	1.8	-9%	0%	N/A	N/A	3.5	1.9	-3%	-1%	98%	1.9	1.0	15.4	-0.5	N/A
Impero	34.7%	2.8	3.1	34%	32%	0.08	0.10	3.1	N/A	39%	N/A	111%	-10.6	-10.0	-15.0	-3.4	-1.6
Konsolidator	-8.7%	4.8	4.4	10%	14%	0.48	0.32	4.8	4.4	15%	15%	94%	-8.0	N/A	10.1	-5.3	-5.4
Penneo	8.4%	2.6	2.4	26%	22%	0.10	0.11	2.6	N/A	23%	N/A	112%	-8.7	7.5	-6.6	-1.9	-0.8
RISMA	-40.8%	5.5	2.4	49%	29%	0.11	0.08	5.9	N/A	38%	N/A	107%	-7.0	-6.6	-10.1	-3.5	-0.1
Median	**-8.7%**	**3.2**	**2.4**	**26%**	**22%**	**0.11**	**0.10**	**3.5**	**N/A**	**23%**	**N/A**	**107%**	**-8.0**	**-2.8**	**-6.6**	**-3.4**	**-1.2**
MapsPeople	**80.3%**	**1.8**	**3.0**	**63%**	**17%**	**0.03**	**0.18**	**2.3**	**3.0**	**39%**	**49%**	**111%**	**-59.7**	**-28.0**	**19.1**	**-4.0**	**-2.2**

Note: The table shows multiples, financials, and key SaaS metrics for MapsPeople and the 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. Most data is manually collected from company reports. In the table above, we apply MapsPeople's own 2024 guidance (midpoint in guidance range) as well as other SaaS companies' 2024 guidance range (midpoint in guidance range). *MapsPeople's 2024 EBITDA guidance (midrange) is based on EBITDA before special items (special items is approx. DKK 2m). We apply end 2023 (31 December 2023) market capitalizations and reported cash and interest-bearing debt for 2023 multiples. For 2024E multiples, market capitalizations are from 14 November 2024 and the latest reported cash and interest-bearing debt are used for most companies. Lease liabilities are included in the net debt calculations. FCF in the FCF/Net new ARR ratio calculation includes cash flow from operating activities and cash flow from investing activities (investments in intangible assets). Adjusted for Penneo's costs related to the Main Market listing in 2022, FCF/Net new ARR (2022) will be -1.7x. MapsPeople's NRR is based on MapsIndoors' NRR. 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 (one or few cases). Source: HC Andersen Capital and company reports.

Disclaimer: From the table above (and from page 1), HC Andersen Capital receives payment from Agillic, Impero, MapsPeople, and Penneo for a Digital IR/Corporate Visibility subscription agreement.