

Shopify, Inc.

Solid Q4 Topline; Though Still Transitioning to Profitable Growth

Reiterate Rating: NEUTRAL | PO: 92.00 USD | Price: 78.09 USD

Healthy Q4 topline; margin reflects marketing initiatives

Shopify reported healthy Q4 topline results (revenue upside +5%) though operating margin of 18.4% shies from our 19.2%. Merchant solutions of \$1.6 billion exceeded our \$1.5 billion. Excluding the 6% impact from sales of logistics business, organic growth of 31% decelerated slightly from 33% organic in Q3 on a tougher comp (21% / 26% in 3Q22/4Q22). The outlook for Q1 operating expense to be up low teens from Q4 on a GAAP basis, translates to non-GAAP operating expense +13% q/q in our model, up from our prior +4% q/q, primarily from ramping investment on performance marketing.

Solid GMV growth on share gains by Shopify platform

We see some positives from Q4 results. First, GMV growth of 23% represented a 1.5% point acceleration on a 2% point easier comp and significantly outpaced eCommerce industry growth of low double digits. This suggests sustained share gains on strength of the Shopify brand and ecosystem. Also, the Shopify Plus price increase (15% for 3-year subscriptions, beginning in H2) demonstrates pricing power in the critical larger merchant base. This represents the 2^{nd} price increase in a year and underscores Shopify's platform strength.

Looking for services to drive monetization (besides pmts)

Merchant solutions growth of 31% (ex Deliverr) is outpacing GMV growth (23%), though this is largely driven by higher payments penetration (60% vs 56% in Q4FY22). Shopify has not found a new service to move the needle on monetization excluding payments, which carry low economics (25% gross margin). Also, guidance for low teens q/q operating expense growth is above our 4%, suggesting that reinvestment is necessary. Incremental expense is coming from headcount and marketing costs which we classify as maintenance costs (flat headcount and optimizing customer acquisition costs). Investments are not expected to provide a catalyst for growth near term.

Maintain Neutral rating pending improving monetization

We are raising our PO to \$92 from \$85 to reflect our higher revenue growth estimate, largely driven by the price increase. However, we maintain our Neutral rating, pending signs of better monetization, growth and margin/scale. Our new PO of \$92 represents 10.4x C25e revenue (10.6x prior), or 0.4x adjusting for 25% growth, a discount to the large cap group (0.6x 17% growth) for lower profitability.

Estimates (Dec) (US\$)	2021A	2022A	2023E	2024E	2025E
EPS	0.65	0.04	0.74	1.13	1.56
GAAP EPS	2.34	(2.73)	0.10	0.71	1.01
EPS Change (YoY)	58.5%	-93.8%	NM	52.7%	38.1%
DPS	0	0	0	0	5.00
Valuation (Dec)					
P/E	120.1x	1,952.3x	105.5x	69.1x	50.1x
GAAP P/E	33.4x	NM	780.9x	110.0x	77.3x
Dividend Yield	0%	0%	0%	0%	6.4%
EV / EBITDA*	120.8x	NM	111.5x	70.8x	47.1x
Free Cash Flow Yield*	0.5%	-0.2%	1.0%	1.2%	2.1%
* For full definitions of <i>iQ</i> method ^{≤M} measures, see page 7.					

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Refer to important disclosures on page 8 to 10. Analyst Certification on page 6. Price
Objective Basis/Risk on page 6.

Timestamp: 13 February 2024 01:59PM EST

13 February 2024

Equity

Key Changes		
(US\$)	Previous	Current
Price Obj.	85.00	92.00
2023E Rev (m)	6,960.6	7,060.0
2024E Rev (m)	8,301.9	8,782.1
2025E Rev (m)	9,953.6	11,011.7
2023E EPS	0.75	0.74
2024E EPS	1.18	1.13
2025E EPS	1.44	1.56

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Stock Data

Mrkt Val (mn) / Shares Out	94,279 USD / 1,207.3
(mn)	
Free Float	96.6%
Average Daily Value (mn)	821.15 USD
BofA Ticker / Exchange	SHOP / NYS
Bloomberg / Reuters	SHOP US / SHOP.N
ROE (2023E)	11.0%
Net Dbt to Eqty (Dec-2022A)	-13.6%
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".

GMV = Gross Merchandise Volume

MRR = Monthly Recurring Revenue

BFCM = Black Friday Cyber Monday

iQprofile[™] Shopify, Inc.

Omenhaul SM Principal Small Sm					
iQmethod SM − Bus Performance*					
(US\$ Millions)	2021A	2022A	2023E	2024E	2025E
Return on Capital Employed	6.2%	0%	5.2%	9.7%	12.7%
Return on Equity	9.2%	0.5%	11.0%	15.2%	18.5%
Operating Margin Free Cash Flow	15.6% 454	0.1% (186)	11.1% 905	14.3% 1,091	17.3% 1,999
Tree Casifflow	474	(100)	303	1,051	1,555
<i>iQ</i> method [™] – Quality of Earnings*					
(US\$ Millions)	2021A	2022A	2023E	2024E	2025E
Cash Realization Ratio	0.6x	-2.7x	1.0x	0.8x	1.0x
Asset Replacement Ratio	0.8x	0.6x	0.6x	0.6x	0.6x
Tax Rate	7.2%	4.5%	28.6%	7.3%	6.7%
Net Debt-to-Equity Ratio	-18.4%	-13.6%	-9.2%	-18.9%	-30.9%
Interest Cover	NA	NA	NA	NA	NA
Income Statement Data (Dec)					
(US\$ Millions)	2021A	2022A	2023E	2024E	2025E
Sales	4,612	5,600	7,060	8,782	11,012
% Change	57.4%	21.4%	26.1%	24.4%	25.4%
Gross Profit	2,509	2,812	3,554	4,428	5,455
% Change	60.0%	12.1%	26.4%	24.6%	23.2%
EBITDA	784	97	850	1,338	2,011
% Change	54.6%	-87.7%	780.1%	57.4%	50.3%
Net Interest & Other Income	12	74	242	242	242
Net Income (Adjusted) % Change	810 65.3%	51 -93.7%	948 NM	1,489 57.0%	2,139 43.7%
Fuer Cook Flow Date (Doc)					
Free Cash Flow Data (Dec)	2021A	20224	2023E	2024E	2025E
(US\$ Millions)	2 021A 2,915	2022A		2024E 931	
Net Income from Cont Operations (GAAP) Depreciation & Amortization	2,915	(3,460)	132 69	86	1,386 108
Change in Working Capital	(161)	(98)	195	(351)	(78)
Deferred Taxation Charge	NA	NA	NA	NA	NA
Other Adjustments, Net	(2,316)	3,332	548	473	644
Capital Expenditure	(51)	(50)	(39)	(49)	(61)
Free Cash Flow	454	-186	905	1,091	1,999
% Change	18.4%	NM	NM	20.5%	83.3%
Share / Issue Repurchase	1,650	18	60	0	0
Cost of Dividends Paid	0	0	0	0	0
Change in Debt	0	0	0	0	0
Balance Sheet Data (Dec)					
(US\$ Millions)	2021A	2022A	2023E	2024E	2025E
Cash & Equivalents	2,503	1,649	1,413	2,504	4,503
Trade Receivables	663	853	1,098	1,387	1,564
Other Current Assets	5,373	3,548	3,764	3,764	3,764
Property, Plant & Equipment	106	131	49	49	49
Other Non-Current Assets	4,695	4,576	4,975	4,975	4,975
Total Assets	13,340	10,757	11,299	12,679	14,855
Short-Term Debt	457	533	579	513	608
Other Current Liabilities	246	323	319	321	324
Long-Term Debt	0	1.662	0	0	1 220
Other Non-Current Liabilities	1,504	1,662	1,335	1,336	1,338
Total Liabilities	2,207	2,518	2,233	2,171	2,269
Total Equity	11,133	8,239	9,066	10,508	12,586
Total Equity & Liabilities	13,340	10,757	11,299	12,679	14,855

Company Sector

Server & Enterprise Software

Company Description

Shopify Inc. is a cloud-based provider of e-commerce solutions to small businesses and entrepreneurs. The company's core Subscription Solutions includes front-end website features, such as design (across desktop, mobile and tablet) and a fully integrated back-end support system, including order management, point-of-sales, and a multichannel experience with over 70 payment gateways.

Investment Rationale

Shopify is likely to continue to consolidate the vast small business market of 5.2 million businesses in the US alone driven by growing awareness of its market leadership with a number of defensible competitive advantages. With the stock trading in line with the large software group on EV/C24 sales, we look for continued traction with new merchant solutions, such as Shopify app, Audiences, Capital and POS to drive GMV monetization (3.04% in Q1) and higher OpM from here.

Stock Data

Average Daily Volume

10,515,416

Quarterly Earnings Estimates

	2022	2023
Q1	0.02A	0.01A
Q2	-0.03A	0.14A
Q3	-0.02A	0.24A
04	0.07A	0.34E



* For full definitions of $\emph{\textbf{IQ}}$ method $^{\text{SM}}$ measures, see page 7.

Earnings recap

Shopify reported 4Q23 total revenue of \$2.1 billion (24% y/y or 30% y/y excluding impact from sale of logistics business), above our \$2.0 billion (18% y/y). Merchant solutions revenue of \$1.6 billion exceeded our \$1.5 billion. Excluding the 6% impact from sales of logistics business, growth of 31% is decelerated slightly from 33% organic in Q3 on a tougher comp (21% / 26% in 3Q22/4Q22). The overall solid merchant solution result is driven by strong GMV during the holiday season and continued penetration of Shopify payments (especially during BFCM) and to some extent Shopify Markets and Tax. Outperformance in the general merchant base, EMEA and offline Point of Sales (POS) drove solid 23% GMV growth, accelerating from 22% in Q3. Subscription revenue of \$525mn (+31% y/y) was above our \$496mn.

MRR growth accelerated to 36% y/y, from 32% in Q3, primarily driven by impact from price increase on standard subscriptions (~33% price increase). Shopify Plus as % of MRR was steady at 33%. Lastly, operating margin of 18.4% shied from 19.2 due to ramping spend on performance marketing to further support key growth initiatives.

Q1 revenue guidance of low 20s (or mid/high 20s excluding logistics) compares to our prior 19% growth. Given the outlook for Q1 operating expense to be up by low teens from Q4, we arrive at Q1 operating margin of 9.9%, versus our prior 13.1%. The lowered margin in Q1 is due to a combination of marketing investment noted above and compensation increase for employees. With guidance on Q1 FCF margin of high single digits, we arrive at FCF margin of 9.1%, up from 5.7% in 1Q23.

Exhibits

Exhibit 1: Large cap software comp sheet

The large cap software group is trading at 0.6x C25e sales growth of 17%

	Last 02/13/24	Mkt Cap (\$mn)	EV/2023 Sales	EV/2024 Sales	EV/2025 Sales	2023 EV/Rev/ Growth	2024 EV/Rev/ Growth	2025 EV/Rev/ Growth	EV/2023 FCF	EV/2024 FCF	EV/2025 FCF	2023 EV/FCF/ Growth	2024 EV/FCF/ Growth	2025 EV/FCF/ Growth
Large Cap														
ADBE	\$611.84	280,835	14.3x	12.9x	11.6x	1.4x	1.3x	1.0x	39.9x	30.2x	27.3x		0.9x	2.6x
ADSK	\$262.04	56,601	10.5x	9.5x	8.4x	1.1x	0.9x	0.7x	46.1x	36.2x	26.9x		1.3x	0.8x
BSY	\$51.49	17,137	15.2x	13.7x	12.5x	1.2x	1.3x	1.2x	52.9x	52.6x	39.1x	1.4x		1.1x
CRM	\$287.32	281,861	8.2x	7.3x	6.4x	0.7x	0.6x	0.5x	32.9x	26.2x	20.7x	0.9x	1.0x	0.8x
DDOG	\$134.85	47,590	21.8x	17.6x	13.8x	0.8x	0.7x	0.5x	79.5x	63.9x	48.6x	1.6x	2.6x	1.5x
DT	\$52.42	15,686	11.0x	9.3x	7.8x	0.5x	0.5x	0.4x	44.1x	39.6x	31.3x	3.5x	3.5x	1.2x
HUBS	\$617.07	30,885	14.0x	11.9x	9.8x	0.6x	0.7x	0.4x	87.9x	57.1x	45.4x			1.8x
INTU	\$656.99	185,928	12.6x	11.2x	10.1x	1.2x	0.9x	0.9x	35.7x	37.6x	30.2x	1.1x		1.2x
MDB	\$487.99	40,259	23.9x	19.5x	15.5x	0.8x	0.9x	0.6x						
MSFT	\$415.26	3,101,162	13.8x	12.0x	10.7x	1.2x	0.8x	0.8x	47.7x	52.2x	35.7x	4.7x		0.8x
NOW	\$787.35	162,981	17.9x	14.7x	12.0x	0.8x	0.7x	0.5x	59.3x	47.4x	37.4x	2.3x	1.9x	1.4x
ORCL	\$115.84	326,321	7.9x	7.4x	6.8x	0.7x	1.0x	0.8x	40.2x	39.0x	32.2x	***		1.5x
PATH	\$26.88	15,242	10.5x	8.5x	6.9x	0.5x	0.4x	0.3x	52.6x	47.0x	34.3x		3.9x	0.9x
SHOP	\$89.12	101,864	14.1x	11.8x	9.8x	0.6x	0.6x	0.5x		63.1x	50.3x		0.6x	2.0x
SNOW	\$232.16	84,282	29.1x	22.3x	17.0x	0.8x	0.7x	0.5x		77.3x	57.6x		2.1x	1.7x
VEEV	\$218.46	35,775	13.5x	11.6x	10.0x	1.5x	0.7x	0.6x	37.9x	32.2x	26.5x	3.9x	1.8x	1.2x
WDAY	\$299.09	79,671	10.5x	9.0x	7.7x	0.6x	0.5x	0.4x	44.1x	36.6x	31.6x	1.3x	1.8x	2.0x
ZM	\$64.48	20,014	3.0x	2.9x	2.8x	1.1x	1.0x	0.6x	10.1x	8.9x	8.4x	0.7x	0.7x	1.5x
Large Cap														
Average			14.0x	11.8x	10.0x	0.9x	0.8x	0.6x	47.4x	43.9x	34.3x	2.1x	1.8x	1.4x
Median			13.7x	11.7x	9.9x	0.8x	0.7x	0.6x	44.1x	39.6x	32.2x	1.5x	1.8x	1.4x

Source: BofA Global Research

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Exhibit 2: Variance Total revenue came in 5% ahead of our estimate

\$ in Thousands		4Q23	Variance
(except per share data)		Actuals	
Subscription solutions	\$496,315	\$525,000	5.8%
Merchant solutions	\$1,548,280	\$1,619,000	4.6%
Revenues	\$2,044,595	\$2,144,000	4.9%
GMV (\$mn)	\$235,379	\$235,868	0.2%
Total Cost of Revenues Gross Profit	\$998,085 \$1,046,510	\$1,077,000 \$1,067,000	7.9% 2.0%
	¥ 1,0 10,0 10	\$1,007,000	2.0 %
Operating Expenses	¢200 020	¢202.000	F 70/
Sales & Marketing	\$286,639	\$303,000	5.7%
Research & Development	\$248,978	\$243,000	-2.4%
General & Administrative	\$118,439	\$126,000	6.4%
Total Operating Expenses	\$654,056	\$672,000	2.7%
Operating Income	\$392,454	\$395,000	0.6%
Other income (loss)	\$61,200	\$73,000	19.3%
Earnings Before Taxes	\$453,654	\$468,000	3.2%
Income taxes	\$0	\$27,000	NA
Net Income - Pro forma	\$453,654	\$441,000	(\$12,654)
EPS (diluted) - Pro forma	\$0.35	\$0.34	(\$0.01)
Net Income - GAAP	\$327,257	\$657,000	\$329,743
Shares Outstanding - Basic	1,296,163	1,285,499	-0.8%
Shares Outstanding - Diluted	1,308,788	1,297,296	-0.9%
Growth Analysis Y-Y			
Total Revenues	17.8%	23.6%	5.7%
Subscription solutions	24.0%	31.2%	7.2%
Merchant solutions	19.5%	24.9%	5.5%
Operating Income	543.5%	547.6%	4.2%
Net Income - Pro forma	398.5%	384.6%	-13.9%
EPS (diluted) - Pro forma	394.4%	380.2%	-14.2%
Margin Analysis			
Total gross margin	51.2%	49.8%	-1.4%
Subscription solutions	82.5%	81.6%	-0.9%
Merchant solutions	41.2%	39.4%	-1.7%
Sales & Marketing	14.0%	14.1%	-0.1%
Research & Development	12.2%	11.3%	0.8%
General & Administrative	5.8%	5.9%	-0.1%
Operating Margin	19.2%	18.4%	-0.8%
Pre-tax margin	22.2%	21.8%	-0.4%
Tax rate - pro forma	0.0%	5.8%	5.8%
Net Margin	22.2%	20.6%	-1.6%
BS/CF Analysis	22.270	20.070	
Cash & equivalents	\$1,604,395	\$1,413,000	-11.9%
	\$2,023,477	\$2,122,000	4.9%
Billings			
Billings Cash Flow from Operations Free Cash Flow	\$325,246 \$317,067	\$448,000	37.7%

Source: BofA Global Research, company filings

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Exhibit 3: VarianceWe revised our estimates to reflect new guidance

	1Q24E				2024E			2025E				
		New		New		New		New		New		New
	New	Y/Y	New	Y/Y	New	Y/Y	New	Y/Y	New	Y/Y	New	Y/Y
	Estimate	Growth	Estimate	Growth	Estimate	Growth	Estimate	Growth	Estimate	Growth	Estimate	Growth
					\$2,085,41		\$2,165,91		\$2,335,66			
Subscription solutions	\$473,680	24.0%	\$477,500	25.0%	6	15.3%	5	17.9%	6	12.0%	\$2,505,624	15.7%
	\$1,323,05		\$1,362,46		\$6,216,47		\$6,616,23		\$7,617,92			
Merchant solutions	0	17.5%	0	21.0%	1	22.1%	0	28.2%	6	22.5%	\$8,506,100	28.6%
	\$6,960,59		\$7,060,00		\$8,301,88		\$8,782,14		\$9,953,59		\$11,011,72	
Total revenue	5	19.1%	0	22.0%	7	19.3%	5	24.4%	2	19.9%	4	25.4%
Operating margin	13.1%	NM	9.9%	NM	16.0%	NM	14.3%	NM	17.5%	NM	17.3%	NM
Net Income - Pro forma	\$296,615	NM	\$241,847	NM	\$1,573,941	NM	\$1,494,113	NM	\$1,990,303	NM	\$2,145,456	NM
Pro forma EPS	\$0.23	NM	\$0.19	NM	\$1.18	NM	\$1.13	NM	\$1.44	NM	\$1.56	NM

Source: BofA Global Research, company filings

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Price objective basis & risk

Shopify, Inc. (SHOP)

Our \$92 PO is based on an EV/sales multiple of 10.4x our C25 sales estimates, or 0.4x on a growth adjusted basis, discount to the large cap software group at 0.6x for lower profitability.

Upside risks are: A larger contribution to monthly recurring revenue stemming from traction of the premium Shopify Plus business.

Downside risks are: A lower customer renewal rate (75-80%) compared to the broader cloud applications market, averaging in the high eighties given the focus on the SMB market segment. Higher attrition may limit growth as the dollar attrition amount increases. High exposure to the macroeconomic cycle in both the applications subscription and payments businesses, driven by consumer discretionary spend.

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	BofA Ticker	Bloomberg symbol	Analyst
BUY				
	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	U US	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
	ZoomInfo	ZI	ZI US	Koji Ikeda, CFA
NEUTRAL				
	Autodesk	ADSK	ADSK US	Michael J. Funk

US - Enterprise Software Coverage Cluster

Investment rating	Company	BofA Ticker	Bloomberg symbol	Analyst
	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
	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	SHOP US	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
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	LAW US	Koji Ikeda, CFA
	Enfusion, Inc.	ENFN	ENFN 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

IQmethod[™] Measures Definitions

Business Performance	Numerator	Denominator
Return On Capital Employed	NOPAT = (EBIT + Interest Income) × (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

Manethod 3^{sst} is the set of BofA Global Research standard measures that serve to maintain global consistency under three broad headings: Business Performance, Quality of Earnings, and validations. The key features of iQmethod are: A consistently structured, detailed, and transparent methodology. Guidelines to maximize the effectiveness of the comparative valuation process, and to identify some common pitfalls.

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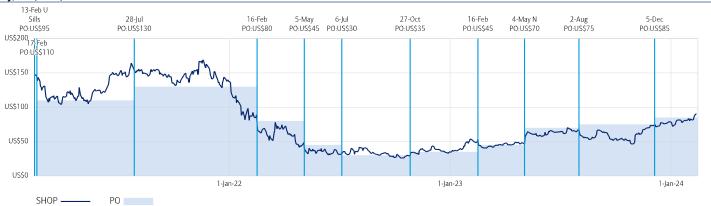
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Shopify, Inc. (SHOP) Price Chart



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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%

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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%
Indernerform	N/A	> 20%

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