

# Freshworks, Inc.

# Strong close to FY23 despite challenging macro and meaningful SMB exposure

Reiterate Rating: NEUTRAL | PO: 25.00 USD | Price: 21.82 USD

# Early renewals drives solid billings beat

Freshworks reported strong Q4 results, posting billings growth 3pts ahead of expectations (+20% y/y cc reported versus our +17% y/y cc). 2pts of the billings beat was driven by timing (early renewals) and contract duration. We view the early renewals as a positive demand signal. Revenue of \$160.1mn (+20% y/y; +19% y/y cc) was ahead of our \$158.5mn. Outperformance was driven primarily by strong execution as well as better than expected expansion and churn q/q. PF operating margin 7.2% was ahead of our 4.5% from top line overperformance.

# Net retention to stabilize at 106%

Freshworks previously set 105% as a trough level for expansion, however, improving churn dynamics, paired with returning seat expansions, suggests easing macro pressure. Additionally, strong Q4 renewals suggest little to no pushback in Freshworks' Pro and Enterprise customer base against the estimated 5% price increase rolled out last January. We think Freshworks can and will continue to realize steady price increases in its larger customer cohorts over time.

# FY24E operating income light in our view

The +18-19% y/y billings guide is solid, though is not coming without meaningful investment. The operating income guide suggests +18% y/y growth in Freshworks' operating expense base for FY24E, implying only 50bps of operating leverage for the year (we model to 7.9% for FY24E, vs 7.5% in FY23). That said, we think the 2025 Rule of 40 target (+20% y/y revenue growth and 20% FCF margin) is still achievable with continued execution. Incremental investments are being made to fine tune the self-serve motion to accelerate customer growth in the low end of the business.

# Raise revenue & lower margin; reiterate Neutral

We reiterate our Neutral rating on balanced risk-reward. We raise our PO to \$25 (was \$23) to reflect higher topline and peer multiple expansion. Our PO is based on 9.8x C24E revenue (was 9.0x), which is 0.5x on a growth-adjusted basis. We view a premium versus midcap software peers is warranted for Freshworks given the steady execution against a challenging macro and increasing line of sight towards becoming a Rule of 40 performer, but with shares already trading at a 20% premium to midcap software peers at 7.3x C24E revenue, we think much of the near-term potential upside is priced in.

Estimates (Dec) (US\$)	2022A	2023A	2024E	2025E	2026E
EPS	(0.07)	0.24	0.30	0.37	0.46
GAAP EPS	(0.82)	(0.47)	(0.37)	(0.27)	(0.14)
EPS Change (YoY)	NM	NM	25.0%	23.3%	24.3%
Consensus EPS (Bloomberg)			0.31	0.44	0.61
DPS	0	0	0	0	0
Valuation (Dec)					
P/E	NM	90.9x	72.7x	59.0x	47.4x
EV / EBITDA*	NM	116.2x	92.8x	61.5x	40.6x
Free Cash Flow Yield*	-0.9%	1.2%	1.7%	2.2%	2.8%
* For full definitions of <i>iQ</i> method <sup>≤M</sup> measures, see page 5.					

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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.

Timestamp: 06 February 2024 10:23PM EST

#### 06 February 2024

#### Equity

Key Changes		
(US\$)	Previous	Current
Price Obj.	23.00	25.00
2024E Rev (m)	701.9	706.9
2025E Rev (m)	828.2	837.7
2026E Rev (m)	977.3	996.9
2024E EPS	0.33	0.30
2025E EPS	0.47	0.37
2026E EPS	0.64	0.46

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#### Stock Data

Price	21.82 USD
Price Objective	25.00 USD
Date Established	6-Feb-2024
Investment Opinion	C-2-9
52-Week Range	12.22 USD - 24.98 USD
Mrkt Val (mn) / Shares Out	7,070 USD / 324.0
(mn)	
Free Float	94.2%
Average Daily Value (mn)	49.42 USD
BofA Ticker / Exchange	FRSH / NAS
Bloomberg / Reuters	FRSH US / FRSH.OQ
ROE (2024E)	9.2%
Net Dbt to Eqty (Dec-2023A)	-45.5%
ESGMeter™	NLA

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".

# *iQprofile*<sup>™</sup> Freshworks, Inc.

(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Return on Capital Employed	-0.7%	7.3%	9.0%	11.1%	14.1%
Return on Equity	-2.0%	7.4%	9.2%	11.1%	13.3%
Operating Margin	-4.5%	7.5%	7.9%	10.7%	14.2%
Free Cash Flow	(60)	85	117	155	197
<i>iQ</i> method <sup>™</sup> – <b>Quality of Earnings*</b>					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Cash Realization Ratio	NM	1.1x	1.2x	1.2x	1.2:
Asset Replacement Ratio	0.2x	0.1x	0.2x	0.2x	0.2
Tax Rate	NM	NM	NM	NM	NN
Net Debt-to-Equity Ratio	-28.9%	-45.5%	-47.7%	-51.2%	-55.19
Interest Cover	NA	NA	NA	NA	N/
Income Statement Data (Dec)					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Sales	<b>2022A</b> 498	<b>2023A</b> 596	707	838	997
% Change	34.2%	19.8%	18.5%	18.5%	19.0%
Gross Profit	410	500	595	705	839
% Change	35.6%	21.8%	19.0%	18.5%	19.0%
EBITDA	(11)	57	71	10.5 %	162
% Change	-116.7%	NM	25.3%	50.9%	51.59
Net Interest & Other Income	13	46	59	59	51.57
Net Income (Adjusted)	(22)	78	100	127	163
% Change	NM	NM	28.1%	26.9%	28.0%
Free Cash Flow Data (Dec)					
Free Cash Flow Data (Dec) (US\$ Millions)	2022A	2023A	2024E	2025E	
(US\$ Millions)  Net Income from Cont Operations (GAAP)	(232)	(137)	(111)	(85)	(47
(US\$ Millions)  Net Income from Cont Operations (GAAP)  Depreciation & Amortization	(232)	(137) 36	(111) 15	(85) 18	(47
(US\$ Millions)  Net Income from Cont Operations (GAAP)  Depreciation & Amortization  Change in Working Capital	(232) 30 (11)	(137) 36 (14)	(111) 15 4	(85) 18 14	(47 21 15
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(US\$ Millions)  Net Income from Cont Operations (GAAP)  Depreciation & Amortization  Change in Working Capital  Deferred Taxation Charge  Other Adjustments, Net  Capital Expenditure  Free Cash Flow	(232) 30 (11) NA 160 (7) - <b>60</b>	(137) 36 (14) NA 202 (2) <b>85</b>	(111) 15 4 NA 211 (2) <b>117</b>	(85) 18 14 NA 211 (3)	(47 2. 15 NA 21 (3 <b>19</b> 7
(US\$ Millions)  Net Income from Cont Operations (GAAP)  Depreciation & Amortization  Change in Working Capital  Deferred Taxation Charge  Other Adjustments, Net  Capital Expenditure  Free Cash Flow  % Change	(232) 30 (11) NA 160 (7) -60 91.0%	(137) 36 (14) NA 202 (2) <b>85</b> NM	(111) 15 4 NA 211 (2) 117 37.6%	(85) 18 14 NA 211 (3) 155 32.4%	(47 2 1! N/ 21 (3 <b>197</b> <b>27.5</b> %
Net Income from Cont Operations (GAAP) Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase	(232) 30 (11) NA 160 (7) -60 91.0%	(137) 36 (14) NA 202 (2) <b>85</b> <b>NM</b> 0	(111) 15 4 NA 211 (2) 117 37.6% 0	(85) 18 14 NA 211 (3) <b>155</b> <b>32.4%</b>	(47 2 1! N/ 21 (3 <b>19</b> 7 <b>27.5%</b>
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## **Company Sector**

Server & Enterprise Software

### **Company Description**

Freshworks (NASDAQ: FRSH) is a mid-market software as a service (SaaS) vendor providing applications to manage customer support, ITSM, and sales & customer relationship management (CRM). The company utilizes both a productled and direct sales force to go to market. Freshworks was founded in 2010 in Chennai, India by Girish Mathrubootham, who currently serves as the CEO.

#### **Investment Rationale**

Freshworks is well set up to take share of the "Fortune 5 million" customer base within the \$50bn+ ITSM, customer service, and sales/marketing software market with a leading offering. Its competitive advantages are 1) low initial cost of ownership, 2) a product-led go-to-market motion, 3) steady stream of product innovation (such as embedding Al across the suite), 4) products designed for ease of use management, 5) integration with key other application vendors,and 6) a large customer base.

# Stock Data

Average Daily Volume 2,335,526

### **Quarterly Earnings Estimates**

	2023	2024
Q1	0.03A	0.08E
Q2	0.06A	0.05E
Q3	0.08A	0.08E
04	0.07A	0.09E

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

# **Exhibits**

# Exhibit 1: BofA estimates versus reported results

Billings landed +3% ahead of our estimate

\$ in Thousands	BofA	4Q23	Variance
(except per share data)	Estimates	Actuals	
Total Revenue	\$158,472	\$160,111	1.0%
Cost of Revenue	\$25,299	\$25,349	0.2%
Gross Profit	\$133,173	\$134,762	1.2%
Research & Development	\$29,317	\$26,899	-8.2%
Sales & Marketing	\$79,236	\$76,697	-3.2%
General & Administrative	\$17,432	\$19,622	12.6%
Total Operating Expenses	\$125,985	\$123,218	-2.2%
Operating Income	\$7,188	\$11,544	\$4,356
Other income (expense)	\$10,993	\$14,715	
Income taxes	\$1,847	\$2,974	\$1,127
Net Income - Pro forma	\$16,334	\$23,285	\$6,951
Net Income - GAAP	(\$20,317)	(\$28,081)	(\$7,764)
EPS (diluted) - GAAP	(\$0.07)	(\$0.09)	(\$0.03)
Shares Outstanding - Pro forma	335,053	328,054	-2.1%
Y/Y Growth			
Total Revenue	19.0%	20.2%	1.2%
Operating Income	-359.5%	-516.8%	-157.3%
Net Income - Pro forma	481.1%	728.4%	247.3%
Total gross margin	84.0%	84.2%	0.1%
Research & Development	18.5%	16.8%	-1.7%
Sales & Marketing	50.0%	47.9%	-2.1%
General & Administrative	11.0%	12.3%	1.3%
Operating Margin	4.5%	7.2%	2.7%
Pre-tax margin	11.5%	16.4%	4.9%
Tax rate - pro forma	10.0%	11.3%	1.3%
Net Margin	10.3%	14.5%	4.2%
Cash & equivalents	\$434,901	\$488,121	12.2%
Billings	\$174,468	\$180,425	3.4%
Cash Flow from Operations	\$16,725	\$30,866	84.6%
Free Cash Flow	\$15,082	\$28,591	89.6%

**Source:** BofA Global Research estimates, company report

BofA GLOBAL RESEARCH

**Exhibit 2: Estimate changes**We estimate +19% y/y billings growth for 2024

	1Q24E				
	Previous	Previous Previous New			
	Estimate	Y/Y Growth	Estimate	Growth	
Total revenue	\$162,477	18.0%	\$162,477	18.0%	
Billings	\$180,188	18.1%	\$177,149	16.1%	
Operating Income	\$9,124	12.4%	\$13,712	17.5%	
Operating margin	5.6%	N/A	8.4%	N/A	
Net Income - Pro forma	\$15,492	15.0%	\$25,300	11.0%	
PF EPS	\$0.05	5.6%	\$0.08	8.4%	
FCF	\$15,466	56.3%	\$26,263	165.4%	

2024E				
Previous	Previous	New	New Y/Y	
Estimate	Y/Y Growth	Estimate	Growth	
\$697,647	18.0%	\$706,926	18.5%	
\$761,470	17.8%	\$780,030	18.7%	
\$64,504	18.3%	\$55,884	19.0%	
9.2%	N/A	7.9%	N/A	
\$98,991	129.4%	\$99,964	25.4%	
\$0.28	56.1%	\$0.30	27.0%	
\$97,751	57.3%	\$110,059	40.0%	

	2025E				
Previous	Previous	New	New Y/Y		
Estimate	Y/Y Growth	Estimate	Growth		
\$828,190	18.0%	\$837,708	18.5%		
\$914,267	19.1%	\$932,917	19.6%		
\$124,899	17.0%	\$89,259	18.5%		
15.1%	N/A	10.7%	N/A		
\$164,648	59.1%	\$125,901	59.7%		
\$0.47	47.9%	\$0.37	25.9%		
\$154,923	38.1%	\$146,703	33.3%		

**Source:** BofA Global Research estimates, company report

BofA GLOBAL RESEARCH



# Price objective basis & risk

#### Freshworks, Inc. (FRSH)

Our PO of \$25 is based on an EV/Rev multiple of 9.8x our C24E revenue, a premium to the mid-cap software group, trading at 7.3x for faster growth and stronger margin/FCF progression.

Risks to our PO: 1) Freshworks shares trade at a premium to the software group, presenting the risk of a pullback in the event of changes to market sentiment stemming from global macro uncertainty or potentially disappointing quarterly revenue, 2) relatively high churn could challenge profitability as small and mid-sized businesses have higher attrition, and 3) Freshworks competes in highly competitive markets, which includes large and established vendors.

# **Analyst Certification**

I, Adam Bergere, 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
	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
	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

### **US - Enterprise Software Coverage Cluster**

Investment rating	Company	BofA Ticker	Bloomberg symbol	Analyst
	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	BLUS	Koji Ikeda, CFA
	C3.ai	Al	ALUS	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				
	MeridianLink, Inc.	MLNK	MLNK US	Koji Ikeda, CFA
	Splunk	SPLK	SPLK US	Brad Sills
	'			

# **IQ**method<sup>™</sup> 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 / EDITDA	Enterprise Value	Pacis EDIT - Depreciation - Americation

EV / EBITDA Enterprise Value Basic EBIT + Depreciation + Amortization

Manethod Suis 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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# **Important Disclosures**

#### Freshworks (FRSH) 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%

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# Investment rating Total return expectation (within 12-month period of date of initial rating) Ratings dispersion guidelines for coverage cluster<sup>R2</sup>

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

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