

DocuSign

Reuters reports potential takeout interest from private equity

Reiterate Rating: NEUTRAL | PO: 68.00 USD | Price: 61.35 USD

Private equity seems a logical exit for DocuSign

Reuters reported today that Bain Capital and Hellman & Friedman are competing to buy DocuSign, sending the stock up +9%, with an outcome expected in the coming weeks. This comes on the back of prior speculation of a M&A interest in DocuSign in December of 2023 as reported in press. If any deal were to happen, private equity seems like a logical exit for DocuSign in our view, given a lower top line growth trajectory versus larger software peers (FY25E of +6% y/y versus +16% y/y for mid-cap peers). We see limited potential interest from strategic buyers, given the specialized nature of the eSignature category and larger purchase price (\$10.7 billion enterprise value today). DocuSign's margin structure and cash flow profile is likely also attractive to private equity (we estimate 26% to 27% FCF margin for FY24E to FY26E), leaving plenty of room to expand margins faster than the current mid-single digit growth rate.

Discounted PE multiple likely, given lower growth profile

In 2023, the average exit multiple for software companies purchased by private equity firms was 7.3x trailing twelve months revenue (refer to exhibit 1 on page 2). Applying this exit multiple to DocuSign, if any potential deal were to happen, it would imply a total purchase price of \$19.8 billion representing a +70% premium from the \$56 share price prior to any takeout speculation in press. While we view DocuSign as an attractive asset, we view the 7.3x trailing twelve months exit multiple as rich given the slower growth profile of DocuSign (we model to +9%, +6%, and +7% y/y revenue growth for FY24E, FY25E, and FY26E, respectively). A takeout multiple, if any potential deal happens is likely to be lower in our view.

Raise PO to \$68; reiterate Neutral

We raise our PO to \$68 from \$60, based on 15x C25E FCF, or 1.6x growth-adjusted (from 13x C25E FCF, 1.4x growth-adjusted), to reflect peer multiple expansion across the mid-cap software group (now 30x C25E FCF, 0.9x growth-adjusted, was 25x C25E FCF, 0.8x growth-adjusted). Reiterate Neutral on balanced risk-reward.

Estimates (Jan) (US\$)	2022A	2023A	2024E	2025E	2026E
EPS	1.97	2.09	2.85	2.54	2.81
GAAP EPS	(0.34)	(0.47)	0.12	(0.45)	(0.35)
EPS Change (YoY)	118.9%	6.1%	36.4%	-10.9%	10.6%
Consensus EPS (Bloomberg)			2.87	2.88	3.13
DPS	0	0	0	0	0
Valuation (Jan)					
P/E	31.1x	29.4x	21.5x	24.2x	21.8x
GAAP P/E	NM	NM	511.3x	NM	NM
EV/EBITDA*	25.3x	21.0x	16.0x	16.7x	15.0x
Free Cash Flow Yield*	3.6%	3.4%	5.8%	6.2%	6.7%
* For full definitions of <i>IQ</i> method SM measures, see page 5.					

12 January 2024

Equity

Key Changes		
(US\$)	Previous	Current
Price Obj.	60.00	68.00

Brad Sills

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Stock Data

Price	61.35 USD
Price Objective	68.00 USD
Date Established	12-Jan-2024
Investment Opinion	C-2-9
52-Week Range	38.11 USD - 69.45 USD
Mrkt Val (mn) / Shares Out	12,511 USD / 203.9
(mn)	
Free Float	98.8%
Average Daily Value (mn)	383.94 USD
BofA Ticker / Exchange	Docu / Nas
Bloomberg / Reuters	DOCU US / DOCU.OQ
ROE (2024E)	47.7%
Net Dbt to Eqty (Jan-2023A)	75.8%
ESGMeter™	Medium

ESGMeter is not indicative of a company's future stock price performance and is not an investment recommendation or rating. ESGMeter is independent of BofA Global Research's equity investment rating, volatility risk rating, income rating, and price objective for that company. For full details, refer to "BofA ESGMeter Methodology".

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Refer to important disclosures on page 6 to 8. Analyst Certification on page 4. Price
Objective Basis/Risk on page 4.

iQprofile[™] DocuSign

iQmethod [™] – Bus Performance*					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Return on Capital Employed	17.9%	20.7%	21.3%	14.3%	12.9%
Return on Equity	135.5%	96.6%	47.7%	23.6%	19.5%
Operating Margin	19.9%	20.5%	25.4%	22.9%	24.0%
Free Cash Flow	445	420	724	770	839
<i>iQ</i> method [™] – Quality of Earnings*					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Cash Realization Ratio	1.2x	1.2x	1.4x	1.6x	1.6
Asset Replacement Ratio	0.7x	0.9x	1.0x	1.1x	1.13
Tax Rate	0.7%	16.6%	19.5%	20.0%	20.0%
Net Debt-to-Equity Ratio	195.1%	75.8%	0.3%	-27.1%	-42.6%
Interest Cover	NA	NA	NA	NA	N/
Income Statement Data (Jan)					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Sales	2,107	2,516	2,747	2,918	3,128
% Change	45.0%	19.4%	9.2%	6.2%	7.2%
Gross Profit	1,718	2,065	2,263	2,405	2,580
% Change	49.6%	20.2%	9.6%	6.3%	7.3%
EBITDA	501	603	791	759	844
% Change	99.0%	20.4%	31.2%	-4.1%	11.3%
Net Interest & Other Income	0	0	0	0	(
Net Income (Adjusted)	410	431	594	535	600
% Change	124.0%	5.3%	37.8%	-10.0%	12.2%
Free Cash Flow Data (Jan)					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Net Income from Cont Operations (GAAP)	410	431	594	535	600
Depreciation & Amortization	82	86	93	90	94
Change in Working Capital	(102)	(265)	(133)	36	42
Deferred Taxation Charge	NA	NA	NA	NA	NA
Other Adjustments, Net	116	245	263	208	208
Capital Expenditure	(61)	(78)	(94)	(99)	(106)
Free Cash Flow	445	420	724	770	839
% Change	107.4%	-5.6%	72.4%	6.3%	8.9%
Share / Issue Repurchase	70	(14)	(88)	40	40
Cost of Dividends Paid Change in Debt	0 (78)	0	0 (13)	0	(
Balance Sheet Data (Jan)					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Cash & Equivalents	509	722	1,282	2,092	2,971
Trade Receivables Other Current Assets	441 370	517 392	547 489	585 495	631 503
Property, Plant & Equipment	185	200	233	242	255
Other Non-Current Assets Total Assets	1,037 2,541	1,182 3,013	1,061 3,612	1,086 4,500	1,116 5,47 6
		3,013			
		1 172	1 767	1.501	
Short-Term Debt	1,030	1,173 1,035	1,262 304	1,304	,
Short-Term Debt Other Current Liabilities	1,030 342	1,035	304	323	344
Short-Term Debt Other Current Liabilities Long-Term Debt	1,030 342 17	1,035 17	304 26	323 69	344 30
Short-Term Debt Other Current Liabilities Long-Term Debt Other Non-Current Liabilities	1,030 342 17 877	1,035 17 170	304 26 146	323 69 146	344 30 146
Short-Term Debt Other Current Liabilities Long-Term Debt	1,030 342 17	1,035 17	304 26	323 69	1,448 344 30 146 1,967 3,509

2,541

3,013

3,612

4,500

5,476

Company Sector

Server & Enterprise Software

Company Description

DocuSign Inc, founded in 2003, is the market leader in providing electronic signature technology and automation of the agreement process through its cloud platform. DocuSign's solution addresses the core of every business transaction - the agreement - and makes the process much more efficient, resulting in lower processing cost and time.

Investment Rationale

In our view, DocuSign is a leader in the e-signature market with limited competition in the Enterprise and is well positioned to continue gaining share of the \$24bn total addressable market (TAM) across e-signature and Agreement Cloud offerings given a number of key advantages, including 1) a large installed base of >1.4mn customers, 2) distribution channel of 4,000+ sales and marketing personnel, and 3) breadth and depth of the eSignature and CLM software.

Stock Data	
Average Daily Volume	6,258,140

Quarterly Earnings Estimates

	2023	2024
Q1	0.44A	0.72A
Q2	0.44A	0.73A
Q3	0.57A	0.79A
Q4	0.65A	0.61E

* For full definitions of $\emph{\textit{IQ}}\textit{method}^{\,\text{SM}}$ measures, see page 5.

Total Equity & Liabilities

Exhibits

Exhibit 1: SaaS Private Equity ActivitiesThe average PE exit multiple in 2023 was EV/TTM sales of 7.3x

Announce Date	Target Name	Acquirer Name	Deal Value (mil.)	EV/TTM sales	EV/TTM EBITDA	EV/FCF
	Veeam Software Corp	Insight Venture Partners LP	5,000			
11/10/2020	Planview Inc	TPG Capital,TA Associates Management	1.600			
12/2/2020	CommerceHub Inc	Insight Venture Partners LP	1,900	16.8x	61.6x	51.7x
12/13/2020	Pluralsight Inc	Vista Equity Partners LLC	2,862	7.3x		
12/21/2020	Real Page Inc	Thoma Bravo LLC	9,753	8.4x	37.7x	45.8x
3/10/2021	Talend SA	Thoma Bravo LLC	2,151	6.9x		
6/1/2021	Cloudera Inc	Clayton Dubilier & Rice LLC, KKR & Co Inc	4,610	5.1x		31.6x
6/28/2021	OAD Inc	Thoma Bravo LLC	1.719	5.2x	97.8x	55.5x
7/26/2021	Medallia Inc	Thoma Bravo LLC	5,477	10.4x		
8/5/2021	Cornerstone OnDemand Inc	Clearlake Capital Group LP	4,840	5.8x	25.8x	53.1x
9/23/2021	athenahealth Inc	Bain Capital Private Equity LP, Hellman & Friedman LLC	17,000	13.0x	53.4x	105.6x
9/28/2021	Blue Prism Group plc	Vista Equity Partners LLC	1,471	7.3x		
1/31/2022	Citrix Systems Inc	Vista Equity Partners LLC, Elliot Investment	14,475	4.5x	19.1x	24.6x
3/20/2022	Anaplan Inc	Thoma Bravo LLC	10,400	16.5x		
4/11/2022	Sailpoint Technologies Holdings Inc	Thoma Bravo LLC	6,131	14.0x		
6/24/2022	Zendesk, Inc.	Hellman & Friedman, Permira	10,200	7.1x		88.4x
8/3/2022	Ping Identity	Thoma Bravo LLC	2,800	9.1x		
8/8/2022	Avalara, Inc.	Vista Equity Partners LLC	8,400	11.2x		
9/28/2022	Billtrust Holding Inc.	EQT AB	1,413	7.9x		
10/27/2022	UserTesting Inc.	Thoma Bravo LLC, Sunstone Partners Management Inc.	920	5.0x		
12/12/2022	Coupa Software Inc.	Thoma Bravo LLC	8,000	9.8x	97.4x	40.7x
1/9/2023	Duck Creek Technologies, Inc.	Vista Equity Partners LLC	2,600	8.4x	309.5x	91.9x
1/23/2023	Magnet Forensics	Thoma Bravo LLC	1,340	13.5x	103.9x	42.9x
2/9/2023	Sumo Logic	Francisco Partners	1,700	5.7x		
3/13/2023	Momentive Global	Consortium led by Symphony Technology Group LLC	1,446	3.0x	37.8x	
3/13/2023	Qualtrics International Inc.	Silver Lake, Canada Pension Plan Investment Board	12,500	8.6x	80.5x	
3/14/2023	Cvent Holding Corp	Blackstone Inc, Abu Dhabi Investment Authority	4,235	6.4x	67.2x	57.7x
5/11/2023	Absolute Software Corp	Crosspoint Capital Partner LP	830	3.7x	24.3x	22.5x
7/31/2023	New Relic	TPG Capital, Francisco Partners	6,500	7.0x	66.4x	192.3x
10/23/2023	Engagesmart Inc.	Vista Equity Partners LLC	4,000	11.6x	82.1x	79.2x
12/18/2023	Alteryx	Clearlake Capital Group LP and Insight	4,400	4.8x	68.2x	
Average All				7.0x	42.4x	41.2x
Average (2023)			39,551	7.3x	60.9x	49.0x
Average (2022)			62,738	9.4x	58.3x	51.2x
Average (2021)	<u> </u>	· · · · · · · · · · · · · · · · · · ·	37,269	7.7x	59.0x	46.8x
Average (2020)			21,114	10.9x	49.7x	48.7x

Source: BofA Global Research, company filings, Bloomberg

BofA GLOBAL RESEARCH



Price objective basis & risk

DocuSign (DOCU)

Our PO of \$68 is based on an EV/FCF multiple of 15x our CY25 FCF estimate. This multiple represents a discount to mid cap peers at an average of 30x. We view a discount as warranted for DocuSign given a slower revenue and FCF growth profile.

Downside risks to our PO are 1) increased competition from Adobe, 2) slower-than-expected adoption of eSignature in key end markets, 3) declines in sales productivity ratio as measured by S&M spend divided by incremental subscription revenue.

Analyst Certification

I, Brad Sills, hereby certify that the views expressed in this research report accurately reflect my personal views about the subject securities and issuers. I also certify that no part of my compensation was, is, or will be, directly or indirectly, related to the specific recommendations or view expressed in this research report.

US - Enterprise Software Coverage Cluster

Investment rating	Company	Bof A Ticker	Bloomberg symbol	Analyst
BUY				
20.	8x8	EGHT	EGHT US	Michael J. Funk
	Adobe	ADBE	ADBE US	Brad Sills
	Alarm.com	ALRM	ALRM US	Michael J. Funk
	Amplitude, Inc.	AMPL	AMPL US	Koji Ikeda, CFA
	BILL	BILL	BILL US	Brad Sills
	CCC Intelligent Solutions	CCCS	CCCS US	Michael J. Funk
	Dropbox	DBX	DBX US	Michael J. Funk
	Dynatrace	DT	DT US	Koji Ikeda, CFA
	Elastic NV	ESTC	ESTC US	Koji Ikeda, CFA
	GitLab Inc.	GTLB	GTLB US	Koji Ikeda, CFA
	Global-e Online Ltd.	GLBE	GLBE US	Koji Ikeda, CFA
	HubSpot	HUBS	HUBS US	Brad Sills
	Informatica Inc.	INFA	INFA US	Koji Ikeda, CFA
	Intapp Inc.	INTA	INTA US	Koji Ikeda, CFA
	Intuit	INTU	INTU US	Brad Sills
	JFrog Ltd	FROG	FROG US	Koji Ikeda, CFA
	MeridianLink, Inc.	MLNK	MLNK US	Koji Ikeda, CFA
	Microsoft Corporation	MSFT	MSFT US	Brad Sills
	MongoDB Inc	MDB	MDB US	Brad Sills
	nCino, Inc.	NCNO	NCNO US	Adam Bergere
	NICE Ltd.	NICE	NICE US	Michael J. Funk
	NICE Ltd.	NCSYF	NICE IT	Michael J. Funk
	PagerDuty	PD	PD US	Koji Ikeda, CFA
	PowerSchool Holdings, Inc.	PWSC	PWSC US	Koji Ikeda, CFA
	RingCentral	RNG	RNG US	Michael J. Funk
	Salesforce.com	CRM	CRM US	Brad Sills
	ServiceNow	NOW	NOW US	Brad Sills
	UiPath	PATH	PATH US	Brad Sills
	Unity	U	UUS	Michael J. Funk
	Weave	WEAV	WEAV US	Michael J. Funk
	Workday Inc.	WDAY	WDAY US	Brad Sills
	Zeta Global	ZETA	ZETA US	Koji Ikeda, CFA
	ZC & Global	ZLIA	ZLIA 05	Noji incua, ci A
NEUTRAL				
	Autodesk	ADSK	ADSK US	Michael J. Funk
	Bentley Systems	BSY	BSY US	Michael J. Funk
	BigCommerce Holdings, Inc.	BIGC	BIGC US	Koji Ikeda, CFA
	Coveo	YCVO	CVO CN	Koji Ikeda, CFA
	Datadog Inc	DDOG	DDOG US	Koji Ikeda, CFA
	DocuSign	DOCU	DOCU US	Brad Sills
	Freshworks, Inc.	FRSH	FRSH US	Adam Bergere
	HashiCorp	HCP	HCP US	Brad Sills

US - Enterprise Software Coverage Cluster

Investment rating	Company	Bof A Ticker	Bloomberg symbol	Analyst
	Jamf	JAMF	JAMF US	Koji Ikeda, CFA
	Lightspeed Commerce Inc.	LSPD	LSPD US	Koji Ikeda, CFA
	Lightspeed Commerce Inc.	YLSPD	LSPD CN	Koji Ikeda, CFA
	Oracle Corporation	ORCL	ORCL US	Brad Sills
	Paycom	PAYC	PAYC US	Adam Bergere
	Paylocity	PCTY	PCTY US	Adam Bergere
	Shopify, Inc.	SHOP	SHOPUS	Brad Sills
	Snowflake	SNOW	SNOW US	Brad Sills
	Veeva Systems, Inc.	VEEV	VEEV US	Brad Sills
	Zoom Video Communications	ZM	ZM US	Michael J. Funk
	ZoomInfo	ZI	ZIUS	Koji Ikeda, CFA
UNDERPERFORM				
	AvidXchange, Inc.	AVDX	AVDX US	Brad Sills
	Blackbaud, Inc.	BLKB	BLKB US	Koji Ikeda, CFA
	BlackLine, Inc.	BL	BL US	Koji Ikeda, CFA
	C3.ai	Al	AI US	Brad Sills
	Confluent	CFLT	CFLT US	Brad Sills
	CS Disco, Inc.	LAW	LAWUS	Koji Ikeda, CFA
	Enfusion, Inc.	ENFN	ENFN US	Koji Ikeda, CFA
	Everbridge	EVBG	EVBG US	Koji Ikeda, CFA
	Five9	FIVN	FIVN US	Michael J. Funk
	Guidewire Software, Inc.	GWRE	GWRE US	Michael J. Funk
	Twilio	TWLO	TWLO US	Michael J. Funk
	Vertex, Inc.	VERX	VERX US	Brad Sills
RSTR				
	Splunk	SPLK	SPLK US	Brad Sills

Qmethod [™] Measures Definitions

Business Performance	Numerator	Denominator
Return On Capital Employed	NOPAT = (EBIT + Interest Income) \times (1 – Tax Rate) + Goodwill Amortization	Total Assets — Current Liabilities + ST Debt + Accumulated Goodwill Amortization
Return On Equity	Net Income	Shareholders' Equity
Operating Margin	Operating Profit	Sales
Earnings Growth	Expected 5 Year CAGR From Latest Actual	N/A
Free Cash Flow	Cash Flow From Operations — Total Capex	N/A
Quality of Earnings	Numerator	Denominator
Cash Realization Ratio	Cash Flow From Operations	Net Income
Asset Replacement Ratio	Capex	Depreciation
Tax Rate	Tax Charge	Pre-Tax Income
Net Debt-To-Equity Ratio	Net Debt = Total Debt - Cash & Equivalents	Total Equity
Interest Cover	EBIT	Interest Expense
Valuation Toolkit	Numerator	Denominator
Price / Earnings Ratio	Current Share Price	Diluted Earnings Per Share (Basis As Specified)
Price / Book Value	Current Share Price	Shareholders' Equity / Current Basic Shares
Dividend Yield	Annualised Declared Cash Dividend	Current Share Price
Free Cash Flow Yield	Cash Flow From Operations – Total Capex	Market Cap = Current Share Price × Current Basic Shares
Enterprise Value / Sales	EV = Current Share Price × Current Shares + Minority Equity + Net Debt +	Sales
	Other LT Liabilities	
EV / EBITDA	Enterprise Value	Basic EBIT + Depreciation + Amortization

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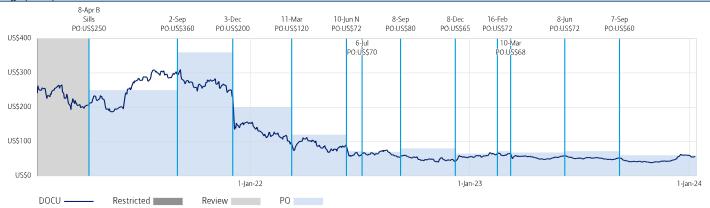
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Disclosures

Important Disclosures

DocuSign (DOCU) Price Chart



B: Buy, N: Neutral, U: Underperform, PO: Price Objective, NA: No longer valid, NR: No Rating

The Investment Opinion System is contained at the end of the report under the heading "Fundamental Equity Opinion Key". Dark grey shading indicates the security is restricted with the opinion suspended. Medium grey shading indicates the security is under review with the opinion withdrawn. Light grey shading indicates the security is not covered. Chart is current as of a date no more than one trading day prior to the date of the report.

Equity Investment Rating Distribution: Technology Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	215	53.09%	Buy	111	51.63%
Hold	97	23.95%	Hold	45	46.39%
Sell	93	22.96%	Sell	24	25.81%

Equity Investment Rating Distribution: Global Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	1895	53.62%	Buy	1083	57.15%
Hold	832	23.54%	Hold	454	54.57%
Sell	807	22.84%	Sell	383	47.46%

RI Issuers that were investment banking dients of BofA Securities or one of its affiliates within the past 12 months. For purposes of this Investment Rating Distribution, the coverage universe includes only stocks. A stock rated Neutral is included as a Hold, and a stock rated Underperform is included as a Sell.

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Investment rating Total return expectation (within 12-month period of date of initial rating) Ratings dispersion guidelines for coverage cluster^{R2}

Buy	≥ 10%	≤ 70%
Neutral	≥ 0%	≤ 30%
Underperform	N/A	≥ 20%

Ratings dispersions may vary from time to time where BofA Global Research believes it better reflects the investment prospects of stocks in a Coverage Cluster.

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